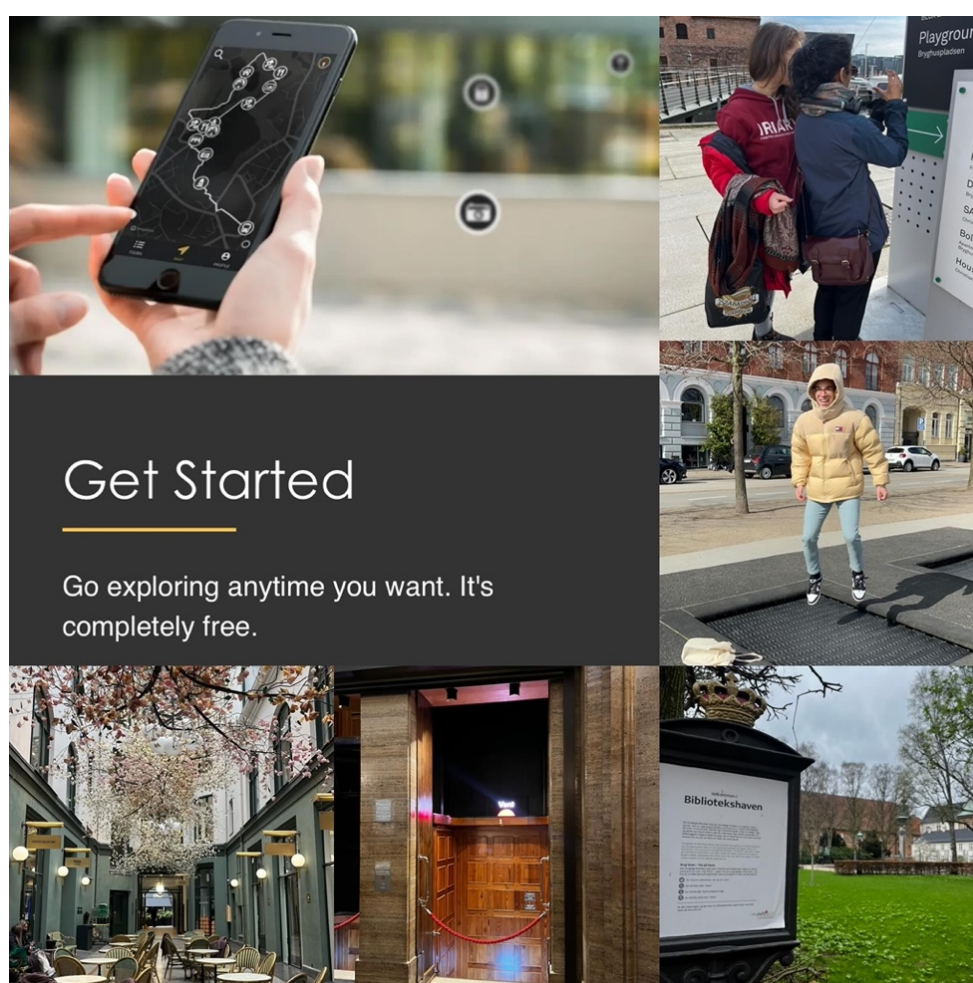


EXPLORING THE HIDDEN GEMS OF COPENHAGEN: A CASE STUDY OF THE COPENHAGEN LOCAL WALKS

[Master's thesis]

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Tourism MA 2024
Number of keystrokes:125 062

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Abstract

The project focuses on exploring the Copenhagen Local Walks, a modern digital tourism concept in the Danish capital, developed by the Copenhagen Visitor Service, in collaboration with the StoryHunt mobile application. Under the realm of the Copenhagen Local Walks, visitors can engage in five tours in the different neighbourhoods of Copenhagen: Nørrebro, Vesterbro, Østerbro, Amager, and the City Centre. These tours are free self-guided digital walking tours, uncovering the hidden gems of the city, while aiming to provide authentic experiences for the participants. The main aim of this thesis is to understand how tourists perceive and experience this innovative solution in Copenhagen, and through that, to provide valuable feedback and recommendations for improving this concept. This question is crucial as it uncovers how such digital walking tours can promote sustainable tourism practices, address issues such as overtourism, enhance the overall tourist experience, and thus, encourage a positive word-of-mouth amongst potential visitors.

The object of the study is the Copenhagen Local Walks, more specifically one of the routes in the City Centre. To understand how such a digital walking tour shapes the tourist experience in Copenhagen, it is important to uncover the strengths and weaknesses of this concept, its impact on the tourism landscape of Copenhagen, and the challenges and opportunities associated with integrating digital technologies in tourism.

Given the circumstances of this project – it being a master's thesis – the educators and fellow students give the primary audience of this paper. However, beyond giving insights to the new digital walks, this thesis also provides recommendations for improving the Copenhagen Local Walks, and through this, also aims to target tourism industry professionals in the Copenhagen Visitor Service, working on developing and continuously improving this concept. Lastly, this paper may potentially be a valuable tool in the hands of fellow researchers interested in digital innovations in tourism, or similar. The methods used in the project include personal experiences of the City Centre tour, interviews with participants, observations, and analysis of feedback to gather insights related to the perception, and satisfaction levels of the Copenhagen Local Walks. The project's contribution lies in offering a fresh perspective on how technology is transforming travel experiences in today's digital age. By blending personal stories, academic knowledge, research data, and innovative approaches, the project seeks to provide ideas for improving the Copenhagen Local Walks and thus, contribute to the enhancement of digital tourism solutions in the city of Copenhagen.

Introduction

Tourism is more than just travelling – it is a blend of experiences, adventures, and connections that shape our understanding of the world, and our economy. In this thesis, we explore the fascinating world of tourism through the eyes of an international student discovering Copenhagen as both a researcher and a tourist, challenging the traditional understanding of a visitor. More concretely, the self-guided digital walking tour, the Copenhagen Local Walks is under investigation.

As the author of this thesis, I navigate the fine line between personal encounters and academic research, recognizing how our own beliefs and experiences can influence the research process, following the philosophical approach of social constructivism. My research question is simple, yet profound. I would like to know about the key factors that influence user satisfaction related to the Copenhagen Local Walks are, and how can these be improved to enhance the overall tour experience.

By experiencing the City Centre tour of the Copenhagen Local Walks, conducting interviews, analysing themes, and reflecting on insights, I aim to uncover how this digital solution is reshaping the way travellers explore urban destinations, along with contributing to the development and improvement of the concept of the Copenhagen Local Walks.

Overall, by blending personal stories, academic knowledge, research data, and a creative mindset, I hope to offer a fresh perspective to the growing knowledge on how technology is transforming our travel experiences in today's digital age, while offering ideas for improvements for the Copenhagen Visitor Service, who have created the Copenhagen Local Walks.

Introduction to the field of tourism

To put the foundation of the research in scope, it is important to clarify the term of tourism as a field. It is important to note, that tourism is not an activity in itself, but rather a collection of activities related to travel and leisure (Sasha, 2022). Tourism represents the world's largest industry, significantly contributing to the global GDP (Menon, Bhatt & Sharma, 2021, Milano et al., 2019). It is not only the largest, but tourism is also considered to be the fastest growing industry worldwide (Milano et al., 2019). According to the United Nations World Tourism Organization's (UNWTO) definition, "Tourism is a social, cultural and economic phenomenon

which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes.” (n.d.). This is considered to be the “main” definition amongst academics, however as Elliott (2020) suggests, tourism can have several definitions, based on what the research is focusing on. From an economic perspective it can be “an industry or a series of industrial sectors such as hotels, restaurants and transport all loosely grouped together which provide services for tourists.” (p. 20). For studies investigating the demand side of tourism, it can mean “an experience of relaxation and pleasure” (p. 20). While for the local community it can be viewed as something profitable, generating income and giving jobs to people. This can go on and on, always depending on which tourism stakeholder we are analysing. The relationship between tourism and the other forms of mobility further complicates the understanding of this field. Popular tourism destinations are often developed cities, attracting students and migrant labour for relocation. This phenomenon blurs the lines between tourism and migration, because these foreigners often engage in touristic experiences, especially in the beginning of their stay in the certain destination, making them both locals and tourists at the same time. Furthermore, they also often visit their homeland, making them both there too. Then there are their friends and families, who come and visit them, and they are also not ordinary tourists in the destination (Sasha, 2022).

One thing is for sure. Tourism is a part of everyone’s lives, whether they want it or not, and this is exponentially true in the region of Europe. Only in the United Kingdom, there were 2.743.000 people working directly in the tourism industry in 2016, while this number is 201.000 in Denmark in 2021. Tourism’s direct contribution to the world’s GDP was 2,5% in 2022, even with the Covid-19 pandemic’s drastic post-effects (UN Tourism, n.d.). These numbers clearly underpin the industry’s importance.

The evolution of tourism over the years

It is now considered completely normal to travel at least once a year for an annual vacation, but it was not always the case (Williams & Lew, 2014).

Many years ago, people had to continuously move around to make sure there was enough food and shelter for their communities. Even though these travels were made out of necessity, these wanderings may be considered as the roots of today’s tourism. The physical needs have been switched to the desire for exploring sights and resting, and “travelling out of necessity has evolved into travelling for pleasure” (McMahon-Beattie and Yeoman, 2019, p. 11). In the early

stages of tourism, it was a privilege. Travelling was difficult without today's technological advancements, it was expensive, uncomfortable, and often even dangerous for someone to leave their home environment (Williams & Lew, 2014).

Historically, travel has served various purposes beyond mere survival. From Chinese Buddhist monks travelling to India to visit and touch sacred places as parts of their pilgrimage, travelling made it possible to encounter with myths, and memories of our civilization (Sasha, 2022). From the medieval times, when pilgrims were taking trips seeking religious connections, through the Renaissance, when the aim of the travel was to gain knowledge and / or economic advantages, all the way to the 18th century when people travelled for personal development and out of curiosity for other cultures (McMahon-Beattie and Yeoman, 2019). These journeys of early stage have greatly impacted our imagination as a society and served as a way to connect different cultures (Sasha, 2022).

From the late 18th century with the emergence of the Romantic ideologies, travellers started to seek authentic experiences, looking for 'off the beaten track' and 'close to nature' experiences. In the 19th century, tourism turned into a high-end product and was almost exclusively for the wealthy, who sent privileged young adults on European journeys under the concept of The Grand Tour. The purpose of the trips included learning about foreign cultures, along with languages, customs, and politics (McMahon-Beattie and Yeoman, 2019).

However, tourism in the sense we know it today only appeared in the 1960s, caused by the increased economic and technological opportunities available and the changes in the mindset of the society (McMahon-Beattie and Yeoman, 2019). With time, and with the development of efficient and more affordable transportation systems, travel became less difficult and more affordable, so people started to travel for pleasure, creating a booming industry, tourism (Williams & Lew, 2014).

Today, tourism is considered to be a phenomenon deeply connected to the development of modernity. It represents a category of travel focused on pleasure and relaxation, yet its roots may be found in the frequent movements, that characterizes modern life. The evolution of western mobility has largely shaped our understanding of tourism, with research often being 'eurocentric' in terms of looking at the behaviour of tourists and the development of the destinations (Sasha, 2022). Today's concept of mass tourism is rooted in the 1960s, when the desire for freedom met the increased possibility for mobility. The middle class of the baby boomer generation started to look at leisure holidays as a necessary part of their lives (McMahon-Beattie and Yeoman, 2019) and mass tourists would eventually follow the elite, rising the demand for the trips labelled 'sun, sea, and sand' to the sky (Williams & Lew, 2014).

This time is also the start for the popularity of sunny beach destinations (McMahon-Beattie and Yeoman, 2019).

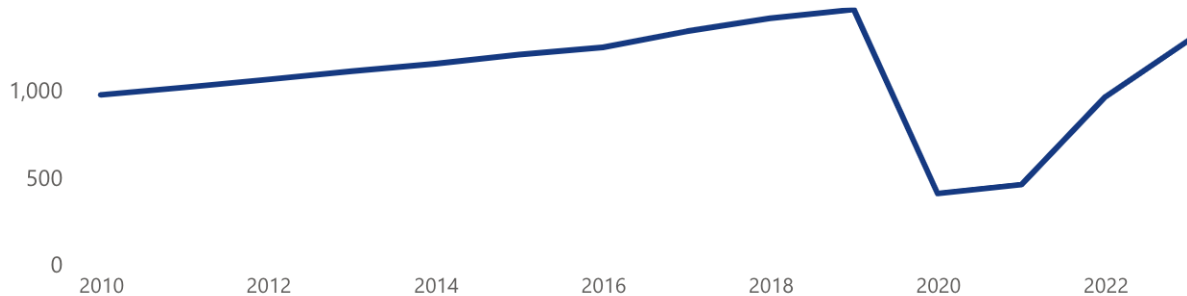
The current drivers of tourism include the rising education and income levels of our society, the more affordable travel options, and the increasing knowledge and curiosity about the world (Williams & Lew, 2014). The motivations of tourists may vary from pleasure seeking through curiosity driven exploration to many other things (Sasha, 2022), the sky is the limit... or is it? We also heard about a possible future space tourism. Who knows where tourism will evolve in the future. Our days' tourism seems to be more and more influenced by the effects of mass tourism. Travellers often look for unconventional vacations instead of visiting the mainstream destinations, such as Arctic trips, or a trek in Tibet. We often meet the terms 'untouched' and 'undiscovered' in the destination marketing strategies of these places (McMahon-Beattie and Yeoman, 2019).

We clearly see that each phase of the evolution of tourism had its own trends and patterns, with these trends often recurring. As it has already been already mentioned before, today's tourism is characterized by seeking unique and authentic experiences, bringing back the trend from the 18th century's Romantic ideologies, while evolving towards sustainable and responsible practices, with a focus on preserving natural, historical, social and cultural assets (Filipiak et al., 2020).

What is tourism in numbers?

International Tourist Arrivals

in million



1. Figure: Global and regional tourism performance. (n.d.). <https://www.unwto.org/tourism-data/global-and-regional-tourism-performance>

The UNWTO's statistics suggest that in 2023, there were 1286 million international tourist arrivals registered globally. Even though, this is still a 12,1% decrease compared to 2019, when the Covid-19 pandemic was an unknown term around the world, the exponential growth is indisputable. In 2013, only a decade ago, this number was 1108,65 million (UN Tourism, n.d.), while in 2000 it was only 696,8 million (UNWTO, 2002).

Overtourism – word of the year in 2018

By participating on the Copenhagen Local Walks, tourists are guided away from the main attractions of the city, and through that, they are even unknowingly having a positive impact on the destination. The negative effects of overtourism are the most sensible around the most well-known attractions of almost every destination, and encouraging tourists to not concentrate their travel plans only around these spots, supports the destination's journey towards more sustainable urban tourism practices. But what is overtourism and why is it so important? This is the topic of this upcoming section.

The term 'overtourism' gained importance in recent years, due to the rapid growth of global mass tourism, leading to overcrowding in tourist areas and with that, impacting the well-being of the residents (Milano et al., 2019). According to the UNWTO's definition, as cited by Mihalic (2020), overtourism refers to "the impact of tourism on a destination, or parts thereof, that excessively influences the perceived quality of life of citizens and / or quality of visitors' experiences in a negative way" (p. 6). The term started to appear in academic discussions in 2017, when media reports on tourism growth, overtourism, antitourism and tourismphobia

began to emerge, with Barcelona being highlighted as a destination that faces overtourism issues the most. Since then, overtourism has become a significant topic of discussion and concern within the tourism industry. Destination managers have started to fear that their destination will be the ‘next Barcelona’, indicating a growing awareness of the negative impacts of overtourism on destinations (Mihalic, 2020). According to Milano et al. (2019), the key factors contributing to overtourism are the unregulated growth strategies in the industry, the commodification of the cities, and the lack of effective destination management.

Overall, overtourism has evolved from being a relatively new and emerging issue in 2017, to becoming a well-recognised and studied phenomenon, labelled a ‘serious situation’, requiring a serious response by the UNWTO (Coldwell, 2017). In recent years, scholars have increasingly focused on understanding the complex nature of overtourism, along with trying to develop and shape their strategies around monitoring and managing overtourism’s negative effects on destinations (Mihalic, 2020). As a result of this, there is a growing tendency for sustainable tourism practices and alternative governance measures to address the challenges of overtourism and to promote more responsible tourism development (Milano et al., 2019).

Related to the phenomenon of overtourism, a new trend has emerged in recent years, referred to as ‘tourism pressure’. Due to the high popularity of certain touristic places, especially the ones with strong seasonability, a pressure is put on the destination by the high number of tourists visiting all at once, resulting in overcrowded streets, and rising prices for housing, and other everyday necessities. This may lead to conflicts and a negative feeling and resistance within the local community (Lehmann, 2019). On the demand side, visiting crowded places may lead to sensory overload for tourists, that can ruin the whole experience, especially for elderly visitors. Therefore, today’s tourists often seek calmer ways to engage in touristic encounters. This is exponentially popular for visitors suffering from anxiety or autism. Certain attractions offer dedicated visiting hours for this purpose (Lehmann, 2019), but it is important to note, that this is not a widely popular practice amongst tourism providers.

The phenomenon of walking tours

The Copenhagen Local Walks, as it has been already mentioned before, are self-guided walking tours in the city of Copenhagen. Therefore, a short overview is provided in this upcoming chapter about the phenomenon of walking tours, diving while also diving a little bit into the digital walking tours.

Walking tours in urban areas have emerged as a common practice for exploring cities (Steinbrink, 2012), historically representing one of the earliest forms of urban tourism (Giddy and Hoogendoorn, 2018). These tours are often organized around specific themes such as historical, architectural, or cultural aspects of a certain destination, offering participants a more direct way of getting involved in experiencing the city (Frenzel, 2016). Henry (2017) compares the tour guide to a parent who guides and raises their children along the way. One of the tasks of the guides on a walking tour is to mediate between the tourists' interests and the convenience of the locals.

Traditional guided walking tours, led by guides with significant knowledge of the destination, generally help participants to understand and appreciate the visited cities better (Morton, 2019; Giddy and Hoogendoorn, 2018). Guided walking tours typically cater to small groups, but over time, these small groups add up, and they have the capacity to make a significant impact on the destination (Morton, 2019). They allow visitors to connect deeply with the destinations they are visiting, by learning about its evolution and history, explained by the guides (Giddy & Hoogendoorn, 2018). Further, as Henry (2017) discusses, it is like the tourists become students, discovering a new way to understand the city.

Urban tourists are people who explore cities, blending in with both locals and tourists. They are often characterized by their interest in understanding the culture and history of the places they visit, and they often prefer walking tours as a means of experiencing the city on a deeper level, almost like amateur researchers (Henry, 2017). Walking, as a mode of mobility in urban areas offers numerous benefits, including physical and mental well-being (Yun et al., 2018), as well as opportunities for socializing and connecting with public spaces (Fink, 2012). It is also considered as one of the most environmentally friendly or low-carbon forms of tourism, contributing to sustainability efforts by reducing greenhouse gas emissions (Tournier, Dommes and Cavallo, 2016; Chapman, 2007; Weston and Mota, 2012). Many cities promote walking tourism to address issues such as traffic congestion and air pollution, highlighting its potential to contribute positively to urban environments (Yun et al., 2018).

Guided walking tours are often designed to provide an authentic experience while respecting the local community, and ensuring that tourists do not – even unintentionally – intimidate residents. Tourists participating on walking tours in urban areas interact directly with the residents and their culture, experiencing it first hand and impacting the city's economy, culture, and environment with their presence. They typically explore routes near locals' daily lives, aiming to engage with them (Yun et al., 2018). Guides often perceive their role as a public service, aiming to educate tourists and facilitate their integration into the urban environment (Henry, 2017).

However, the success of walking tourism initiatives is influenced by various factors, including tourist behaviour and trends influenced by season and weather conditions. Planners are advised to try and control overcrowding, especially in neighbourhoods populated by residents, to make sure tourism helps the city in a good way (Yun et al., 2018). Overall, walking tours play a crucial role in shaping urban experiences, and promoting sustainable tourism practices in urban environments.

When the lockdowns related to the Covid-19 pandemic came in force, tourism, along with the event industry were the most affected territories. They simply stopped to exist completely, from one day to another. That is when the people working in these industries started to think about new and innovative ways to keep operating without contradicting the health regulations in place. They came up with digital solutions, such as digital walking tours. According to Pallai and Guazzaroni (2022), the concept of a digital tour refers to a virtual experience, that is led by digital means, such as through a website or an application. It involves offering users a way for a structured and informative exploration of a certain environment through the digital sphere, while providing guidance, explanation, and insights about the content that is being presented. Users may have interactive elements that allow them to engage with the content, such as clickable objects for more information, and / or multimedia presentations. Digital guided tours often include navigation tools to help users move around easily, such as maps, or directional cues. There are different levels of how much digitalization is actually involved in a digital tour. It can be fully in the digital realm through virtual reality, and it can merge the physical and the digital spheres through the use of augmented reality elements. While a virtual tour typically refers to a digital representation of a physical space, an interactive online guided tour is more structured. Users are guided through the tour with specific points of interest highlighted, interactive elements to engage with, and educational content to enhance their understanding of the destinations or exhibitions. A good example, other than the Copenhagen Local Walks of

course, Is the Walk1916 mobile walking tour application, which is an innovative tool developed to provide users with a unique and interactive experience exploring the sites related to the Easter Rising in Dublin. Cushing and Cowan (2017) discuss in their article, how the application digitally features photographs, taken during the 1916 Easter Rising period, paired with geolocation technology, augmented reality, audio descriptions and textual narratives to enhance the users' understanding and engagement with the sites' history. Participants using this application have the opportunity to view these digital prints at specific locations in Dublin's city centre, that are associated with the events of the Easter Rising.

The popularity of the walking tours may lay in the recent years' noticeable shift in how people approach city tourism. Instead of sticking to the traditional tourist spots in city centres, visitors are increasingly seeking off-the-beaten-track attractions. This form of urban tourism is especially becoming popular in historical cities, proving the tourists' interest in alternative forms of exploring the city, moving away from the 'mainstream' attractions (Matoga and Pawlowska, 2018). This connects to Lehmann's (2019) joy of missing out (JOMO), which is a trend that seems to have emerged challenging the previously popular fear of missing out (FOMO) ways of travel. Connected to the shift towards hyperlocal experiences, tourists no more focus their travel plans explicitly around the major attractions of a certain destinations. These tourists aim to experience the city in its more original perspective, and often engage in thematic sightseeing activities (Matoga and Pawlowska, 2018), leading us to the walking tours, previously discussed in this paper.

Theoretical framework

Urged by the thread of the research for this thesis, and its deductive nature, the theoretical framework is to be set first, which will underpin the methodological choices explained in the upcoming methodology chapter.

Defining the theoretical framework of a research is a complicated process, that requires deep knowledge about the specific theories that are out there related to social studies such as tourism. To understand how the theoretical framework is to be separated from the methodology, I have followed the advice of my supervisor. According to Mette Simonsen Abilgaard (personal communication, 04. April 2024) the theoretical framework of a research can be divided to two layers: the philosophy of science, and the specific concepts that I am using. The philosophical choices explain what kind of a worldview this project will follow, while the theoretical concepts are closer connected to touristic phenomena to the Copenhagen Local Walks, that is under research for the sake of this thesis. However, first and foremost, my position as a researcher investigating the Copenhagen Local Walks needs to be clarified.

Researcher positioning:

To provide a clear scope for this research, it is inevitable to clarify the position of the author for current thesis. I am in an interesting and quite unusual researcher situation for this topic, since as an international student, I have a role both as a researcher and as a tourist in Copenhagen whose experience is investigated. Even though I have been living in Copenhagen for closely two years now, I did not experience the city that much from a touristic perspective, especially not by actively looking for the digitally innovative solutions in the city, such as a digital walking tour. Therefore, I can go through the whole traveller journey, from planning to post-trip feelings for the sake of this paper. This gives me plenty of opportunities to use my own personal experience as a tourist in Copenhagen as a valid data source for this research, however it can also hinder my objectivity, even on a sub-conscious level.

Philosophy of science:

The first methodological decision that has been made is the philosophical approach that will be followed throughout the thesis. Understanding and clearly defining the philosophical

background of a research can help to increase its quality, so it is important not to ignore it (Patel 2015). It may be crucial for a successful research to figure out the author's beliefs and how they see the world while conducting the research (Guðjónsdóttir et al., 2022). Deciding on the philosophy and methods for a research can be one of the hardest parts of the whole process, as Altruiki (2021) points out, and I totally agree. That is because there is often no clear answer, no one correct choice. Current thesis employs elements of the philosophical approach of pragmatism, along with aspects of the approach of social constructivism.

Following a pragmatistic approach give the researchers a kind of freedom, allowing them to overcome the barriers of strictly categorized methods, and use what seems most applicable for solving the given research problem (Altruiki, 2021). A pragmatistic research is researcher reflexive, driven by the scholar's doubts and beliefs. The aim of this type of research is to reach practical outcomes, along with underpinning future development. According to the pragmatists, there is not one right methodological choice for conducting a research, but the different types of methods should be combined (Saunders, Lewis & Thornhill, 2019). In the context of this paper, the pragmatistic philosophical approach is shown in the mixed methodological choices that will be explained in more details in the methodology chapter.

The other significant research philosophy employed in this paper is social constructivism, originated in the researcher positioning that has already been laid down. According to scholars like Kukla (2000), social constructivism suggests that various elements of our world – such as knowledge, reality or identity – are not at all objective, instead they are socially constructed through human interactions and interpretations. Social constructivists believe that individuals and societies collectively shape the meaning and comprehension of reality, through shared beliefs, language usage, and adherence to cultural norms. This perspective highlights how social interactions influence how we see the world. The nature of this research urges to be conducted under the philosophical approach of social constructivism, referring to the active role of individuals in constructing knowledge through interaction and participation. As it will be discussed more in depth throughout the thesis, I use my own touristic perception of the digital walking tour that is under investigation, along with my observations about the other participants I am taking on the tour, allowing for co-creating narratives to shape the answer for my research question.

Theoretical concepts:

The theoretical framework for this thesis is shaped by the three major concepts: authenticity, placemaking, and community-based tourism. All three theoretical concepts are strongly connected to each other, and also to the philosophical approaches of pragmatism and social constructivism.

Authenticity

First, the concept of authenticity and its intersection with the tourism industry is considered. The word ‘authenticity’ refers to “the quality of being genuine or true” (Oxford University Press, n.d., Definition 1), and has widely been used in many contexts outside of tourism for decades. Taylor (2001) is one amongst the most significant scholars in the early stages, along with Wang (1999), Bruner (1994), Clifford (1998) and Cohen (1988), that had started to work with the concept of authenticity in connection to tourism studies. In his work, Taylor (2001) explains, how authenticity in the tourism context is often focused around recreating the past, with an emphasis on traditional aspects. Thinking pragmatically, what is considered ‘real’ or ‘original’ may vary depending on the situation. Meanwhile, social constructivism suggests that what we consider ‘authentic’ is influenced by our interactions with others and the feelings we attach to the given situation. However, the idea of authenticity in tourism studies has changed over time. Before, it used to be seen as something fixed in relation to an object or a culture, while more recently, researchers increasingly started to acknowledge, how authenticity varies depending on the different viewpoints, and social influences, strongly connecting it to the philosophical approach of social constructivism (Martin, 2010).

As it will be discussed in more detail at a later phase of this paper, current days’ visitors are actively and increasingly seeking authentic experiences when visiting a destination. This eagerness urges them to look for something extra, to enhance their experience and to learn about the destination’s history and culture, along with learning about the locals’ life in an active way. The concept of the Copenhagen Local Walks holds may cater for the for tourists visiting the Danish capital, who are seeking authentic experiences. The tour provides the platform for a highly dynamic interaction between the visitors and the physical environment in Copenhagen, through the advanced technological solutions. Moore et al. (2021) explain in their article, that as tourism evolved in the past decades, the concept of authenticity became closely indispensable in the tourism context. It is complex and dynamic and plays a significant role in understanding

tourists' experiences of place and culture one can experience in a destination. By today, everyday life in itself became to be seen as a tourism product (Higgins-Desbiolles & Bigby, 2021).

Place making

From a social constructivism perspective, the meaning of a place originates in how people interact with it. The theoretical concept of place making is a fundamental element in destination planning and for the touristic attractiveness of the place (Lew, 2017). According to Hultman and Hall (2012), place making refers to the process in which tourism, with the involvement of stakeholders and through various governance approaches, creates and shapes the attractiveness of the destination. However, Wyckoff (2014) discusses in his article, that it is not only about attracting tourists. He agrees with fellow scholars about that place making involves carrying out initiatives that lead to creating attractive environments that appeal to individuals to visit, but also to live and work in. So, at the end of the day, a place making strategy can only be considered successful, if the certain destination is attractive for both tourists, residents, and businesses to reside in. Successful place making initiatives, such as integrating cultural elements, traditions, and narratives into urban spaces can celebrate and promote local culture, leading to a probable increase in the locals' sense of pride (Nieuwland and Lavanga, 2021).

Place making can be divided into two main categories: place-making and placemaking. Place-making involves how people recognize, define, and create places they call home, whether intentionally or not. Individuals contribute to the process of place-making through their everyday interactions, activities, and encounters. Their personal connections and behaviour shape the identity of the destination. This form of place making is a bottom-up process, driven by individuals or local agencies. While it is often not intentionally tourist-oriented, it highlights the importance of community engagement and individual creativity in defining an attractive tourist destination (Lew, 2017). On the other hand, placemaking can be seen as a top-down, planned approach to shaping the image of a certain destination. Planned placemaking often focuses on creating a standardized, marketable identity for the destination, through various design, development, and marketing strategies. Further, this form of place making may involve intentional global theming by governments and tourism authorities, with the hope for generating increased economic benefits (Lew, 2017). These efforts, as seen in Nieuwland and Lavanga's (2021) article about the city of Rotterdam, not only make people proud of where they live, but also support sustainable development. Another good example for planned placemaking is

Ecoregion, which is an initiative led by a large municipality in Sweden. They have decided to brand their region with ecological themes to attract eco-conscious tourists. They implement green policies to make the area more appealing, along with preserving the environment (Hultman & Hall, 2012).

Community-based tourism

In the past, tourism was only looked at from an economic perspective, focusing mainly on its potential of generating revenue. However, for a few decades now, there has been a strong value shift, highlighting, that for urban tourism to be sustainable, it needs to improve the quality of life for the local communities too. On this note, Larsen (2019) discusses how urban tourism has undergone significant changes recently, connected to the trends that will be discussed at a later stage of this thesis. This new type of urban tourists seeks to explore areas beyond the traditional tourist spots and historical landmarks. This shift has had huge effects on urban life, influencing events, prices, and even community dynamics. However, as tourists increasingly outnumber locals in certain popular touristic areas, tourism development often faces increasing tension related to these activities. When tourism rises in a certain destination, it significantly reshapes and touristifies the spaces where the locals live their everyday lives. resulting in price increase, crowded and often dirty streets, and increased noise, urging for rising anti-tourism movements by the local communities. (Erdmenger, 2022). This highlights the need for a more inclusive approach to tourism development. This is why community-based tourism emerged, prioritizing the involvement and empowerment of local communities in tourism activities. By supporting local involvement in the decision-making processes, it aims to ensure that tourism benefits local residents and respects their culture and environment. By shifting the focus more towards the local communities, this ‘local turn’ can empower residents to have a say in the decision-making processes within the development of their homes as tourist destinations. It can also help to preserve cultural heritage, and respect local practices, providing visitors with more meaningful experiences and a more welcoming environment from the local’s side (Higgins-Desbiolles & Bigby, 2021). And it is extremely important, because tourists only have a good experience, if they feel welcomed at the destination.

Connected to the approach of community-based tourism, a new trend has emerged, that has a significant impact on today’s tourism. Inclusive tourism not only focuses on making tourism accessible to all on the demand side, but also raises awareness about the underprivileged stakeholders on the supply side, including small entrepreneurs and local communities. As the

shift towards more sustainable tourism practices emerges, these stakeholders are empowered to develop tourism models rooted in their perspectives, fostering a deeper connection to their cultural heritage (Borin, 2022). By making community-driven initiatives come to life, the social pressure on the local communities' everyday life can be reduced, along with making them proud and welcoming towards the visitors in their area. This local turn in tourism may also help to address power imbalances and injustices within tourism development (Higgins-Desbiolles & Bigby, 2021).

Methodology

The aim of the project:

The aim of this paper is to explore the Copenhagen Local Walks, a digitally innovative solution in Copenhagen's tourism and to understand how this concept is perceived by tourists visiting the city. The research is conducted about one of the routes of the Copenhagen Local Walks, namely the one in the City Centre. With my research, I delve into the world of tourism in Copenhagen to try and uncover how a concept like this enhances the overall tourist experience and shapes visitors' perceptions of the city.

To understand how such innovations can be utilized as experiences that make Copenhagen more unique and memorable on one hand, and tools for encouraging responsible and more sustainable tourism practices on the other, a general overview of the current state of the tourism industry is elaborated on, along with highlighting the issues of overtourism, which may be one of the problems that the Copenhagen Local Walk is trying to reduce. After that, the phenomenon of walking tours is being discussed. Later, a general overview of the current and upcoming tourism trends is provided, with a strong focus on digitalization, leading to the effects of the Covid-19 pandemic and the involvement of augmented reality (AR) and virtual reality (VR) in the tourism products. In a later section of this paper, I pick up the shoes of a tourist to personally experience and critically discuss the features of this tour, that one can experience in the city of Copenhagen. Through observations and several interviews with participants, insights into the effectiveness of the Copenhagen Local Walks in attracting and engaging visitors are gathered. By analysing the feedback shared by participants, I aim to identify the strengths and weaknesses of this concept, along with its impact on the tourism landscape of Copenhagen. Furthermore, I also aim to explore the challenges and opportunities associated with the integration of such digital technologies in tourism. By examining the practical implications of the Copenhagen Local Walks, I hope to provide valuable recommendations for enhancing this concept so it can offer a truly unique and engaging experience for the people who decide to participate in it.

Overall, this thesis is seeking answer to the following research question: What are the key factors influencing user satisfaction related to the Copenhagen Local Walks, and how can these be improved to enhance the overall tour experience?

Research:

To build a strong base for the research, Saunders, Lewis & Thornhill's (2019) "research onion" is being followed throughout this planning phase, which is a creative illustration that guides us through the planning of the different layers of a certain research. To structure the methodology, an overview of the research onion is provided, followed by the methodological choices that have been made for current thesis in the rest of the chapter.

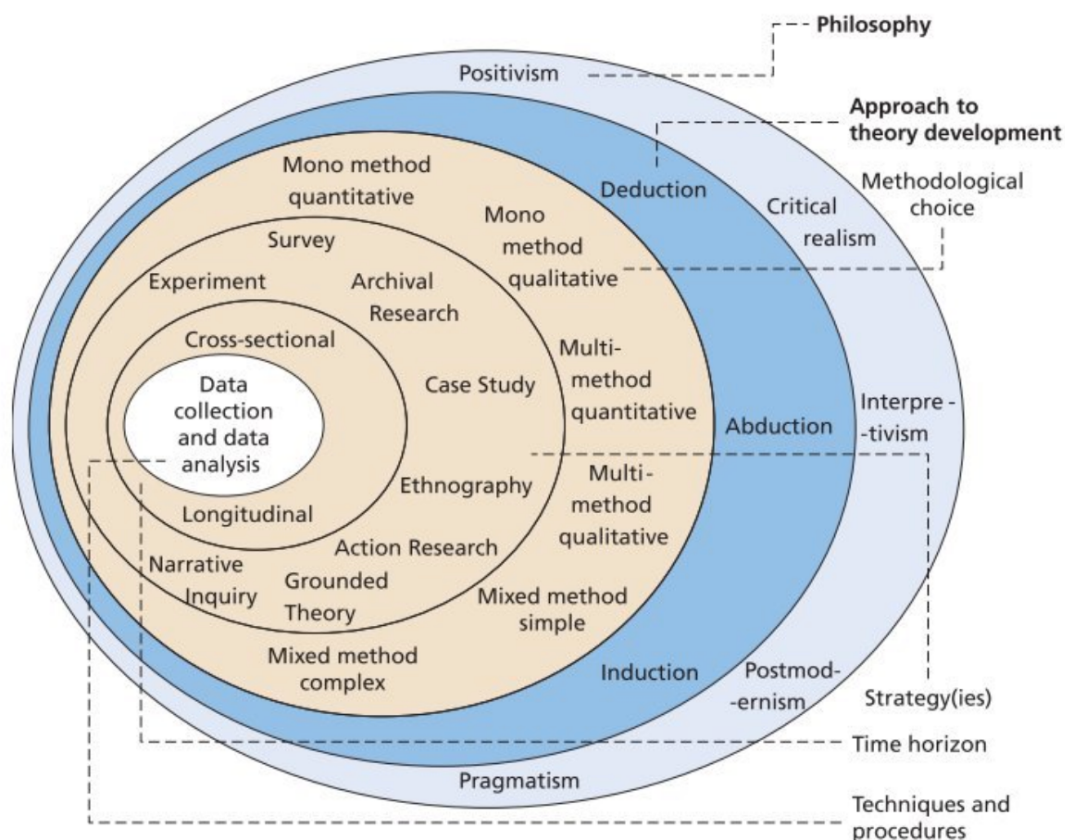


Figure 4.1 The 'research onion'

Source: ©2018 Mark Saunders, Philip Lewis and Adrian Thornhill

2. Figure: The research onion (Source: Saunders, Lewis & Thornhill, 2019)

Just like with an actual onion, we start from the outer layer, and as we remove them one by one, it guides us to shape a coherent methodological framework, until we get to the core of the research, the concrete techniques and procedures for data collection and analysis. First, at an early stage of the planning, the philosophy of science is to be decided. While Saunders, Lewis & Thornhill (2019) only displays the philosophical approaches of "positivism", "critical realism", "interpretivism", "postmodernism", and "pragmatism", there are plenty of more approaches to choose from, such as social constructivism. After the philosophy of science, we

need to decide, whether an inductive, an abductive or a deductive theory development approach would suit our research objectives best. Once the philosophy and the theory development approach are established, the onion guides us through the planning of the research design. The next layer is for the methodological choices, referring to whether our study should follow a qualitative, a quantitative or a mixed method research design, and whether it should follow a mono-or multi method and in case of the mixed method research design, a simple or complex approach. Following Saunders, Lewis & Thornhill's (2019) onion, our next decision is about the strategies – survey, interviews, etc., referring to a plan for answering the research question(s). The final step we need to take before the techniques and procedures for the data collection and data analysis, is to determine the time horizon of the research, which is either “cross-sectional” or “longitudinal”.

In the following chapters, the methodological choices for the sake of this thesis are being shared, as well as the reasoning behind them.

Philosophy of science:

The philosophy of science for this thesis has already been discussed in detail in the previous chapter of this paper, as one of the two layers of the theoretical framework. The philosophical approach throughout the research combines pragmatism and social constructivism, allowing for flexibility in methodological choices and emphasising the socially constructed nature of knowledge and reality in the tourism context.

Approach to theory development:

Next up is to decide in which order the research should get to a conclusion. The following figures illustrate the three possible approaches to theory development.

Induction:



3. Figure: Inductive theory development approach (author-generated figure)

In the case of an inductive theory development approach, the researcher conducts an analysis using specific data they collected through implementing different strategies. They do it in order to build a general theory that is yet unknown in the beginning of the research. The keyword of an inductive approach is “identify”.

Deduction:



4. Figure: Deductive theory development approach (author-generated figure)

As opposed to the inductive approach, a deductive research is set out to test an existing general theory, that is already known in the beginning of the study. The researcher’s aim is to prove that the theory is true, by testing it on specific data. The keyword of a deductive approach is “evaluate”.

Abductive:



5. Figure: Abductive theory development approach (author-generated figure)

Academics in business studies most often follow an abductive approach, which is in a way a combination of the inductive and deductive theory development approaches. In an abductive paper, the researcher uses different elements of both, and they do not follow a strict order. As the research moves ahead, a surprising fact might emerge from the data, for example on an interview – inductive, that will later be tested – abductive. The keyword of an abductive approach is “interactions”.

In this thesis, a deductive theory development approach is applied, aiming for proving that the theory, set out in the beginning of the paper is true. This theory, in the context of current thesis is the hypothesis, that the concept of the Copenhagen Local Walks is improving the experience of exploring the city of Copenhagen, along with it being a useful tool for encouraging more sustainable tourism practices. Through the in-depth analysis of the tour itself and the perception

of the participants, the research sets out for finding specific data, that support, or contradict this statement.

Research design:

The remaining layers of the research onion are the ones defining the research design of the thesis. Once the philosophy and the theory development approach are set, the methodological choice, whether our objectives require a qualitative, a quantitative or a mixed method approach follows. Current paper employs a qualitative method approach, mainly reasoned by the complexity of the topic. A research conducted with a qualitative approach is more subjective than a quantitative one, by not focusing on the numerical and objective data, but rather the perceptions of the research participants. Since the topic of this thesis is focused on people's experiences, it is the logical methodological choice to be made.

Strategies

Triangulation

Following a mixed method approach urges for applying the umbrella of the methodological strategies, triangulation. This means, that the different methods and strategies applied are used to complement each other. Triangulation is a way to “verify a finding by showing that independent measures of it agree with or, at least, do not contradict it.” (Meijer et al., 2002, p. 145).

Collaboration

The biggest challenge of researching tourists' satisfaction levels and experiences is to reach enough participants for reliable results in the empirical data collection. To overcome this challenge, I have been working together with the Copenhagen Visitor Service, who allow me to represent them when talking to the tourists both in their office and outside in the city. This helps me to get more credibility when talking about the tour, and also provides me with a platform to interact with the visitors. I have also discussed the concept of the Copenhagen Local Walks with people in my network, some of them have participated in the research too. To be able to reach out to as many people as possible, I have used several social media platforms. I have made posts for LinkedIn, and for several Facebook groups related to Copenhagen's

tourism tips. Figure 6 shows an illustration of my post on LinkedIn – the same have been posted in the various Facebook groups.

(<https://www.linkedin.com/feed/update/urn:li:activity:7186640368124182529/>).



6. Figure: Post for social media platforms (author-generated figure)

Case study

Generally, a research is considered to be a case study, if it discusses one concrete case from a broader phenomenon (Flyvbjerg, 2006). Considering, that the Copenhagen Local Walks is a specific case under the realm of the digital urban walks, it is safe to say, that current thesis employs the methodological strategy of working with a case study.

The reasoning behind choosing this specific case to be under investigation is diverse. Firstly, it may be explained by the highly positive attitude of the Copenhagen Visitor Service towards a collaboration with me. Before starting to write my thesis, I was hoping to find a case that I can directly provide insights for, and through that, help the work of the tourism professionals I am collaborating with. I believe, that with this, I have succeeded. Furthermore, as the case is located in Copenhagen, one of the world's most digital cities, the Copenhagen Local Walks is a good example on how such a digital solution can be carried out. If it does not work well in Copenhagen, then where would it work, right? At last, the final reason is also connected to the city of Copenhagen. While many other European cities were completely destroyed a few times in their history, Copenhagen more or less kept its old structure, making it way more engaging to connect with its past. By looking at the area of the Round Tower for example, one can easily

find the whole structure of where the older buildings were, resulting in a much stronger emotional response from the participant, than if the old picture were completely unrelated to what one can see in front of them in real life.

Persona

While in the case of quantitative studies, showing a graph can easily illustrate the findings, it is more complex with qualitative research, such as current thesis. To overcome this challenge, and to make the elaboration of the findings more engaging and easier to digest, a persona is being introduced in the beginning of the discussion chapter of this paper. A persona, in the case of this project Elena, is a figure that does not exist outside of this paper. She is a merge of all the research participants, representing their experiences, thoughts, and ideas. She is a mask, I have put on to humanize the data that has been collected, along with making communication between me and the reader easier. Using this method may often be found in ethnographic qualitative studies, allowing for detailed elaboration of the findings, while also insuring the anonymity of the participants when it comes to sensitive topics.

Customer journey

For shaping the way the findings are being discussed, I have been inspired by customer journeys. Using the format of a customer journey to describe the experience related to the Copenhagen Local Walks, especially by doing it through the eyes of a persona leads to an engaging and humanized analysis, which I believe is important when talking about human experiences.

Time horizon

Saunders et al (2007) suggests, that there are two types of research based on the timeline associated with the formulated problem statement. A cross-sectional research focuses on one specific moment in time, neglecting the evolution of the given phenomena. On the other hand, a longitudinal research is aiming for an investigation of a series of these moments (Guðjónsdóttir et al., 2022).

This thesis primarily follows a **cross-sectional** time horizon, since it is analysing the concept of the Copenhagen Local Walks and the tourists' perceptions of it, focusing on a specific moment in time – spring 2024. However, snaps of longitudinal research are imbedded in the paper, especially the literature review, for example in the chapter discussing about the evolution

of the digital trends in tourism. This is done in order to provide the readers with a better understanding of the topic and to underpin further probable changes in the industry by looking at patterns throughout the years.

Data collection and analysis – techniques and procedures

As it has already been mentioned, this thesis employs a mixed-method approach for data collection and analysis.

- (online) desktop research

The first data collection technique used for the thesis is desktop research. The revolution of digitalization is not at all limited to tourism field, allowing all research materials to be available through online channels. This phase mainly has a role in building a strong research problem, shaping the focus of the thesis, and gathering secondary data for the literature review, using the Aalborg University Library's wide range of available resources, such as various academic papers, books, and articles.

- Field research with author-ethnographic observations

As it has been previously mentioned, I utilize my position as a tourist in Copenhagen for the sake of data collection and analysis. I myself went on the tour with an open mind, allowing my impressions shape my thesis process. Data from this type of method have been collected through taking field notes and analysing them after the experience. By going on the tour more times, together with different groups of people, I was able to make observations on where and how they reacted to what was happening in the app at that particular moment. These more spontaneous insights are often more valuable than the ones I get from the end-interviews.

Other than going on the tour, I have spent a lot of time hanging out in the Copenhagen Visitor Service, talking to the tourists about their experiences, and expectations, along with telling them about the Copenhagen Local Walks and my project. Also, working in a hostel in Copenhagen enabled me to reach out to many potential tour participants, namely the people staying with us. The information that I have gathered there has also been used to shape the outcome of this paper, by being considered in the discussion chapter.

- Interviews

To get insights from other tourists, several interviews have been conducted in different situations. Three types of interviews have been carried out: unstructured interviews with the

participants on the tour and with the tourists in the Copenhagen Visitor Service, along with structured end-interviews about their experience after the tour – both individual interviews and group interviews.

The unstructured interviews on the tours have been based on the instant reactions of the participants on specific points of the tour. Being present to notice these small comments on the tour allows for more spontaneous results under the realm of a walk-and-talk study allows the small details to be taken into consideration for shaping the findings. It is deeply imbedded into the human nature to react instantly and often subconsciously on the things we are experiencing in a specific situation, and these are often more honest reactions than the ones we express on purpose after getting the full picture. These types of reflections are therefore really valuable for research purposes.

The next type of interviews used are the structured end-interviews that have been conducted with each participant after the tour. Ten interviews have taken place, out of which seven were individual interviews, two were group interviews with three participants, and one was a group interview with four participants. In total, seventeen interviewees provided their insights for shaping the results of this thesis. Some of them were in-person interviews, while some others were conducted through online meetings, held through Microsoft Teams. Each interview lasted about 35 – 60 minutes, depending on the number of participants and the amount of feedback they wished to share with me. For the tourists I have met in the Visitor Service, the option to reflect on their experience by filling out a survey with the same questions as the in-person interviews was provided. For this, unfortunately only two responses have been submitted, even though I have personally talked to more than a hundred visitors, giving them flyers, and encouraging them to experience the tour. That I am not aware of, whether they did the tour, only without sharing their feedback with me, or they did not even do the tour.

The structured end-interview consists of 12 + 1 questions in total, but throughout the interviews I have allowed for it to become a semi-structured conversation to get more valuable outcomes. Throughout the talks, I have asked questions about the interviewees' background, their general experience and satisfaction with the StoryHunt mobile application and the Copenhagen Local Walks, their experience with traditional guided tours, and their impressions of using AR elements in the tour for enriching their exploration of the city. For this type of interviews, the list of the questions asked can be found in the Appendices at the end of this thesis, along with the transcriptions of each conversation.

The selection of the participants did not follow a specific structure. All of the people who have been told about the tours – regardless of gender, age, nationality etc. – have been asked to share

their feedback about their experiences with the tours. After finishing the data collection, I can conclude, that the interviewees are within the age of 19 and 54 years, and most of them are Europeans, from Denmark, Hungary, Italy, Spain, France, Spain, and Iceland. The two survey participants are from Poland and Dubai.

Both the interviews and the survey responses were analysed through thematic coding. This technique helps to separate the different topics within the conversations, and through that it makes it easier to identify recurring themes and patterns in the responses gathered, to make the analysis more structured. The following codes have been identified: background, positive experience with the app, negative experience with the app, positive experience with the tour, negative experience with the tour, difference between traditional and digital guided tours, the Walks as a tool to encourage more sustainable tourism practices, ideas for improvements, recommend. Finally, the lens of the code 'interesting' have been placed on the responses to collect all further comments that are important to note, but do not fit within the mentioned categories. These codes overlap with each other, so some highlights may be connected to more than one of the codes above. An overview of the codes and the highlighted sections can be found in the Appendices section at the end of this thesis.

- Non-participatory (passive) netnography

Netnography refers to the qualitative data collection technique of analysing human behaviour and communication in online spheres. It is mainly used to overcome the traditional barriers of understanding consumer behaviour, allowing the researcher to collect data from a much wider and more diverse audience. It is also time- and cost-efficient (Constello, McDermott & Wallace, 1017). By utilizing the opportunities of netnography I have been able to monitor insights from tourists who are in time and / or in physical space separated from me. This more precisely means that I have been actively looking for online feedback of previous visitors of the tour, through searching through various online platforms, such as different Facebook groups, Tripadvisor, and articles in the Google database.

Ethics

Analysing the supply of digitally innovated products being present in Copenhagen and tourists' experiences is not considered a sensitive topic, therefore the ethical concerns are limited. With the company (Copenhagen Visitor Service) that current thesis has been conducted in a

collaboration with, a confidentiality agreement has been offered to be signed, which the company did not feel the need for, since confidential data have not been shared with me throughout the research. Throughout the interviews, the tourist participants were asked for their consent for being interviewed, were not asked to give out any information they did not feel comfortable with and were assured of anonymity if they wished. They were also informed about my position in writing a thesis to give reasoning behind the purpose of them being questioned. The interviews were recorded solely for the purpose of analysing and I will not under any circumstances give out the recordings to any third parties.

Limitations

I am urged to acknowledge some limitations regarding the research conducted for this thesis. The biggest limitation is considered to be the time that is available for the entire research process, which is 4 months in total. The first limitation faced was a digital issue, when I had been trying to reach out to companies in the beginning of my thesis writing process, offering my contribution through thesis collaboration. After contacting them on other channels than e-mails, I have found out, that my messages did not even reach the recipients in many cases. Due to this unfortunate incident, the time available for conducting the research became even shorter. The next limitation that needs to be mentioned is the difficulty of accessing tourists. For the sake of being considered as a participant with valuable insights, they would have to experience the tour, and only after that, get back to me. Most of the tourists were not interested in doing so, hindering the effectiveness of my data collection methods. Furthermore, there is another limitation related to gathering data, which is the unfortunate weather in the past few months in the city of Copenhagen. Even though it is already May, heavy winter coats are still very much needed to go outside, and it has been raining a lot as well. This decreases the interest of people on going to walking tours around the city.

Literature Review

The shift towards collecting authentic experiences and personalization

Authenticity, as a fundamental theoretical concept of this thesis plays a significant role in shaping tourist demands. Visitors are increasingly seeking “local experiences” while visiting a destination, meaning that they are curious to learn about how the local community lives their everyday lives, along with learning about the history and the landmarks of the destination.

Connected to the authenticity, a new type of experience became popular. Hyperlocal experiences are motivated by the effects of globalization (Lehmann, 2019). In the 1970s and 80s, the emergence of globalization and metropolization had a huge impact on shaping city tourism patterns. With the growing economic importance of the tourism industry, recognizing the potential of the cities in terms of their touristic attractiveness became a key strategy for reaching economic advantages (Matoga and Pawlowska, 2018). Travellers are increasingly looking for authenticity through original experiences with local cuisine, products, and interactions with residents (Lehmann, 2019). This new perspective of exploring a city, often driven by a growing interest in its cultural and historical richness, tends to focus on neighbourhoods known for cultural and architectural features. Tourists following these paths often seek engagement in activities reflective of local life, along with shaping their understanding of what is authentic in a social constructivist way, based on their personal interests (Matoga and Pawlowska, 2018).

Experiencing things while travelling has a significant effect on shaping and improving cultural destinations (Ramos-Soler et al., 2019). Tourism academics see an international shift from valuing possessions to collecting experiences while on trips. Tourists are often seen collecting ‘bucket-list’ adventures related to the given destination. There is a strong connection to the world of social media within this trend (Lehmann, 2019). Since tourism products and services are primarily experimental and cannot be tried before purchase, user experience becomes crucial. In the tourism sector, the focus is on the entire travel journey: before (planning and decision making), during (experiencing the product / service and interacting with locals), and after the trip (Ramos-Soler et al., 2019). Travellers document their experiences and later tend to share it on their online platforms (Lehmann, 2019).

In today’s tourism industry, there is a big focus on providing each and every traveller with a unique experience, often using digital tools to automatically personalize connections between

companies and customers. Campione (2021) highlights, that this shift towards using automated systems for meeting individual consumer preferences is fundamentally changing the hospitality services available. As visitors increasingly search for more personalized travel options, the influence of the large tourism enterprises is decreasing. Now, consumers are directly influencing each other's choices by sharing their experiences in social media and through online reviews. In many cases, personalization also involves the use of artificial intelligence to further enhance the experience of the guest.

The use of smartphones and digitalization as a tourism trend

The fast-growing development of smartphones has brought digital technology into our daily lives, including the way we travel. Smartphones have become an essential tool for tourism influencing their travel experiences (Bovien et al., 2018). Campione (2021) labelled digitalization as “the most important shift in the hospitality industry right now” (p. 36). The tourism industry is considered an early adopter for the trend of digitalization (Martínez-Sala et al., 2021). It was one of the pioneers in utilizing the use of the internet as a tool to attract and communicate with travellers. Already in 2004, more than 63 million tourists were reported to shape their travel plans online (Harrill and Stringam, 2008). Digital transformation in the tourism industry involves integrating digital technologies into various processes (Filipiak, 2020). Ever since, tourists are increasingly using smart technologies before, during and after their trips, significantly impacting their behaviour and their ways of consuming the destinations (Rodrigues, Eusébio, & Breda, 2023). As Information and Communication Technologies (ICT) quickly become more widespread, tourism organizations are being urged to completely change the way they operate and communicate, otherwise they can lose their market share (Estrada, 2023; Filipiak, 2020). The most probable explanation behind the success of digital tools within tourism may lay in the industry's complex nature, with a huge number of small suppliers and the wide geographical distribution of the customers (Harrill and Stringam, 2008). The supplier and the customer are most of the time separated in space from each other, when the purchase happens, and the internet can act as a connector for the communication between the two parties. Smartphones have become indispensable tools for tourists in every phase of their journey, connecting and merging the physical and the digital worlds (Ramos-Soler et al., 2019). Using their smartphones, tourists now have easier access to information and can plan and change activities on the go, leading to more independent and spontaneous travel experiences (Bovien

et al., 2018). This has triggered a significant increase in the number of available mobile applications related to touristic activities and / or services. (Ramos-Soler et al., 2019; Martínez-Sala et al., 2021). Smartphones offer a wide range of functions that enhance the tourist experience, such as navigation, information searching, entertainment, and social media interactions. These functions have made digital applications very popular among tourists (Bovien et al., 2018). Technology's rising importance in tourism has made it important to rethink and understand more how they work, and also how they can be utilized effectively, leading to ongoing research on how digitalization affects economic growth in the industry (Filipiak, 2020).

The digital transformation in tourism involves combining the digital- and the real-world in order to make tourism smarter and more engaging. Technologies, such as artificial intelligence (AI), internet of things (IoT) and blockchain technologies help businesses to create intelligent systems, where data is managed automatically. Using these smart digital tools in tourism may encourage a move towards more sustainable ways of dealing with tourism on the long run, by making addressing issues like overcrowding or pollution easier (Rodrigues, Eusébio, & Breda, 2023).

Filipiak (2020) reflects on studies that indicate that digitalization offers promising potential in the tourism industry, affecting all business processes and leading to the emergence of new business models. However, it is undoubtable, that the trend of digitalization and the rise of the use of smartphones amongst tourists had significantly reduced the need for fixed travel packages (Bovien et al., 2018). It is also important to note, that companies and service providers currently active on the tourism market must adapt to the changes led by the effects of digitalization, otherwise they risk losing their competitiveness (Campione, 2021).

Connected to the digitalization and the frequent use of smartphone devices while on tour, nomophobia refers to the no-mobile-phone-phobia, which is connected to the global phenomenon of people depending on their phones under any circumstances. Travellers often use their mobile phones – with internet access – during their travels to store reservations, translate, communicate with travel buddies, checking routes, and much more, not to mention taking pictures (Lehmann, 2019). The trend of 'instagrammability' emerges from the increased use of social media while on trips. The use of smartphones has facilitated a new online way for word-of-mouth among travellers. They can share their experiences, respond to comments and likes on social media, and engage with other tourists virtually (Bovien et al., 2018). Travellers – especially the younger generations – take tons of pictures, with the purpose of documenting their experiences and share them on social media platforms, such as on Instagram. As Unger

and Grassl (2020) explain, “two-fifth of Generation Y and Z choosing a travel spot because of the likelihood to get great pictures for Instagram” (p. 94). At least one ‘Insta-worthy’ shot is often considered crucial, as we often hear “if there’s no post about it, it didn’t even happen”. Therefore, it is important for attractions to appeal visually attractive and optimal for taking pictures (Lehmann, 2019). But what makes a destination instagrammable? We often encounter with specific photo spots where tourists can take a picture with a landmark from a perfect angle. These photo spots are also equipped with tools for taking pictures, such as a frame, and a sign of the name of the destination or the landmark itself. However, it is not always enough. Campione (2021) discusses in his paper, that personalization and gamification are key aspects for tourism providers to keep in mind as tourism trends with increasing importance. Following up on this, personalizing can improve the ‘perfect shot’ a lot, and personalization may happen using augmented reality features. However, these features often use the phones’ batteries excessively, and exactly because of travellers depending so much on their phones, having low battery or losing internet connection may result in stressful situations on a trip (Lehmann, 2019).

Augmented reality (AR) and virtual reality (VR) in tourism

According to Campione (2021), artificial intelligence (AI) is expected to rule the hospitality industry sooner or later, we will see if he is right. Connected to the artificial intelligence, the emergence of augmented reality (AR) and virtual reality (VR) technologies has had a significant impact on the tourism and hospitality industry, giving travellers more immersive and interactive experiences, making their trips better overall. The opportunities of virtual and augmented reality have also been recognized by researchers like Huang et al. (2016) who agree with Campione (2021), that these technologies are entirely reshaping the process of tourism in every step of the visitor journey.

As these technologies are relatively new, travellers may often be unsure what an AR experience actually contains. Gursov (2018) explains in simple terms, that “... an AR system projects computer-generated information onto a real-world camera view using virtual annotations. AR enables the tourists to view useful information related to an object of interest within the surrounding environment. The virtual annotations may include images, video, audio, symbols, or captions for all kinds of landmarks. The information can be descriptions of tourist attractions, restaurants, monuments, weather, bus station, banks, and parking lots, even geo-coded UGC including tweets, videos, photos, and comments.” (p. 520). Pucihar et al. (2021) further

explains, that AR applications can overlay digital information, visuals, and interactive elements onto the physical environment, enriching the user's perception of reality, that is, what is in fact in front of their eyes. Tourism-related AR features may involve virtual reconstructions of historical sites, interactive quizzes, and multimedia presentations (Go and Kang, 2023). By making creating contents such as AR-guided tours, interactive exhibitions, and immersive storytelling possible, it helps to provide a more lively and realistic experience for tourists (Gursoy, 2018). Moreover, by offering real-time information about tourist attractions, historical sites, and cultural landmarks, along with interesting facts, and local points of interest, AR applications enhance the visitor experience and provide educational content (Go and Kang, 2023, Pucihar et al., 2021, Geroimenko, 2021). Pucihar et al. (2021) further explains, that AR applications can raise tourists' understanding and appreciation of the places they visit, contributing to the encouragement of more sustainable tourism practices, respecting the local cultures and customs. Examples of AR in tourism include guided tours with AR-enhanced information, interactive exhibits at museums, and AR-based games that engage tourists with the destination's heritage and stories (Go and Kang, 2023). Augmented reality based applications can play a role in all stages of the tourist journey, but they are mostly utilized on-site (Gursoy, 2018). Before the journey, AR applications can provide tourists with tools to plan and prepare for their trip. This may include virtual tours of destinations, interactive maps, and personalized recommendations to help travellers make informed decisions about their itinerary. They can also be used as persuasive tools to influence tourists' decisions, such as encouraging them to visit destinations during less crowded times of the year (Geroimenko, 2021). It can also offer interactive maps and navigation tools that help tourists easily navigate through unfamiliar locations, guiding them to points of interest, and the attractions of the visited destination (Pucihar et al., 2021). AR applications on smartphones use GPS technology to provide real-time information about nearby attractions, historical landmarks, or any other points of interest. These location-based services (LBS), combined with AR technology guide users through the city easily, enriching the travel experience (Geroimenko, 2021). As Yovcheva et al. (2013) discuss in their paper, AR brings out feelings, knowledge and skills of the visitor and this is how it contributes to providing a better tourist experience. While on-site, AR applications can offer interactive experiences, such as games, scavenger hunts and interactive challenges, that allow tourists to actively engage with the surroundings, making the destination more engaging and entertaining (Pucihar et al., 2021). Museums use AR to bring exhibitions to life, offering interactive experiences for visitors by overlaying digital content such as audio, video, and 3D models on physical platforms, such as paintings or sculptures (Geroimenko, 2021). Further,

AR applications can provide personalized recommendations and suggestions based on the tourists' preferences, interests, and previous interactions. This tailored content can help visitors to discover hidden gems, local favourites, and unique experiences that align with their individual preferences (Pucihar et al., 2021). AR technology allows tourist attractions to create interactive tours that transport visitors to different time periods, locations, or scenarios, fostering emotional connections and memorable experiences (Geroimenko, 2021). AR can also play a role in allowing visitors to document their journey through augmented-reality filters and photo merging features, while providing visitors with tools for reflection and creative social media posts (Pucihar et al., 2021), contributing to the instagrammability trend that has previously been discussed in this thesis.

While augmented reality has most of its features on-site the destination, virtual reality (VR) is mainly used pre- and post-trip (Gursoy, 2018). VR technology creates a completely immersive digital environment, that users can interact with through specialized equipment like VR headsets. These experiences can transport tourists to remote or inaccessible locations, offering a sense of presence that traditional media cannot provide. Through its unique features, VR enables users to explore virtual replicas of real-world destinations, historical sites, or natural landscapes, from anywhere in the world Go and Kang (2023). Therefore, it often plays an important role in destination marketing, allowing tourists to capture a sense of the destination or the attractions they are about to visit (Gursoy, 2018). Furthermore, VR technologies can also be integrated into physical tourism facilities, such as museums, theme parks or visitor centres with the aim of enhancing visitor engagement and creating memorable experiences Go and Kang (2023).

However, scholars identified several limitations in connection to the use of AR- and VR-based technologies in tourism. While virtual experiences gained popularity during the pandemic, there have been challenges related to the satisfaction of the users, particularly in comparison to in-person interactions. According to Go and Kang (2023), people still consider physical interactions more valuable. Moreover, these digital tools require robust technical infrastructure, including reliable network connectivity, high-quality devices, and accurate GPS tracking, which may be challenging to implement in remote sites with limited access. Geroimenko (2021) explains, how AR-based technologies may raise concerns about inclusivity, since they may not be accessible to all visitors, including those with disabilities or older travellers who may have difficulty using mobile devices. This concern is also present in connection to the Copenhagen Local Walks.

Even though there are limitations that have been identified related to these digital features, there is still a high hope amongst academics related to these digital solutions overall. By offering innovative AR experiences, tourist attractions and destinations can differentiate themselves from competitors, attract a wide audience, and create unique selling points that enhance their market position (Geroimenko, 2021). In the future they are expected to take part in an even more tailored personalization of tourism products, while blurring the lines between physical and digital environments to create truly engaging and memorable travel experiences. AR applications could also play a role in promoting sustainable tourism practices and raising awareness about the environmental efforts, encouraging responsible travel behaviour amongst tourists (Pucihar et al., 2021).

The Covid-19 pandemic's effects on the digitalization of tourism products

The Covid-19 pandemic has significantly urged the adoption of digital technologies within the tourism industry, reshaping the way businesses operate and travellers experience destinations (Melnychenko, Tkachenko & Dupliak, 2022).

The restrictions introduced during the pandemic prompted a shift towards virtual experiences and online platforms in the tourism sector. People started to operate their businesses without physical connections, to try and mitigate the negative economic effects of the Covid-19. Virtual tours and events, such as conferences have become strong alternatives to traditional in-person activities (Go and Kang, 2023). The disruption caused by the pandemic has prompted the industry be creative, to innovate and integrate new technologies to adapt to the changing landscape (Melnychenko, Tkachenko & Dupliak, 2022).

One of the major companies that has imposed a quick adaptation to the new situation is Meta, the former Facebook. After changing their name to Meta during the lockdown led by the restrictions of the Covid-19 pandemic, Facebook started to work out the concept of Metaverse tourism, including virtual tours and concerts. This has led to the development of innovative virtual experiences and products to cater to changing customer preferences and safety concerns. Another big company, Amazon, seeing the success of these virtual alternatives, also started to sell virtual tours (Go and Kang, 2023).

The safety concerns related to pandemic has led to an increased importance of contactless experiences. Melnychenko, Tkachenko & Dupliak (2022) discuss in their paper, how

consumers now expect contactless technologies as a basic requirement for a safe travel experience. This has led to an increased demand for technologies such as sensors, facial recognition, voice-controlled systems, and contactless payments in the tourism industry. There was also a notable increase in the interest in virtual reality (VR) technologies, with businesses and tourism stakeholders exploring VR applications to enhance visitor experiences, to offer immersive content and bridge the gap between physical and virtual environments, while respecting the safety concerns around the pandemic (Go and Kang, 2023).

In tourism, as it has been already mentioned, the use of digital technology has completely transformed how businesses operate and how travellers plan their trips (Estrada, 2023). Automation has become a key trend in the tourism sector, with the development of applications like chatbots that assist in booking tours, transportation, and accommodation, along with helping customers by answering common questions. Automated systems are being widely implemented both in physical tourism businesses and online platforms to enhance customer experiences (Melnychenko, Tkachenko & Dupliak, 2022). With improved access to information for customers and integrated services at destinations, there is now a larger emphasis on environmental sustainability, quality of life, and corporate responsibility. This shift also presents new opportunities for innovation among various stakeholders, all competing to make their destinations more attractive and competitive in the current digital era (Estrada, 2023). However, with the increasing digitalization of tourism services and the shift towards remote work, cybersecurity has become a critical concern. As identities are digitalized and more transactions occur online, ensuring data security and privacy has become a top priority for tourism businesses (Melnychenko, Tkachenko & Dupliak, 2022).

DISCUSSION

So, what exactly is the Copenhagen Local Walks?

In this upcoming chapter, a case study is being introduced about the Copenhagen Local Walks and its concept. The Copenhagen Local Walks (further also referred to as the Walks) refers to a series of self-guided digital walking tours, developed by a collaboration between the Copenhagen Visitor Service and the developers of the StoryHunt smartphone application. These free audio walks offer visitors and residents alike the opportunity to explore five different neighbourhoods of Copenhagen on five different tours. Through the Walks, people can discover the City Centre, Vesterbro, Nørrebro, Østerbro, and Amager (StoryHunt, n.d.). The primary aim of the Copenhagen Local Walks, following up on the rising demand for authentic touristic experiences, discussed by scholars such as Moore et al. (2021) or Martin (2010), is to guide visitors around the city using a unique perspective – the locals' perspective. It caters for both tourists and locals, who are seeking more authentic experiences. Reflecting on the elaboration of Rodrigues, Eusébio, & Breda (2023), smart digital tools have the potential to support a shift towards more sustainable tourism practices on the long run. By encouraging participants to move away from the traditional tourist spots, and discover less-known hidden gems, these tours aim to promote this initiative, contributing to reducing the negative effects of overtourism in the area. As it has already been discussed in a previous chapter of this thesis, Taylor (2001) believes, that authenticity in tourism often refers to recreating the past and is strongly connected to the traditional cultural aspects of the given destination, while Higgins-Desbiolles and Bigby (2021) highlight, that encounters with locals and learning about how they live their lives is also an important aspect when it comes to an authentic tourism experience overall. Following on Martin's (2010) discussion about how it is the tourists' own mindset that declares an experience as 'authentic', the interview responses indicate that the gems and the stories from local people that are included in the tours significantly add to what is believed to be the true, and authentic Copenhagen experience for the tourists. The spots included in the tours are also the spaces, the locals are truly proud of, and therefore like to see tourists explore. This may result in more positive encounters between the visitors and the local community, and as Higgins-Desbiolles and Bigby (2021) explain, the locals welcome and pride may be crucial for a good tourist experience.

The Copenhagen Local Walks blends history with modern life, inviting both travellers and locals on a journey about "the city's past, learn about present-day society and the ambitions for

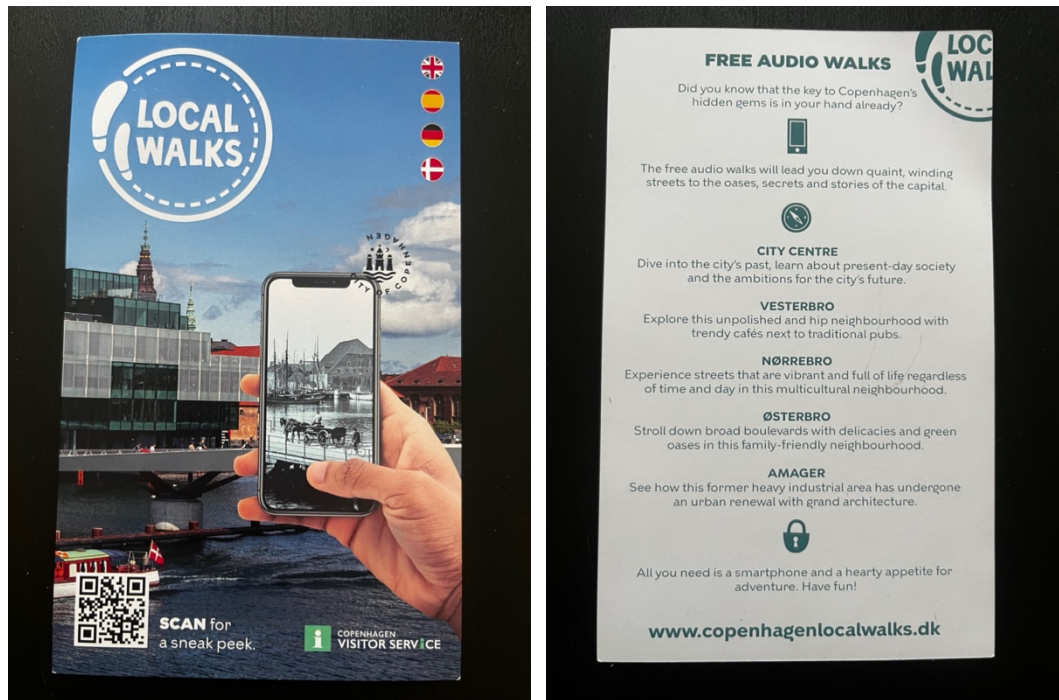
the city's future.” (VisitCopenhagen, n.d., par. 1). As it is explained on the website of VisitDenmark, with every step, participants uncover a new chapter in Copenhagen's story, getting insights about “the history, culture, and daily life through text, audio, photographs, and video clips.” (VisitDenmark, n.d., par. 2). Furthermore, the tours are available in multiple languages, such as English, Danish, Spanish, and German (VisitCopenhagen, n.d.), catering for the biggest groups of tourists that typically visit the city most often, excluding Turkey and Italy (UN Tourism, n.d.). And what truly caught my eye as a potential participant – apart from it being a fun activity, especially on a sunny day – is that the visitors can go on the tours whenever it suits them best, they do not have to wait for a scheduled tour. They can also change the order of the stories if they would like to follow another route, along with deciding how much time they would like to spend on the different spots, depending on their personal interests, and preferences.

What could be a better way to get to know and understand how these tours are, than to be guided through the whole experience, even if it is only on paper? Therefore, the whole experience, from beginning to end is being explained in the next chapter. To make it easier, it is going to be Elena's experience, who is a persona specifically created for the purpose of this discussion. For this thesis, her experience represents the results of all the empirical data that has been collected throughout the research process. All observations and feedback are carefully implemented to shape Elena's encounter with the Copenhagen Local Walks. Overall, Elena represents a merge of all participants who have contributed to the research, including me.

About Elena

Meet Elena! Elena is a 25-year-old young adult, who is arriving to Copenhagen for a study exchange semester. She studies culture and tourism, and therefore she is really interested in gathering authentic experiences in every place she visits. She travels a lot, she loves exploring new places and learning about different cultures, it is her passion. She has quite high expectations towards a destination because she has already seen many various creative concepts implemented in tourism destination planning in many different cities around the world. It is a big task to impress her, and to show her something truly unique!

Elena's customer journey



7. Figure: Copenhagen Local Walks flier (Source: Copenhagen Visitor Service, 2024)

So, let's start from the beginning. Elena arrives to Copenhagen, and she walks into the Copenhagen Visitor Service to get inspired on how she could get the most out of her stay. She is told about the concept of the Copenhagen Local Walks, and she is really interested. She is handed the flier, that is illustrated in figure 7. She scans the QR code in the bottom left corner, and she is redirected to the official website of the Copenhagen Local Walks, where she can read more about the concept if she wants to. She scrolls down to the bottom of the page, so she can click on the correct button for downloading the StoryHunt app. She has an iPhone, so she chooses the one for the AppStore. She goes ahead and downloads the application. Elena is now ready to start the tour. The City Centre Walk starts from the Visitor Service, so she decides to check that one out. She goes outside, and opens the StoryHunt app, where she is asked to create a profile. She really wants to start the tour already, so she does not want to spend time registering an account. "I do not want to get more e-mails" – she thinks. Then she sees the tiny and faint option in the bottom, to continue as a guest, so she clicks. She expects to have the option to choose from the five routes on the Walks, but she finds herself looking at the screen, offering to buy tours, or to redeem tours she had already purchased. But she was told that this tour is free! So, she goes back to ask again. "Ugh, so many clicks, why can't it be a direct QR code or more concrete instructions?" – she thinks. What Elena does not know, is that this was a problem for several interviewees, who expressed their disappointment already before the tour began. She is guided to search for "local walk", so she finds the free tours, and starts the one in the

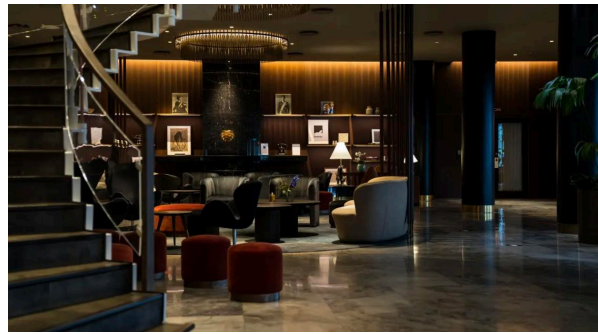
City Centre. She is shown the way to the location of the first story, which she unlocks, and listens to the audio, while looking at the pictures shown, and she answers the question of the quiz. After, she heads to the next one, the one after that, and so on. While on tour, she is told stories related to the specific places' history, culture, hidden gems, local's favourites, and personal stories from a few residents. Some stories are videos, while most of them are audio recordings, along with some pictures that rotate automatically. At the third spot, she gets a bit confused, because she does not seem to be able to recall hearing the answer for the quiz. She listens again, but it had not been told her when the gas lamps were changed to electrical ones. "How should I know that?" – she thinks. From the side of her eye, she sees a couple, whom she also saw in the Visitor Service, looking at their phones. She loves to meet new people, so she approaches them, asking if they are doing the same tour. Turns out they are! They ask whether Elena has heard the answer to the question, because they are confused. After laying down, that none of them know the answer, they discuss that while they do think that it is nice to get these little fun facts as questions, but then it should be called differently, not quiz. "Let's check our points!" – Elena suggests. That is when she realizes that even though she answered the two previous questions correctly, her points are still zero out of 270 and she finds this a bit bothering, a bad user experience. "What is the point of having a point system, if I cannot get points for answering a question correctly?" – she wonders. Elena suggests that the couple should join her on the tour, but they decide to stop to visit the Christiansborg Castle instead. So, they wish each other a nice day and leave.

Throughout the tour, Elena starts to wonder about the same aspects that I have decided to focus my research around. Let me remind you what we came here to discuss: What are the key factors influencing user satisfaction related to the Copenhagen Local Walks, and how can these be improved to enhance the overall tour experience? Let's dive in!

Generally, Elena is happy she found out about the Copenhagen Local Walks. She also thought that the app itself is nice, especially the media that showed the buildings from the inside, such as the one for Brønnums Hus (Figure 9) and the one for the SAS Hotel (Figure 8), where she could not enter, or historical pictures that showed how the area looked like before, such as the one for Palads (Figure 10). As one of the interviewees explain, "*... for historical comparison purposes, and the education, it was really, really nice and it made it a bit more engaging again, to actually listen and kind of imagine how the place was while also having something to help you visualize it.*" (personal communication, 27.04.2024).



9. Figure: Screenshot from the story for Brønnums Hus (Source: StoryHunt mobile application)



8. Figure: Screenshot from the story for the SAS Royal Hotel (Source: StoryHunt mobile application)



10. Figure: Screenshot from the story for Palads (Source: StoryHunt mobile application)

The pictures really helped Elena to visualize what the audio guide was telling her at a specific point. As she started the tour, she found the stories really interesting, but sometimes they were too long. She also felt a bit overwhelmed seeing all the 29 spots on the map, that she is about to visit throughout the tour. She skipped some parts, such as the story for Søren Kierkegaards Plads or the one for Dronningegården that did not interest her that much, but even like that, she found the tour way too long for one afternoon. That is why she agrees with Campione (2021) regarding the importance of personalizing tourism experiences to meet the interests and needs of the individual participants, which will be discussed in more details as part of the ideas for improvements section of this paper.

Elena is one of the young individuals, pictured by researchers such as Grassl (2020) or Bovien et al. (2018), for whom it is completely normal to have her phone in hand while walking around the city. She thinks, it is a creative idea to combine this phenomenon with exploring a new destination. However, she actually met an older lady while she was in the Visitor Service, who overheard the information about the tour, and asked if she could participate, if she does not own a smartphone. This encounter urges Elena to note, along with Geroimenko (2021), that this concept might be excluding for people of the older generations, who are not that used to using their phones all the time. Especially with the small technical glitches that she has experienced while using the StoryHunt application. The pictures should rotate automatically, but it does not work all the time. Sometimes it only shows the first one, and Elena must click all the time to change the pictures. Also, the app froze, and the navigation was not working at a certain point. Restarting the application usually solved Elena's technical issues, but it might not be so obvious to do for someone who is not that experienced with using various smartphone applications. For them, more detailed instructions on what to click on would be needed. Especially, since she could not just jump back to the tour where she was, she had to search for it again. When she experienced these technical glitches, she considered stopping the whole tour, which she did not do after all.

As Elena was walking between the attractions, she met the couple from earlier again. They joined the tour again after their visit to the Castle, but they decided to only see some of the stories, that is how they could reach Elena, who has been following the order of the tour. This time, Elena and the couple decided to walk further together. While waiting for a traffic light to turn green, they saw a beautiful building in front of them. "How nice! I wonder what it is called." – says the guy from the couple. So, they looked at the map, hoping to find out what it is. But the map only showed them the spots that have the stories included, not the buildings nearby. She had to open another application with a map for finding it out, which is not a big deal, but she would prefer to get the information right away. "Such a shame!" – they all note. Once they arrived at the entrance to the alley of the Pistolstrede, they found themselves looking at a gate that was locked with a chain, probably because it was on a Sunday. They all looked at the StoryHunt app, hoping to have the option to re-route them, but there was none. So, they started to walk around the building to try and find their own way to go to the next story, but the application just kept on showing them to go through the gate, which was locked. At this point it is important to reach back to Ramos-Soler et al.'s (2019) statement, that user experience, which is highly influenced by technical problems, can put its mark on the whole journey. While Elena was dedicated to do the tour, this was enough for the couple to stop, so they all had a

coffee at the café in the Bernikow Gården, connected on social media, and Elena left to continue the tour on her own.

At a later phase, Elena becomes a representative for Campione's (2021) statement, by suggesting the Copenhagen Local Walks to her friends she met at the university, directly influencing their choice for trying it out. They all went to the tour, and later, they talked about their experiences. They all agreed that the Copenhagen Local Walks is a really nice concept to get to know the city a bit more. They talk about their favourite spots, and by far, it is the Library Garden that everyone likes the most. Some of them had the opportunity to listen to the stories in their own language, which added to their good impressions of the Walks. However, a German girl was disappointed to realize, that the tours in the other neighbourhoods, so Vesterbro, Nørrebro, Østerbro, and Amager are only available in Danish and English. It was not a problem for her, since she speaks English well, she studies in English after all. But she was excited to show these tours to her parents, who are coming to visit her next month, and are not that comfortable with understanding English. On the other hand, they do not have to understand everything for the first time. With the digital features and the flexible timeline, they can simply listen to the audio again, and they can also read the transcript, which can help a lot. Unfortunately, then they cannot see the pictures. She wishes that there would be a possibility to listen to the audio, see the pictures and videos, and read the transcript at the same time. Generally, the responsiveness of the StoryHunt application caused problems for both Elena and her friends. Sometimes the navigation did not recognize that they were standing at the story's location, so it did not unlock. Some other times they had to wait for it to load or close the videos. After all, Elena and her friends agree, that they would definitely recommend the Copenhagen Local Walks to others in Copenhagen, both including visitors and local people.

Difference between traditional and digital guided tours

When Elena first hears about the Copenhagen Local Walks, she is also interested in finding out how a digital walking tour is different than the traditional city tours she has experienced before, and whether it has potential in reshaping urban tourism. So, she really pays attention to the details. Now we know a lot about her experiences, which we will get back to at a later point, but let's leave her behind for now, so I can provide you a better overview of the results of my data.

The first difference and probably the biggest one that have been noted by interviewees is related to flexibility. As one of the interviewees explained, that it is what holds the most significant advantage of the digital tour, in contrast to a traditional guided tour: *“To be honest, I think I would also prefer the digital tour just because of the flexibility. That like, for example, if we wake up late, we are not late for the tour. But we can just go around, maybe shorten the route a little bit and choose the sights ourselves.”* (personal communication, 21.04.2024). They think, it is really convenient not having to follow a group with a strict timeline, but one can just download the application, and explore the city at their own tempo. One also has the freedom of spending more time at an attraction if that interests them, along with skipping some others that are not that engaging for their taste, reflecting again on the personalization of tourism products. A visitor can listen to the story again, if they did not understand something at first, and they can read the transcript, or they can look up more information about that particular spot, without holding up the group. *“So umm, I don’t need to be as fast as the guide wants me to be, or the group wants me to be. But I can go slower or faster.”* (personal communication, 24.04.2024). This, one would not be able to do when one is participating on a traditional guided tour, with a group and an in-person tour guide. One can start and stop the tour whenever it suits them best, they can go inside when the weather turns bad, which is a huge advantage in Copenhagen, where the weather really can change any minute. One is also free to listen to the stories in a different order and can also explore small areas that they like more or combine the tour with their own plans to visit a museum or a castle nearby, as the couple she met earlier did.

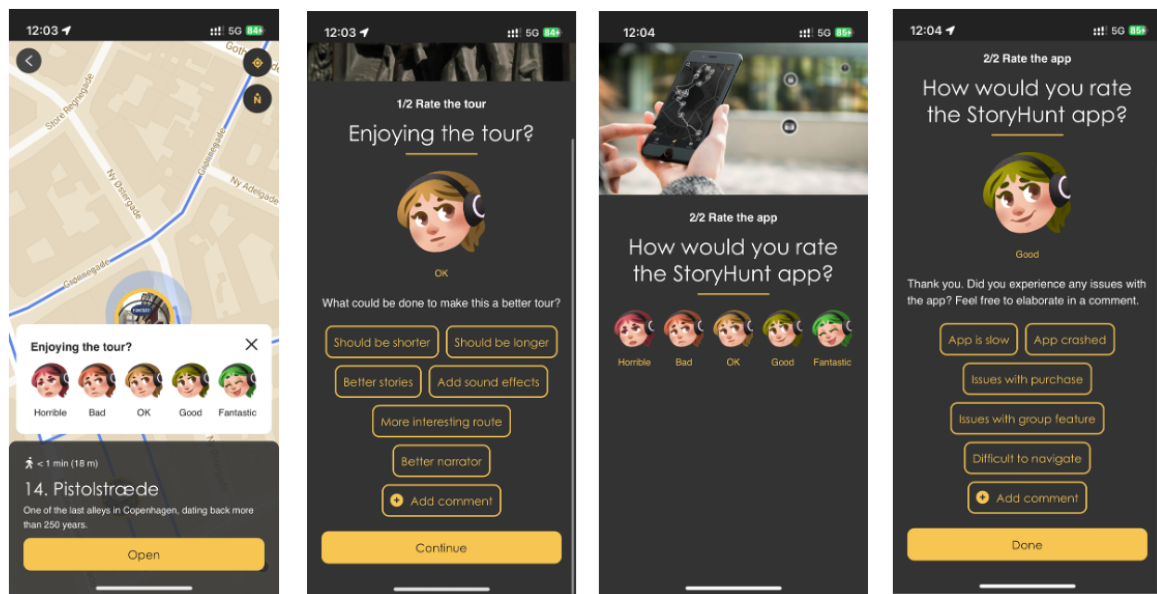
Another interviewee explained, how by guiding herself more freely around the city, than if she would follow a guide, she generally gets to learn more about it. She learns which streets she is walking on, and how they are connected to each other. She loves that she is encouraged to be more present for the walk in that sense and she thinks it is interesting to find her own way around the attractions and having to look for specific things, representing one of Bovien et al.’s (2018) spontaneous and independent traveller.

Even though Elena did most of the tour alone, which she liked, she thinks it is a great way to have a social get together, while doing something fun together with her friends and family, without having to share these moments with others, as they would have to if they walked in a group. There are of course individual guided tours available in most cities, but in her experience, those are quite expensive, and she would not spend that much money on them. On the other hand, she often meets great new people on group tours, which she cannot do so easily with the Copenhagen Local Walks.

Another perspective some of the interviewees took into consideration is the economic opportunities the digital tours hold, both for tourism businesses and for visitors. The Copenhagen Local Walks is a completely free concept, which is a great advantage for its popularity. As Ramos-Soler et al. (2019) explain in their article, tourism products generally need to be paid beforehand, which is a ‘blind purchase’, since the customer does not know how the experience will be. Participants tend to try the Copenhagen Local Walks, because they do not have anything to lose, since they do not need to pay for it. But even if it was not for free, digital walking tours certainly do not cost as much, as traditional guided tours. They are also cheaper for the businesses to sustain since they do not need as much human input. Unfortunately, if these tours become popular, it may take away a part of the audience for traditional guided tours, and therefore, take away the jobs of some tour guides. On the other hand, there will be a need for more human resources to develop these applications, and to continuously update them to keep up with the rapid development of digital technologies in order to stay competitive.

Finally, a noticeable difference between traditional and digital guided tours is the personal touch for the stories, along with the possibility to ask questions. Even though most of the respondents were fine with the information they heard from the audio recordings, they could look up the rest if they were more interested in something, some shared that they would have wanted to be able to ask questions about what they just heard, or to ask for extra information. Some of the interviewees explained that *“maybe what I’m lacking is the opportunity to have questions.”* (personal communication, 24.04.2024), or *“... the lack of, like human, the possibility for human feedback because what I let’s say would miss from a guided tour like this with the Copenhagen Local Walks is if I have questions that I would like to ask, I have no possibility for that, and compared to versus with the traditional guided tour with a knowledgeable person who can actually answer questions, that could make it more tailored of an experience.”* (personal communication, 27.04.2024). Confirming the findings of Go and Kang (2023) about the value of physical interactions compared to digital ones, one of the interviewees shared, that *“I found it a bit harder to pay attention to the stories. And I think I would like pay more attention to an actual person if he would be telling me this. And also, like, point out different parts of the building or something like that.”* (personal communication, 21.04.2024). Connected to this, another participant explained that he feels more motivation to pay attention to the stories when he has to pay for the experience. Further, an in-person guide is continuously pointing out specific buildings, which encourages the participants to look more around, while with using the digital app, they are looking at their screens.

Now that you know all this, let's get back to Elena's experience. After finishing the tour, she thought that digital tours are generally convenient, she really enjoyed seeing some hidden places, but wished for a more engaging experience overall. At one point of the tour, she was asked for her feedback on the StoryHunt application and the Copenhagen Local Walks (illustrated on Figure 11). She found it a great way to gather information from the users about how they feel about their experience, and by adding comments, the users can also share their ideas for improvements, if they have any and are willing to do so.



11. Figure: User reflections within the tour (Source: StoryHunt mobile application).

However, she felt the need to explain her ideas more.

Ideas for improvements

Elena, being a tourism professional is always keen on finding ways to improve every tourism product she encounters with during her travels. So, after the tour, she comes up with some ideas about how the concept of the Copenhagen Local Walks could be improved, based on her knowledge, along with the observations she has gathered from all the people she talked to. She has shared these ideas with me, and I will now present them to you, reflecting on all that Elena has told me, and also, what I have learned from the academic literature.

The first thing to be discussed here is that for Elena, as well as for many other participants, it was not clear in the beginning, that the city centre tour with the Copenhagen Local Walks is

only guiding them through the hidden gems of the city, leaving the most well-known attractions out. Instead, they explore the places that most tourists miss out on. While it is a great initiative that may attract numerous participants to be interested, it is important to clarify this before one decides to start the tour. This information, along with the bare existence of the Walks needs more visibility. It is a truly unique concept, that nor Elena, or any of the interviewees have ever heard of in any cities they have visited, and they also did not find out about it when they were preparing for their stay in Copenhagen, looking up interesting touristic activities to engage in once they arrive. One of the interviewees, that I have invited to join me on a tour has shared, that *“I have zero knowledge about such tool existing. So, without of course, someone actually telling me about it, I would never have found it, so that could be something to improve on, I would say.”* (personal communication, 27.04.2024). By putting more marketing communication behind these walks, and providing more clarity about the aim, so people understand what they sign up for, the Copenhagen Local Walks could be a valuable tool in the hands of the destination managers of the city to show, that Copenhagen has way more to offer than just the Little Mermaid, or Nyhavn. But putting it out there more is crucial, given that according to a respondent *“... nothing, not even in my head that this exists. So, if there is no marketing run for this tour, probably I wouldn't search for one like that.”* (personal communication, 24.04.2024). According to Harrill and Stringam (2008), online offers have been popular to shape the visitors' travel plans already in 2004, and the online sphere's significance as a marketing channel has only grown ever since. Therefore, this mentioned communication should be mainly focused on online marketing for the Copenhagen Local Walks.

Then, we have discussed how the tour could be made shorter and more engaging, and she mentions, that she came up with a concept for a more tailored and personalized experience. In the beginning of the tour, there could be a few questions, that allows the app to tailor the route according to the individual needs and interests of the participants, including the time they would like to spend with doing the tour, and the interest they have towards learning more about the history, the culture, the locals, and so on. One of Elena's friends suggested that *“It could be also nice for tourists to select which kind of landmarks they would like to visit.”* (personal communication, 14.04.2024). Elena would choose the history and the locals, so the app would filter the stories and create a shorter route for her, leaving out the stories about architecture, and cultural places. This way the tour could become a truly valuable experience, where participants feel like their time is well-spent.

The German girl told Elena about her issue with her parents' lack of English knowledge, which Elena pointed out to me. We discussed, and concluded, that subtitles should be made for each story. It is not a big task to do, since the text is already there, it simply needs to be synchronized with the audios and put on one screen with the pictures. Now that we talk about the material, Elena would also prefer to have more languages available, but she recognizes the economic difficulties behind it, for it would require both monetary and human resources to create the tours in different languages, while the Copenhagen Local Walks does not generate revenue at its current state. Maybe it is something to be considered, as and if the Walks become more popular. To further improve the inclusivity of the service, the tour, or at least the stories themselves could have the option to be downloaded. While it would not provide the same level of experience without the access to the internet, it would cater for all the – mostly non-European – groups of travellers with no or low mobile data connection.

Following up on the topic of sustainability, that has already been discussed from an economic perspective, having a digital walking tour in the different neighbourhoods of Copenhagen may be utilized as a tool to support local businesses, by collaborating with them. According to one of the people I have had an interview with, *"I just think that they should be thinking about the potential, you know? ... you could also, um, work with some local areas, bars, and so on that know that there are some tourists that could actually, uh, come and visit that place through that app."* (personal communication, 13.04.2024). Instead of drinking a coffee in a well-known café, such as Starbucks, the participants could be shown a list of local businesses in the spots they are visiting, encouraging them to spend their money in local catering facilities. The business idea behind this would be, that the businesses could pay a small monthly fee, contributing to the costs of the continuous update behind the application, and in return, they would get new customers, leading to a win-win situation for both the Copenhagen Visitor Service and the local businesses. Exploring these local cafés and restaurants would also enrich their experience in the city, adding more authenticity to their visit, while encouraging more sustainable tourism practices overall.

Considering the feedback both Elena and I have gathered, she suggested to give the option for people to ask questions through the application. This got me thinking. They could have a list, that they can open in every stop of the tour, where they can write their questions and at the end, they could send it to the Copenhagen Visitor Service. This way, the personal touch could be added, enriching the experience of the visitors. However, this would require continuous human input from the employees at the Copenhagen Visitor Service, to answer these questions.

We also talked about how the navigation could be improved. The map should be updated with the name of the buildings throughout the tour, and possible alternative routes to take if a certain street is closed. Especially with the gate at Pistolstrede, which is closed on Sundays. There could be a button saying “Is the gate locked? No worries, I will show you a way around.”, or something similar. It should also be a bit more automatized, to align with the findings of Melnychenco, Tkachenko & Dupilak (2022) and Estrada (2023) that have been previously discussed in the literature review chapter of this thesis. It can be annoying for participants to click all the time, when they expect more guidance on where they should go next. While walking from one story to another, there should be a more direct navigation, stating clearly when and where the participant should turn. Furthermore, many respondents wished for more interactivity within the application. For example, in the King’s Garden, one participant mentioned, that *“it would be nice to actually, you know, walk Christian the fourth’s, uh, footsteps, as they also told in the recording.”* (personal communication, 13.03.2024). Instead of listening to a story while standing at one specific point in the park, the recording could guide the visitors through the park, while explaining how they are now walking the footsteps of Christian IV, making the whole experience more exciting, and the facts more memorable. The location tracking could be more utilized for pop-up fun facts, such as “Hey there, stop for a second. You are now standing next to the oldest café in town.”. Connected to the location tracking, one of the interviewees shared, that *“it would be more fun if it would just say like... you’re halfway there, well done!”* (personal communication, 14.04.2024). There could also be other pop-up messages, such as a timeline, or a celebration after the last story.

After getting to know more about what Copenhagen has to offer, Elena and I think that some interesting spots are missing from the tour. She believes that the underwater statues about the story of Agneta and the merman should be included. Also, I have noticed, that there are interactive statues around the city, such as the statue of Hans Christian Andersen next to the City Hall, or the statue of Søren Kierkegaard in the Library Garden, where there is already a QR code to learn more about these figures, by hearing them speak. We both think that these experiences would be much popular amongst tourists, if they would get to hear about them while listening to the stories related to these specific points of the city.

The topic of more interactivity leads us to our final, and biggest plan to improve the Copenhagen Local Walks.

Implementing more interactivity in the tours with the help of augmented reality features

While most of the people I have talked to reflected on their expectations not being met regarding the interactivity of the Copenhagen Local Walks and possibly the involvement of the augmented reality features while on tour, one had a very specific comment. He shared, that while the pictures showing what the specific building looks from the inside, or what it used to look were really helpful to visualize what the audio was explaining, it would have been even better if they would have been able to actually project the picture to the building and see the view of the area like that. This got me thinking, until I realized, that it is exactly what augmented reality is for! So, how could it work and how could it improve the visitor experience of urban Copenhagen? To remind you of what has previously been discussed in this paper, virtual reality (VR) and augmented reality (AR) are challenging the traditional ways people travel, by letting them explore destinations through 360-degree scenes captured using specialized cameras and software. With these technologies improving, they are becoming more and more accessible, affordable, and common for the general public to use. VR and AR can help addressing issues such as mass tourism and environmental preservation, if being utilized as tools to promote more sustainable tourism practices. The Covid-19 pandemic boosted the use of VR in tourism, allowing businesses to continue their operations safely. With the reduction of the travel restrictions related to the pandemic, tourists appeared back on the streets, while the technologies stayed available, allowing for the rise of AR's popularity, that merges physical experiences with digital ones, and through that, improving those. If we think about the opportunities that these technologies offer within the tourism context, the biggest difference it can make is improving the way visitors can delve into the past of the destination they are visiting. When a historical picture is placed on a specific point, illustrating clearly where and how the changes happened, it is probable to create a more engaging experience overall.

When Elena first saw the flier of the Copenhagen Local Walks, she expected an AR experience, based on the picture she saw on it, and I understand what made her think that. Again, this is the picture on the flier:



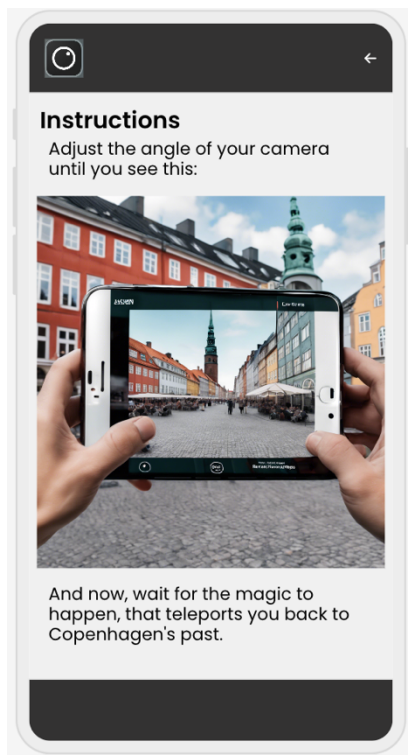
12. Figure: Copenhagen Local Walks flier (Source: Copenhagen Visitor Service)

On the picture we notice the iconic building of BLOX behind the canal, while someone is holding up a phone. On the phone, the same view is shown, but with a twist. The app illustrates how the same area used to look like in earlier days. Based on this illustration, it is easy to be mistaken, and to expect that this illustration will pop-up, or will be a 360-degree picture, that moves following the movement of the phone.

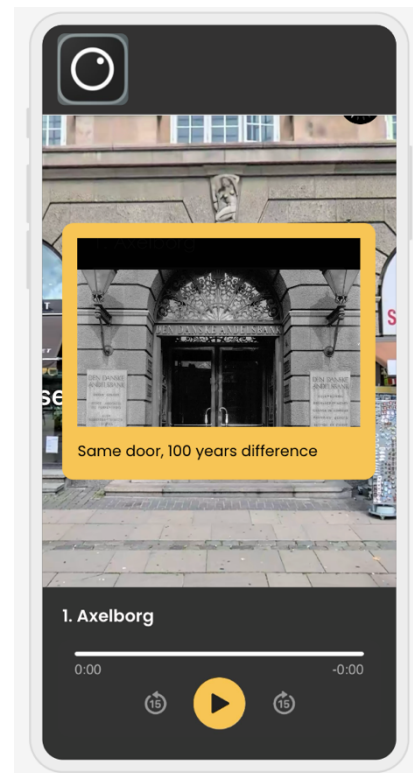
One of the interview participants shared, that she was expecting a similar concept to the Pokémon GO mobile application, that was so popular at the time of its release in 2016. *“I thought this would be more like, ... like you would be walking around and then something would pop up and you’re supposed to aim it. And not just like stories.”* (personal communication, 14.04.2024). In the game, the players would use their phones to find and catch virtual Pokémon characters in the real world. These figures would pop up at different locations and the players were supposed to interact with them. While other respondents did not have such concrete examples, several of them shared, that as one of them put it, related to the use of augmented reality features: *“I felt that it had the potential to do that, but it didn’t do that, you know.”* (personal communication, 13.04.2024). Let us dive a bit more into how it would be possible to do it anyways.

First, as it has already been explained, clearer instructions would be preferable for maximizing the experiences of the Copenhagen Local Walks, especially the feature with the augmented reality, since it is not self-explanatory for most of the users – at least not yet. Figure 13 shows the design for the instructions, that would pop up at every spot, where historical pictures are

available, while figure 14 is a representation of how the idea about the new feature would look like, using the first story in the City Centre Walk, about the building of Axelborg.



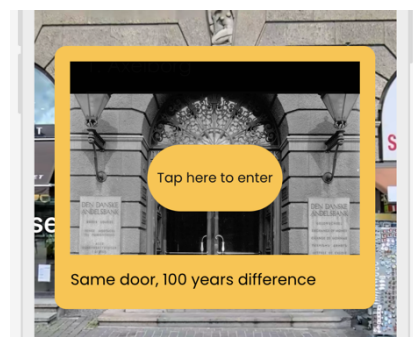
13. Figure: Instructions for using the augmented-reality features (Source: author-generated figure)



14. Figure: Design for the augmented reality feature (Source: author-generated figure)

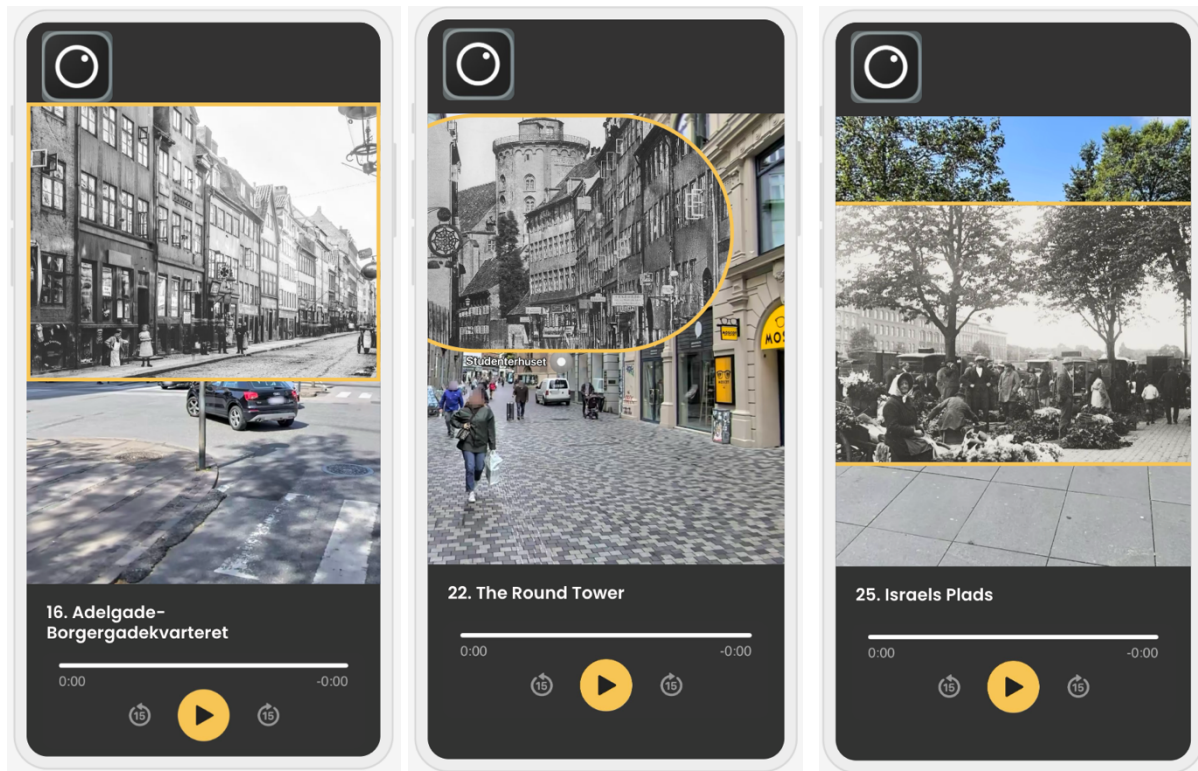
The tour participants in this situation would be asked to point their cameras to the entrance of the building, and by using it as a digital trigger point, the historic picture would show up, making the whole experience more engaging and interactive, and as Pucihar et al. (2021) explains, enriching the participants' perception of what they see in front of their eyes.

After a few seconds, a guiding message would pop-up, asking the visitors to tap on the door to enter the building virtually (illustrated on figure 15). Once they click on the entrance, the other pictures would show up, that are showing the building from the inside.



15. Figure: Enter virtually (Source: author-generated figure)

The same could be done with the other historical pictures, such as the Adelgade-Borgergadekvarteret, The Round Tower, Israels Plads and many more.



16. Figure: Further ideas for augmented reality features (Source: author-generated figures)

Implementing these features in the Copenhagen Local Walks, the interest and attention of the participants may be held up, by encouraging them to be more present and actually engage in the changes that are illustrated in the stories. As it has been already mentioned, this tool may be even more valuable in Copenhagen, than in many other European cities, because Copenhagen – other than a few fires – luckily did not suffer complete destruction over the decades, therefore it is relatively simple to put the historical pictures in the context of the reality in front of the visitors' eyes. Adding these features would most probably add the magic touch to the Copenhagen Local Walks, making it a truly unique experience, that visitors would definitely remember and recommend to everyone around them, contributing to raising visibility about the product. However, to make this improvement happen, a collaboration with a (team of) professional app developer(s) and / or web designer(s) would be needed, along with making changes to the StoryHunt mobile application. If I were to continue this research and the improvement of the Copenhagen Local Walks, the next steps would involve several discussions with the Copenhagen Visitor Service, the developer team of the StoryHunt application, and investigating similar concepts around the world.

While this idea is unique, I am aware, that it is not revolutionary, not even in Copenhagen. Once I heard it somewhere, that if someone thinks their idea is something completely new, then that individual simply did not do enough research to find out, that someone did indeed have that idea before. Even though, none of the travellers I have talked to have met with a similar concept throughout their travels, there are similar products on the market, such as the AR Trails (<https://artrails.app>) or the On Foot mobile application (<https://www.on-foot.com>). A company called Khora, in collaboration with the National Museum of Denmark did create a similar concept in Copenhagen, but that is only showing the evolution of the City Hall, through a 360° video with historical pictures that are added as the story evolves (Khora, 2023). However, their solution requires a VR headset, which is not a widely available tool so far, that most visitors would have with them, such as their smartphones. That is where the success of my improvement idea lies, that it is accessible for the general public to enjoy.

To sum it up, both satisfaction levels and areas for improvement have been highlighted related to the Copenhagen Local Walks and the StoryHunt mobile application. Users appreciate the flexibility of the self-guided tours, and the idea to discover the hidden gems of the city. However, suggestions for clearer instructions, more engaging content, and personalized experiences have been discussed, in order to enhance the user experience. Finally, the idea of enhancing user-experience by adding augmented reality features has been explained. Implementing these user-driven improvements may lead to a more satisfying and engaging experience for visitors who decide to try these digital walking tours in Copenhagen.

CONCLUSION

While exploring the key factors influencing user satisfaction with the Copenhagen Local Walks, valuable insights have been uncovered, that reveal how to enhance the overall tour experience for visitors.

Current thesis begins with addressing a general overview of the evolution and the current state of the tourism industry, highlighting issues such as overtourism and the need for more sustainable practices in the field. After, the role of walking tours, and their digital version is discussed, along with exploring emerging trends in the industry, particularly the impact of personalization, digitalization, augmented and virtual reality. The recent Covid-19 pandemic has had a significant effect on reshaping the tourism industry, which is also discussed in the literature review chapter of this paper.

While the key factors influencing user satisfaction related to the Copenhagen Local Walks differ from person to person, it is safe to state that all visitors seek an engaging and unique way to explore the city of Copenhagen. Generally, they are happy, when they are guided through places that they would have not found by themselves, and when they are shown historical pictures of the area. However, the lack of responsiveness of the StoryHunt mobile application, and the need for many clicks negatively influence their satisfaction levels. Overall, most of the participants of current research were positive about the tour experience, specifically highlighting the flexibility such a tool offers, compared to a traditional guided tour.

Based on the findings, several improvement ideas have emerged to create a more engaging and rich experience for participants. Firstly, the importance of increasing visibility and communication about the Walks and its unique offerings, such as uncovering Copenhagen's hidden gems, is highlighted, so that people get to learn about this opportunity when planning their visit. Further, personalized filters can cater to individual preferences and interests, ensuring that each participant's experience is tailored to their own liking. Subtitles can enhance accessibility and inclusivity, making the tour more engaging for a diverse range of visitors. Additionally, providing the option to download stories beforehand can ensure a smooth experience, further widening the audience that can be targeted as participants. Collaborating with small businesses in the area can not only support local entrepreneurship, but also add an authentic touch to the tour, encouraging participants to engage with the community, while supporting them, making the whole touristic activity more sustainable. Offering the option for participants to ask questions even on a self-guided tour, can foster a sense of connection and personalization, significantly adding to the overall experience. Automation can simplify the

touring process, providing clearer guidance and directions for visitors. Incorporating more interactivity, such as pop-up fun facts and interactive statues around the city can add an element of surprise and delight to the tour, making it more memorable. In addition to the already proposed improvement ideas, the integration of augmented reality features to the Copenhagen Local Walks has the potential to revolutionize the tour experience in a captivating manner.

In conclusion, by considering these ideas to be put into action, and seeking continuous feedback from participants, the Copenhagen Local Walks can become an even more exciting and popular experience that highlights the city's rich history and culture, offering a memorable way to explore Copenhagen for everyone who decides to take part in such a unique journey.

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Appendices:

Appendix nr. 1 – Interview guide

Interview guide

Thank you for participating in this interview. My name is Teodora Tibori and I am a Tourism Master's student at Aalborg University Copenhagen. I am currently working on my thesis, in

collaboration with the Copenhagen Visitor Service, in which I aim to understand how an innovative digital solution such as an AR-based guided tour enhances tourists' experiences in Copenhagen and to identify areas for improvement.

For this research, I am interested in learning about your experiences with the Copenhagen Local Walks, particularly the one in the city centre.

1. Where are you from?
2. Can you tell me a bit about your recent visit to Copenhagen and your general experience with the Copenhagen Local Walks?
3. How did you hear about the Walks, and what motivated you to participate in this tour?
4. Why did you decide to participate in this digital tour instead of a traditional guided tour?
5. Do you have experience with traditional guided tours? Can you tell me examples on how this one has been different?
6. Did you complete the entire tour? If not, why did you stop or skip parts of the tour?
7. What were your impressions of the concept of the Copenhagen Local Walks? Did it meet your expectations?
8. Do you think the digital elements enriched your exploration of Copenhagen's city centre? If yes, how?
9. What aspects of the tour did you find most enjoyable? Please share your favourite / most memorable part of the tour!
10. Did you encounter any challenges while using the StoryHunt app during the tour?
11. Are there any areas where you think this concept could be improved to enhance your experience?
12. Would you recommend the Copenhagen Local Walks to other tourists visiting the city? Why (not)?

+1: Do you have anything else in your mind that you would like to share? ☺

Appendix nr. 2 – Interview transcripts

Interview #1 – 13.04.2024

So, I have a few questions for you. Um, where are you from?

Yes.

Where I'm from?

Denmark. I live here in Copenhagen.

So, you're a local. Nice. And, uh, it will be a little bit irrelevant at the moment, but can you tell me a bit about your recent visit to Copenhagen? I guess, tell me about this day. And also, your general experience with the Copenhagen local walks.

Um, I haven't tried that many before.

Many of the walks?

Yeah, but just that one. Okay. No. You're just talking about just that one.

Yeah, yeah. Like, how was the general experience of the whole day?

I think it was nice. Um, I think that, I mean, I know that, Um, so there are a lot of, um, places to go, so maybe it is nice that, um, that it's not that much. Uh, per stop, but sometimes I did think that it could, it could be, it missed, um, some information. Some were fine, but I don't know. So I felt that it was a bit made in a rush. It's very harsh to say.

Do you feel that it would have been nice to be able to ask questions to someone? Like when you're on a traditional guided tour, you can ask questions after your tour guide tells you a story. Do you think it's something that's seriously missing with this app?

Yes and no. Um, because I mean, if there were enough information, I think it would be okay that, uh, that you don't have to ask questions because I also think that, because the good thing with this, uh, tour is that you can also walk around alone just with your headphones on, um, and don't have to interact with others. Um, so it doesn't, it isn't that I think would be missing, I just think that, um, a bit more information about the places, some, some places, uh, would, would be nice. But I think it was fine when it's, when it's a guide, uh, to yeah. That you, you listen to. Yeah. So some

places had more information than others. But on the other hand, it's also a super long tour. It is. It's very long.

So do you think that maybe. The, there should be less places to go to with more information or should the tour be made even longer or...?

Yeah, it depends. It depends on what the goal is. Uh, I think it maybe would be nice to. I mean, I think it's good if you want to reach more of, of, uh, the main places. Uh, if you want to reach the, the more main places, uh, then it's fine, but. Then it needed some more information, so the walk was worth it. Um, yeah, because I think it's, I think it was nice that, uh, that you did see different places of the city, uh, in the interview. Um. So there were some places where I think maybe that wasn't, I don't know. Yeah, it's a bit hard to say. I mean, more information would be worth the, the walk also because you can choose yourself what you want to, um, get information about, and you can choose not to, you know, take some, uh, places if you want to walk, uh, shorter, for a shorter distance, but, uh, so the main thing of, that I think with Miss is still, uh, a bit more information on, some, I don't know, maybe more videos or something that makes it more, uh, yeah. It, it's a bit, it's a bit, uh, yeah, it's, it's, like, they, they talk for, what, two minutes, and then it's that, and as a local, I, uh, sometimes I knew there would be something that could be said, and sometimes I also thought that, that it was just a bit vague, like, why should I hear about this?

Mm-Hmm, yeah. But then it, it was also interesting for you to learn about these things as a local, right?

Mm-Hmm. And it was, it was so nice to, uh, I, I mean, I have, uh, heard about, um, I have heard that it's always nice to go around, uh, exploring your own city. And some places did give me some, uh, good information.

And that was nice. That was really nice. Um, especially one place where I could, where it just, it, where it, where I could see some meaning in it, because I really like, I think maybe you should, you should think about what is, what are people interested in? What, what, uh, I mean, I really like to know about some, uh, artwork that's not just only painting. So, I, I was really surprised that I, I have seen that place where there are this, uh, these paper flowers. Um, I know the place, but I haven't really thought about it. Um, and now I did get to, to know a bit, uh, and also saw that there was a lot of good um, reading that I could, uh, get more information, uh, of if I wanted to, you know. Then that was actually okay, that there wasn't that much in the app. Um, but, for example, when we were at Blox, and, uh, the Black Diamond, it, that was, you know, it felt a bit vague and not relevant at both places, uh, of what they were focusing on.

Yeah. And I do know that you didn't finish the tour. So, what was the reason? Because, um, many people don't finish the tour. Um, so, what was the reason that made you skip certain attractions and then not finish the tour at all at the end?

I mean, when it's not a guided tour, when it's not a guided tour, there is no, um, you know, someone who is looking at the time and, you know, uh, get this group to walk. You walk in your own time, on your own time. And, which is a nice thing that you can do that, you know, and still get some tourists, some stories told. Yeah, exactly. Um, and that you can do that just, yeah, by your own and don't have to have this person walking around, you know. So, when you're on your own, then it's very natural that you will go on your own time. And normally people just take some more time, you know, when you think about how it is, uh, when you go on these guided tours. It's always the guide who takes you, you know? You know, and, and we just used a lot of time in these one on these spots that we were, and it was nice, but we just didn't have the time

to go and explore all the places. I mean, yeah.

And that brings me to my next question. Um, do you have experience with going on these traditional guided tours wherever? Just like in general, have you been to a lot of these?

I have. Yes.

If you would have to say, let's say, three things that were different on this one than a traditional edit, then what would you say?

Um, so, the three difference between a traditional one and this one?

Yeah.

I mean you can, you can walk on your own. It's, you know, very flexible. I mean, the flexibility is probably the big difference because you can choose whenever you want to have the, the guided tour. Then, it's cheaper, which is also very nice. Um, so it's, it's just, which opens experiences for, you know, students also, just young people, just people who don't have the money to go to, you know, use the money on tours, um, I wouldn't do it. The only, the only reason I have gone to so many guided tours is because I have been, school, uh, schools and, uh, travels where there was someone else, uh, for, uh, yeah. Because I would never, personally, I would, I would not pay for a guided tour.

You say you wouldn't pay for a guided tour, but is it true for, for example, an attraction itself? So if you would, let's say, let's take the city hall, for example. You would go in, you also wouldn't pay for a tour? going around the building itself, or you would, you just wouldn't pay for someone bringing you around the city center.

That would be fine.

So like, for example, in the city hall or in a castle or wherever you would pay for someone to bring you through the different halls and tell you the story of it?

Yeah, Okay, okay.

So, flexibility? Yeah.

And also that you can take the tour alone. I think that's a nice thing that you normally don't really get when you, uh, you know, it's an experience always in groups. And what if you just want to go on your own and just, yeah, just do it. Be on your own, then that's actually a huge difference, um, and there are a lot of things where flexibility comes in, and...

It's also fine with two if you can't have another one.

I think these two could be it...

Okay. Okay. And then what about, um, your experiences with the tour? Like going back a little bit as I was telling you about it, is it, was it as you were imagining it to be before trying or was it something that you was, expect you were expecting differently?

Mm. I think, I mean I wasn't really sure. I did have a thought that there would be more, um, different kinds of, in a way I expected. different kinds, kind of formats, and I don't know why. Um, because I think it's because I would think without knowing how to make them. But I just think that you could be creative, you know, you could, I mean, it's not that they haven't, it's, it's not that it's not done because, you know, There are videos and pictures, but, and, you know, one quiz, but, I mean, again, it was very, uh, it could be more, um, again, more information, I mean, why only one question at all. And why should there even be a quiz? Should it maybe be more like, uh, different? What if, what if we, uh, you know, took one place and then, uh, you, that person, and then they were pinpointed a lot of different things in

that, um, that place. So, it's not, for example, the King's Garden. So, what if they didn't just, uh, talked about, you know, King's Garden in, in overall, but also guided you through? some different spots in Kings Garden. I felt that it had the potential to do that, but it didn't do that, you know.

Yeah? Yeah, I get it.

Because there were also some questions that came to me, and also because It was mentioned in the, in the record, in the recording, that there were, um, a lot of fruit, uh, and, you know, um, and my question was: where was it? Or is there still some, because as I remember, there actually is. And it would be nice to actually, you know, actually walk Christian the fourth's, uh, footsteps as they also told in the recording.

Yeah.

Um, yeah, you had to, you know, guess a bit.

Yeah. So a little bit more interactivity and Yeah, a little bit more, uh,...

...especially when it's special things. Especially when it's, when it's bigger, uh, spots, you know, areas.

Yeah, I agree. Um, what else do I need to talk to you about? Um, we actually met our next topic, which is the AR elements in the tour. Um, But there is one more thing I want to add here. How do you feel, or do you feel at all, that these AR elements, um, enriched your experience in Copenhagen? Just like these, it's not a, in a sense, traditional, so it's, it's some, it's not that, it's not that interactive, but it's more the, the augmented reality elements. So, with, uh, with, uh, Uh, with the videos, and with the interactivity...

Did it, oh, so is it like, uh, fully informed? Okay, okay, so now I understand. Um, uh, I mean, I wouldn't call it AR, Uh, if that's the,

if that's the case. It's what, uh, is, um, what was meant to be made. Um, because I wouldn't call just a photo or video or recording as I mean, if I were, uh, if I as a tourist are just, just a person using the app? I would, I mean, I, I would definitely for enter, um,

Expect?

Expect, yeah, wow. Uh, I would expect more, to be honest.

On the augmented reality side? So on the the digital, like...

Yes, because I would think that it's of course you can make tour guides without videos and photos but calling it AR it's maybe a bit over...

Okay, I get it. Yeah. Yeah, I get it. Okay. And then a little bit about the app. Did you encounter any challenges while using it on the tour? Was it user friendly?

It was. Okay. User friendly, could, I mean, so I got some help because I was a bit confused just when I got in the app, but of course it's also a new app, so that's fine. Um, I haven't looked that much into the app to know if it, if there is something I might have missed

The, uh, and the, like, the user experience and stuff. I think it was, I think it was okay, uh, fine to, to use.

Okay. Okay. That's nice. Um, yes. Yes. One more thing. And then we are done. So, um, what do you think of this concept of the Copenhagen Local Lot as a tool for making tourism, uh, for reducing the pressure of tourism in the most popular areas and to generally make tourism in Copenhagen more sustainable, both socially and maybe economically... um, environmentally. That's what I want to say.

I, I really think there is a potential. Uh, really, because, um, when you don't have to,

um I mean, of course some people have to be paid to, to make the, the tour. But if it's, you know, it's a one-time thing. thing. And of course, some people could make sure that it's, you know, stable and fully informed. But I think in, uh, you know, in, in the long run, it's more affordable for, you know, just in, in using money on tourism in general, because you, you

don't have this one person who has to go through everything again, even though it has its charm though. But I also think the nice thing and the thing that A tour guide through an app like this could give you more insights in the not that popular places. Um, and it's because it's easier for me or just to Me and another one to, you know, uh, go maybe more challenging, uh, route. But if you have to, you know, have a group that on the, on the whole, in the whole road, have to follow through. I think it's it. It takes some, some time and some energy that you don't think about when you just, when you just have your headphones on and just walking. Um, and I, there's also something special about having these more intimate guides and really a more, insightful, uh, perspective of, of the city, you know? Um, because yes, you hear about all the big things and I, I have already, um, always heard about people talking about all the things they want to, um, to visit in Copenhagen and. I'm thinking about all the, the other things that I know that I want to show them, because I know that that's the cool places, you know, this one bar that I know, uh, and...

The hidden gems!

The hidden gems, like, like the real hidden gems, right? And who knows the hidden gems? It's the locals. And if you really want to, you know, what people normally search for when they travel, it is typically to, to, to experience the, you know, the, uh, yeah. Authentic experience. Authentic, authentic, you know, experience, I think of the city and, you know, and not about only the big places, because we all know that

they are there, but you also get a, you know, a bit, More, eh, how do you put it? Like not detailed, but more like a, you just get an overall idea of the city and and understanding of the city and the people. If you, if you get an idea of the people, because how do you normally get, uh, an idea of how the locals are when.

When you are on tour, well, you could be, uh, lucky that the guides will tell more about the locals, but if they don't, and just, you know, more talk about the history and so on, you know, everything is, yeah, they thought, they were thinking like that in the 1800s, they don't do that anymore or something, but What if we just, you, you get a chance to experience the city without always having to, uh, to have the history of the city, uh, on the other hand, and I think that would be even, um, better. A more easy way to actually, um, get more young people, so to, to be interested in, in these tours. Because I remember when I was in these tours as a young kid, it was horrible. Because it was all about history. It's all about history. It's always about history. How can tours be more interesting, you know? And there's, here's a way where you can experience the city in, I mean, it's easy to get some history in it with, you know. In a more fun way. Yeah, but also, yeah. Yeah. And, yeah. Yeah. I've never thought about this, but yeah.

I get that. Yeah. Okay. Do you have anything else in your mind that you would like to share about your experience with me?

It's always nice to, to walk with you. Mm, I think we should. I just think that they should be thinking about the potential, you know? Because, would it actually be possible to maybe, you know, meet a bar, go to a bar and say, this is the best, this is the most popular cocktail, for example. And then there is, um, then you can choose to maybe go visit that place and actually taste one, but you'll, you know. there are some

potentials and you can ask, you know, you could also, um, have some um, um, work with some local areas, bars and so on that know that there are some tourists that could actually, uh, come and visit that place through that app.

Yeah. Definitely. All right. Thank you so much for your time and inputs. Thank you for you!

Thank you for you! And I'm gonna go ahead and eat now.

Yes, that's a really good idea.

Interview #2 (3 participants) – 14.04.2024

Okay, so welcome to my thesis' world. So, uh, first of all can you please tell me a bit about your general experience with the walk and uh, how it was in general?

A: Well, I thought it was really nice. Few difficulties with the GPS. It was really long and ... yeah all in all, interesting. Yeah.

B: I think it was also interesting... uh but to me the biggest problem in my opinion is that it was too long because to be realistic I don't think that many tourists would do like uh, like a such a long trip. Uhm, so I think it was nice but they should like improve the app maybe and personalize it according to like the taste of the tourists what they are more into. Are they into walking a lot? Are they into visiting so many places uh because it's interesting like I've been in Copenhagen for almost two years now and there are places that I just discovered with this app.

A: Yeah.

B: So I think it is really interesting but it should be personalized. And also they should be able to select like the amount of

time they would like to go around I think that is really important.

A: Yeah. I feel it was missing you know the ... So I agree. And also with the, uh, like, it didn't show places around us. It only showed the information that we were listening to, not places, uh, how do you say.. like landmarks...

C: I mean I think it was nice. There were lots of stops and some of them I would have skipped because I don't think that tourists are interested in all those stuff. So it's like.. um, to make it shorter. Because I think it's more than three hours if you wanna do it properly. Uh, so there were some stops that they could have skipped, uh, papapa, uhmmm. When it comes to the, to listening to the person speaking, I think that, if there is the transcriptions as there was most of the times of the places, it's not needed. There were just like a couple of pictures, uh, that you could scroll. So that is also something that slows down the speech, cause like if you read you go faster. But it's also true that if you read, uh, I mean they probably just put the audio so you can just look around instead of...

A: Yeah.

C: But I would have skipped the audio and I would have just left the reading. Because then you go fast, you just spend one minute thirty seconds to read and then you walk around.

B: Uh, maybe one thing regarding the audio. If there are people that are interested to hear, uh, about the different landmarks, I saw that there are many languages that can be chosen.

Yeah, four.

B: Yeah, but it's like English, Danish, then there was, uh...

German and Spanish.

B: German and Spanish but I mean maybe it could be nice to add like I don't know also French, or, uhm, I don't know Italian like more European languages. I don't know maybe there could be also Russian maybe I don't know. And maybe there could be also an Asian language because usually Asia tourists they are really interested in landmarks. And some of them, they don't speak any... maybe English but not that well so maybe it would be nice to add like Japanese or Korean, Chinese, or...

A: I thought this would be more like, uhm, like the Pokemon game. Like you would be walking around and then something would pop up and you're supposed to aim it. And not just like stories.

Uhum, so more AR things.

A: Yeah, more interactive. That would be more fun I think. But also it would be more fun if it would just say like.. you're halfway there, well done, or ...

B: It's also more interactive, so I think it's more... It.. if you are more involved in what you're doing.

Uhm, yeah, I agree. Okay. So, what are your experiences with traditional guided tours? Like, when you have a person who is guiding you around the city and you are in a group and you follow that one little umbrella that that guide...

A: Well you get more stories I think. More personal, like, maybe somebody from their family walked here and he has been here all his life so you get like a more personal, uh, view of things I think. Uh, also you are not looking at the screen, so you're looking more around and he's like pointing out stuff and telling you about stuff around you. In the app you are only looking at what they tell you and you can't see any place around, so yeah.

B: I also think that for example you miss the, uh, I mean you have like a digital voice that explains you like the different landmarks and stuff but maybe you just get the touristic information and sometime when you are with a local guide, they can add you some extra things that you could never know if you are, uh, if you use for example the app. They can add some extra information that maybe they are interesting and you cannot find on your own. Uhm, but that's I think that, with a digital app it would never be possible in my opinion to have this kind of piece of information from anything so, uh.

A: But they did try to make it a little bit more personal by adding the locals in that were speaking Danish, but it was usually like high class people, like the guy at Blox with the huge balcony and also this woman in a big old apartment. But I don't think you are getting that much stories from them, more just information.

C, anything to add?

C: I mean I think, in my opinion it is a little different, cause I think that the person the tourist, uh, so I think traditional tour guides they just fill you in with lots of information, uh, most of information you will forget when you move to the next place.

B: Yeah, exactly.

C: Also, uh, like you're supposed to stay in a place even if you are not interested but you are in a group and they are explaining so you are supposed to be there for like fifteen minutes. If I'm just doing the tour in the app or on my own I can just walk away and I can skip like a location that I don't like. I don't have to go through the story of something that I don't like, uh, so it's much more flexible. But of course there is like no personal touch, no personal interaction, but I mean if you are visiting

with a family or with someone else, you don't care if there are other people around, you can do that with the app with two people. So that's it.

Okay. Uhm, did you complete the whole tour?

A: We left out three.. wasn't it? What did we do? Twentyyyyy.. yeah, something like that. Yeah, so it was too long.

B and C: Yeeah.

A: And the phones like most of the phones were dead so, even though if we wanted to finish, it was just too long for phone time. And as a tourist I would probably freak out if I would go that below, like I would have to make my way to my hotel. I'd probably stop earlier. But I know my way home, so now I don't need my phone. But as a tourist, I would probably be more nervous about my battery. But then maybe at the same time if I knew I was going to do this kind of a tour as a tourist I would probably have a powerbank with me if I really wanted to do it.

C: But I think it is more related to the length of the tour, uh, as a tourist I would have stopped at one point, cause I think it's, uh especially that I found a couple of places that were not, I mean as a tourist I wouldn't have been like amazed to see those places. So if it happens for like uh two or three places in a row, at one point you're gonna say like okay I'm gonna just stop the tour.

B: Yeah, especially for example when we went to see the turbine halls, that is not something that a tourist would be interested in looking. Because like they can be interested in seeing the touristic places, but they are not that interested in knowing for example when we so like where that man lives. It's not something that they can be interested in.

A: Did it say in the beginning that like this will take you not to the most touristic places? Because like I don't think it says. Because I would want to know that beforehand. Because some people want the places that not everybody goes to, but as a tourist many of them want to see the checkout places. But for those that want to go to less crowded streets and uh more unknown places then maybe this is it. But I think I would be kinda sad to be spending 4 to 6 hours walking and never seeing the landmarks.

Okay. And what do you think about the... uh, we already touched this before, but what do you think about the AR elements that were included in the tour? Do you feel that this enriched your experience of exploring the city or it didn't make any sense?

A: Uhm, it didn't kinda work all the time. Like the pictures didn't switch. It was always like clicking on them. And then when I was going back I went like back to all the way to the beginning so you could like feel that the app wasn't that much well done or how to say it. Like you could feel the errors in it. So I think the app needs to be updated a bit more for it to be a nice and special experience.

B: I think the same. I think it was useful the AR thing in some places maybe, but in some others I think it was irrelevant to have it. So I think it was quite useless and not everyone would be interested in that. So I think it depends also on the places so again I think that the app should be, uh, it needs some changes for certain things. There are many things that are not well designed.

A: Yeah. Also the navigation didn't really work. Like it should flip you when you are turning and stuff like that so you know which direction and the map didn't work for my phone at least.

C: Yeah I pretty much think the same. Depends on the places, cause sometimes I just skipped the images. I mean it made sense for places where they showed you like the inside of the building or whatever but if they have to show you the outside, I could just see it myself.

Hm, okay. And one more thing. The concept of this whole thing would be to get tourists out of the main attraction places and get them to visit more local places. And also to include the locals in the planning of these tours. So what do you think about this whole concept as something towards a more sustainable tourism?

A: I think it was successful, it took us to less known places, uhm. I didn't connect at all with the local people. I don't even remember the names, I don't know if they told us. I just saw a big balcony and a nice apartment. Also I haha I thought the app changed suddenly to Danish, when the guy started to talk. I was like oh wait it changed? But then you said like look at the subtitles. If I would have been alone, maybe I wouldn't have realized and tried to change it back or something, to English. Also because it doesn't pop up and give you any guidance or anything. It is like a lot of clicking and stuff like that. It should just automatically say all right next place or like you need to walk 300 meters to the next one or you know stuff like that. But you always have to click and find your own kinda way to do it.

B: I think that the concept is good, like the fact of changing from the common places to less known places is nice. We are lucky that we are in Copenhagen, because I think if it was maybe another city, it's not that easy to bring tourists somewhere else. Yeah I think it would be also to have a better navigation and because it can be also quite boring for people to click all the time, and check where you have to go. After a while you just lose your patience and you

just stop to do it. So I think that would be a plus.

A: Yeah. It also didn't like re-route you. Like when the gate was closed. It didn't tell us anywhere else so go so we just had to like figure out ourselves one way around to be able to reach the next spot. And did it give us like skip? If we didn't want to like go to the next one?

B and C: No.

I mean you could just like close it and then open the next one but it didn't.

C: For me, I just want to add something. So I think the concept is ideally is good, but practically as a tourist if it's my first time in Copenhagen I would have been disappointed in not having seen the Nyhavn or I don't know Frederiksberg Have or whatever. Because those are the places that you wanna see first and then if you have time you go to the less crowded places.

A: I think if they would just add somewhere, like really notable, that this is not the main sites. Then maybe a person would just not choose that tour if they don't want that.

B: I think it should be, uhm, upgraded again let's say, that app. And be more detailed, because it seems like really general, and like self-guided, which I think it's okay, but it could be better.

What do you mean by self-guided here?

B: Basically you have to look at the map and it's not really guiding you around.

Hm, okay. Anything else you would like to add?

A: What happens when you finish it? Like does it just end or does it say like congratulation or haha.

It doesn't say anything. The story ends and you're just there.

A: Yeah okay, that's too bad.

Interview #3 (3 participants) – 21.04.2024

First of all, thank you for participating in this interview. First, can you please tell me a little bit about your general experience with the Copenhagen Local Walks? Did you like it? Did you have fun? Did you have a lot of mistakes that you noticed? Just generally, how was it?

A: Well, I actually enjoyed it pretty much because I was honestly expecting that we will visit well-known castles that everyone knows but at the ended up at places that I had no clue that it exists at all. And it just could show the other part of the city. So it was pretty interesting. And on the other hand, sometimes what I found maybe a bit of a slow cause sometimes it didn't ...uhm, sometimes the application was slow. And it didn't really recognize where I was standing. So I needed to wait like for a couple of minutes, not much. And what the other thing that I really liked is that between the destinations, that was no script. So we could like actually see the city without just listening to our phones and seeing the video. So that part I really liked. And then also the scripts. I mean, the videos were quite digestible, because it was quite short. So it was easy to listen all the way.

Mhm, yes.

C: I also realized, so I do like the idea of app, to be honest, I think for someone who just visits Copenhagen is really nice because they, it spares them a lot of research, so they can just download the app and go through the walks. I have some

constructive, hopefully constructive feedback. To be honest, after listening to the videos, I didn't really remember a lot of the, of what they were talking about. or so for me, it was a bit hard to connect the story to the actual building we visited. And sometimes we saw some pictures. And it was also a bit hard for me to, like, connect the actual picture to the building they were supposed to see. But overall, the work I think was really nice. And just walking around and seeing this. I think it's a really great idea.

Do you think that you say that it was hard to remember things? Do you think it's because they say a lot of things. So is it too much information in one story? Or is it not interesting enough? Is it just like, too monotone? Or why would you think that it's hard to remember after?

C: For me, it was a bit overwhelming to see at the building. I mean, look at the building, and also listen to the story at the same time. Maybe I was just like, I started the story, immediately after I after I arrived. So maybe I should have just looked around first, get familiar with the place and then listen to the story. But I was also a bit like paying attention to something else, not just the story.

I mean, that's just normal when you're visiting a city.

I think that's really, yeah, so I guess.

Okay, how about "B"?

B: It was generally good, I think I liked it, maybe the application could be more responsive. So on the technical side, maybe they can improve a little bit their responsiveness of the whole user interface. And also there was those quizzes, which was interesting, maybe a bit more questions? Or... I don't know, maybe a little bit more interesting questions. There were some questions where they asked for

dates, like, or year, which year this building was built or something like that. And those are not so interesting facts, I think. So maybe they could improve decrease part a little bit. And then on more questions, maybe not just one for every topic. These are my observations.

Okay. All right. What motivated you to participate in this tour?

B: To see some interesting buildings and maybe get information about the interesting places in the city, which I, so I'm here for more than two years, but I didn't know about this place these places, and then this tool gave me some insights into, like hidden gems in Copenhagen.

And how about you guys, the others? Do you have any comments on what motivated you to participate, other than helping my research?

C: I think for me, just to get a general feeling of Copenhagen, because I also didn't know, like, almost any of the places. So I definitely explored a lot. And just get to know Copenhagen more. And maybe a bit of history as well.

A: Well, it was kind of the same reason for me as well. But there is actually one thing that I would like to mention. And as with the application when we arrived at a place, we started the video or the audio file and it immediately, we can, you could see video, but I couldn't really go back for the transcript of what they were saying. So I really wanted to read at the same time that I'm hearing Good, but it just again and again, that YouTube video or part of the video just bumped up and they couldn't execute. So it most likely at the technical part, that I had trouble with.

Yeah, I heard that feedback before. I have to say, unfortunately. So yeah. Okay, then my next question is, Do you have

experience with traditional guided tours? And by traditional guided tours here, I mean, when you go with the group, and you have an in person guide, who is telling you about all the other interesting things to see, and you're walking together with a group, do you have experience with that?

C: Not in Copenhagen, but like 10 years ago, I think we had one in Rome, or something.

A: I also have experience but not in Copenhagen, but also in Rome.

B: I don't have a personal experience with these kind of tours, but maybe this, this application is better in a way that you can listen again. And you don't want hold up your group if you are, if you're going to stay for longer, or an extraction or something you want to observe it.

Yep. Yeah, that's true. And that is actually my next question. If you can tell me concrete examples on how this digital do tour was different than a traditional guided tour.

C: I liked it better in terms of flexibility. So we were not kind of like if you didn't have to follow the guide all the time, and then go with the same time schedule that they had. So we could work around more if you found the building more interesting. But in addition, I found it a bit more bit harder to pay attention to the stories. And I think I would like pay more attention to an actual person if he would be telling me this. And also, like, point out different parts of the building something like that.

Yeah, what about "A"?

A: Personally, I like more the traditional guide tours, but the only reason is because in person, I have a chance to ask what actually interests me. So it's not written beforehand, but I have a chance to actually talk to someone ask.

So you, you would prefer to ask questions, to get to know more of some places that are really interesting to you.

A: Yes.

Okay. That's nice. And I have a question about why did you decide to participate in a digital tour instead of traditional guided tour? So, in this case, I would suggest you to or I would ask you to imagine that you come here as a tourist, you have a week and then you have the different options of the different guided tours and why would you say that you would decide for trying out this digital tour instead of a traditional tour?

B: I would prefer the digital tool because of the flexibility and I liked it if I can choose what I will watch next time. So yes, for me the guide towards versus real people or with a group where others may be in a way in a way so you cannot maybe see as many things but as I said you can stay for longer for a particular building if you like that. Or you can go somewhere some different routes or if you don't really interested in one of these sightings that then you can just skip that. Yeah, definitely.

C: To be honest, I think I would also prefer the digital tour just because of the flexibility. That like, for example, if we wake up late, we are not late for the tour. But we can just go around, maybe shorten the route a little bit and choose the sights ourselves. And maybe just use it as a guide to what to see. And maybe not look into the history that much. Just to go there and see.

Yeah.

A: I absolutely agree why the others would say digital ones. But as I mentioned before, I would rather go with the traditional, I would choose a traditional one. Because I

can ask the other reason maybe that they are probably or most of them, I need to pay for it. And it's like another kind of motivation to pay attention. Because digital digital ones are usually just for free. And maybe it's not motivates me enough.

Okay, that is an interesting way to look at things. Because usually people go for the free options because, well, it's free. So basically, you have nothing to lose that then you say that thing is a motivating factor for you, too, actually, listen, and okay, that's that's super interesting.

Did you complete the entire tour?

C: No, I don't think so.

No, far not. And why was it? Why did you skip parts of the tour are not finished at all at all.

B: There were some uninteresting sightseeings. And we told that maybe we want to skip that and now went for some other options.

A: I also believe that it's quite long for just one day. It's at least three or four days to what I've seen from there. So yes.

“C”, what did you want to say?

C: Just really similar thing that just in one go. It's probably a bit too much time.

Okay, that is nice. And I told you about this tour beforehand. What were your expectations and where they met after actually experiencing the tour itself?

C: To be honest, I expected something different, but that's probably because I just got the wrong idea. I thought you're gonna get like some VR headsets and then the like descriptions was gonna pop up near the attractions. So something entirely different, but I also liked this application.

A: Well, I was expecting actually that we would visit the most well-known places in Copenhagen for instance, the Christianborg where we just passed and then we're going for the hidden places. So honestly, it was way better because this not that I was searched for on the internet. But it was absolutely worth seeing them.

B: This is the same for me. So it was a surprise and it was better than I expected. So the usual attractions and it was was better than I was expecting.

Okay, that is nice. And do you think that the digital elements enriched your exploration of the city I'm like seeing, for example, pictures of the same building, how it looked before, or something that that you couldn't have seen if it was only in person, like a person telling you about the place.

C: I found the pictures interesting. But what I really liked about the app is that I don't have to do the kind of research myself to, to like, explore with places to see, I can just download the app, and then choose the tour and then just follow it.

C: I wouldn't say that the pictures add too much. Of course, it's useful, that maybe there will be some more interactive images or maybe some kind of 3d animation or something that you can interact with, maybe that would help or some kind of AR thing where it projects things if you look terabit your camera or something like that. So maybe that would improve that. Or the world experience.

Yeah, I agree.

A: Honestly, I was not looking much in my phone, and the buildings and the pictures, but I'd rather but I so in front of me. I was not paying attention that much to the pictures.

Okay. All right. Did you encounter any challenges about using the story hand during the tour? And if yes, what was it?

C: I found it weird that we didn't receive points for the quiz, though. We said zero out of 270.

Yeah.

C: Other than that, not much. I think like one time the app froze, but it's just because my phone and I had to restart it. And then I had found the tour again. So there was not like a continue button. Then I just opened up, even though I was in the middle of the tour.

And then you can you could jump back to the tour where you were, right?

C: Yes. Yes, I could. It's just to search it up again.

Okay, any other other comments?

A: I think it was quite easy to use the application. It was pretty hard to be lost in that. But sometimes it was pretty slow. I couldn't see all the way the scripts because of that video, but just kept bumping up. But other than that, I think it was fine.

B: Yeah, the responsiveness of the app also was my problem. Like it was a little bit so you clicked on something, but maybe, to believe it. So Yeah

Okay. And then I just have the most mainstream question of them all. Would you recommend the Copenhagen local books to other people, both tourists and locals in Copenhagen? And if yes, why and if not, why not?

A: I absolutely would recommend it, because it gives flexibility. And well, it was surprised. I'm pretty sure also people who are living in Copenhagen because of the places what it shows.

B: I would also recommend the application maybe too.

C: Yeah, I think I would also recommend it. Just because it's quite convenient. And if people people don't want to use it, like all the way they can just go to the locations, maybe even not the whole route. And actually, I think I would even use this up myself when I visit some other places.

Okay, then I just have one last questions. Question. Do you have anything else in your mind that you would like to share about your experience about the app about the concept about anything related to the Copenhagen Local Walks?

A: I only have one comment. I mentioned it to my mother, and she was so glad about it. She did say like "oh the next time I'm coming you need to show me that" so hehe that's the plan for the next year.

That's so nice! You should also check out the other neighborhoods.

A: Yes, I will.

It might even be more interesting because those are really the places that you don't know if you don't live in those neighborhoods so it's really nice. Alright, if there are no any other comments, than thank you once again for your time and contribution and that is it.

A: Well, thank you for the tour.

C: Yeah, thanks a lot.

Interview #4 – 22.04.2024

0:0:38.730 --> 0:0:45.280

Teodora Viktoria Tibori

So first of all, thank you so much for participating in the tour and in the interview.

0:0:45.350 --> 0:0:46.450
 Teodora Viktoria Tibori
 And this opening.
 0:0:48.840 --> 0:0:53.90
 Teodora Viktoria Tibori
 I need to tell you that I am recording this conversation.
 0:0:54.290 --> 0:0:58.830
 Teodora Viktoria Tibori
 Uh, but only for the sake of the transcripts.
 0:1:0.50 --> 0:1:2.270
 Teodora Viktoria Tibori
 Umm, because otherwise I cannot use it.
 0:1:4.630 --> 0:1:5.30
 Richárd Benjámín Jakab
 It's OK.
 0:1:4.660 --> 0:1:6.810
 Teodora Viktoria Tibori
 And that's about the formal things.
 0:1:11.370 --> 0:1:13.390
 Teodora Viktoria Tibori
 So let's start.
 0:1:14.850 --> 0:1:26.20
 Teodora Viktoria Tibori
 First of all, can you tell me a little bit about where you're from, what you are doing in Copenhagen and just a little bit about you?
 0:1:28.260 --> 0:1:30.70
 Richárd Benjámín Jakab
 Yes, my name is Ricsi.
 0:1:30.120 --> 0:1:33.200
 Richárd Benjámín Jakab
 OK, let me speak clearly.
 0:1:33.370 --> 0:1:34.740
 Richárd Benjámín Jakab
 So my name is Richard.
 0:1:34.750 --> 0:1:37.750
 Richárd Benjámín Jakab
 I'm from Hungary and I live in Copenhagen.
 0:1:39.220 --> 0:1:45.350
 Richárd Benjámín Jakab
 I've been living here for 2 1/2 years and I came here to study.
 0:1:45.500 --> 0:1:46.330
 Richárd Benjámín Jakab
 I finished it.
 0:1:46.640 --> 0:1:51.480
 Richárd Benjámín Jakab

Now I work full time at a startup there is Danish startup.
 0:1:53.300 --> 0:1:53.810
 Teodora Viktoria Tibori
 OK.
 0:1:53.530 --> 0:1:55.780
 Richárd Benjámín Jakab
 Uh, yes, that.
 0:1:53.860 --> 0:2:0.460
 Teodora Viktoria Tibori
 So we so we can say that you kind of know the city already, right?
 0:2:1.590 --> 0:2:2.690
 Richárd Benjámín Jakab
 Yes, we can say that.
 0:2:4.60 --> 0:2:5.190
 Teodora Viktoria Tibori
 OK, that is nice.
 0:2:6.30 --> 0:2:16.280
 Teodora Viktoria Tibori
 Now can you tell me a little bit about your general experience with the Copenhagen Local Walks like without specifics, how was your impressions?
 0:2:16.390 --> 0:2:17.320
 Teodora Viktoria Tibori
 Did you like it?
 0:2:17.330 --> 0:2:19.500
 Teodora Viktoria Tibori
 Did you not like it?
 0:2:20.250 --> 0:2:21.330
 Teodora Viktoria Tibori
 Was it nice? Was it bad?
 0:2:21.340 --> 0:2:22.430
 Teodora Viktoria Tibori
 Just like how was it?
 0:2:23.960 --> 0:2:26.400
 Richárd Benjámín Jakab
 You mean the tour or the application?
 0:2:27.430 --> 0:2:33.510
 Teodora Viktoria Tibori
 Both, like overall everything that is related to the Copenhagen Local Walks.
 0:2:37.50 --> 0:2:38.880
 Richárd Benjámín Jakab
 It was really nice actually.
 0:2:39.430 --> 0:2:41.550
 Richárd Benjámín Jakab
 I kinda like it. Uh.

0:2:56.150 --> 0:2:56.460
 Teodora Viktoria Tibori
 Umm.
 0:2:45.490 --> 0:2:59.340
 Richárd Benjámín Jakab
 Despite the fact I've been living here for years, the tour has shown me spots and places that I've never even heard of, or even if I heard of, I didn't even know where they.
 0:3:0.130 --> 0:3:5.120
 Richárd Benjámín Jakab
 And so it was a huge it was a huge plus for me.
 0:3:5.130 --> 0:3:5.790
 Richárd Benjámín Jakab
 I really liked it.
 0:3:6.480 --> 0:3:8.750
 Richárd Benjámín Jakab
 Uh, I could really recommend it to anybody.
 0:3:10.370 --> 0:3:12.650
 Teodora Viktoria Tibori
 Yeah, that is, that is really nice to hear.
 0:3:14.680 --> 0:3:16.950
 Teodora Viktoria Tibori
 Uh, how did you hear about the walks?
 0:3:19.280 --> 0:3:19.870
 Richárd Benjámín Jakab
 It was.
 0:3:20.520 --> 0:3:21.530
 Richárd Benjámín Jakab
 I heard it from a friend.
 0:3:24.130 --> 0:3:25.500
 Teodora Viktoria Tibori
 Someone recommended it to you.
 0:3:26.210 --> 0:3:26.370
 Richárd Benjámín Jakab
 Yes.
 0:3:27.960 --> 0:3:31.870
 Teodora Viktoria Tibori
 And what motivated you to participate in this walk.
 0:3:31.940 --> 0:3:38.200
 Teodora Viktoria Tibori
 Was there something that's caught your attention or was it just like for fun or?
 0:3:39.680 --> 0:3:42.60
 Richárd Benjámín Jakab
 I guess it was a social get together for us.

0:3:51.730 --> 0:3:51.930
 Teodora Viktoria Tibori
 Yep.
 0:3:42.170 --> 0:3:54.150
 Richárd Benjámín Jakab
 Uh, me and my friends, we get we got together and we did it together and it was like, yes, social activity on a on a cold Saturday night.
 0:3:54.200 --> 0:3:55.450
 Richárd Benjámín Jakab
 No, Saturday afternoon.
 0:3:56.320 --> 0:3:57.530
 Teodora Viktoria Tibori
 Yeah, super cold.
 0:3:57.540 --> 0:3:58.60
 Teodora Viktoria Tibori
 I have to say.
 0:3:58.550 --> 0:3:58.760
 Richárd Benjámín Jakab
 Yes.
 0:4:1.20 --> 0:4:6.850
 Teodora Viktoria Tibori
 Alright then a little bit about traditional guided tours.
 0:4:6.860 --> 0:4:12.830
 Teodora Viktoria Tibori
 Do you have experience with traditional guided tours and by traditional guided tours
 0:4:12.840 --> 0:4:22.800
 Teodora Viktoria Tibori
 Here I mean when you are in a group with a schedule and then there is one person who is your guide and they are telling you about the different locations.
 0:4:23.690 --> 0:4:27.570
 Teodora Viktoria Tibori
 Uh, yeah, so this type of traditional guided tour.
 0:4:28.850 --> 0:4:29.500
 Richárd Benjámín Jakab
 Uhm,
 0:4:28.880 --> 0:4:30.220
 Teodora Viktoria Tibori
 Do you have experience with that?
 0:4:31.140 --> 0:4:31.300
 Richárd Benjámín Jakab
 Yes.

0:4:31.910 --> 0:4:33.280
 Richárd Benjámín Jakab
 Uh, yes.
 0:4:33.290 --> 0:4:36.420
 Richárd Benjámín Jakab
 I mean, I've done it in Barcelona.
 0:4:36.490 --> 0:4:37.620
 Richárd Benjámín Jakab
 No, it was in Madrid.
 0:4:37.630 --> 0:4:38.440
 Richárd Benjámín Jakab
 Sorry, in Madrid.
 0:4:38.880 --> 0:4:39.80
 Teodora Viktoria Tibori
 Mm-hmm.
 0:4:38.950 --> 0:4:44.480
 Richárd Benjámín Jakab
 Uh, I participated in a traditional to to
 guide.
 0:4:44.930 --> 0:4:47.60
 Richárd Benjámín Jakab
 It does by done.
 0:4:47.450 --> 0:4:48.860
 Richárd Benjámín Jakab
 It was done by a.
 0:4:50.970 --> 0:4:52.520
 Richárd Benjámín Jakab
 Uh, who was her?
 0:4:52.630 --> 0:4:53.280
 Richárd Benjámín Jakab
 Who was she?
 0:4:53.330 --> 0:4:53.760
 Richárd Benjámín Jakab
 I don't know.
 0:4:53.770 --> 0:4:54.550
 Richárd Benjámín Jakab
 I I don't remember it.
 0:4:54.560 --> 0:4:57.330
 Richárd Benjámín Jakab
 So it was like a it was free and.
 0:4:59.570 --> 0:5:4.800
 Richárd Benjámín Jakab
 It was like, uh, they could in the end we
 could tip her and.
 0:5:5.170 --> 0:5:5.390
 Teodora Viktoria Tibori
 Uh-huh.
 0:5:7.270 --> 0:5:7.530
 Richárd Benjámín Jakab
 It was.

0:5:7.10 --> 0:5:11.530
 Teodora Viktoria Tibori
 Was she, like a local person who is not like
 an official guide.
 0:5:11.540 --> 0:5:15.680
 Teodora Viktoria Tibori
 But is just a helping out tourists.
 0:5:16.650 --> 0:5:16.760
 Richárd Benjámín Jakab
 I.
 0:5:15.820 --> 0:5:18.400
 Teodora Viktoria Tibori
 Or was it a similar concept?
 0:5:22.140 --> 0:5:22.320
 Teodora Viktoria Tibori
 Mm-hmm.
 0:5:19.380 --> 0:5:24.50
 Richárd Benjámín Jakab
 She was official, as I think she was official
 from an agency.
 0:5:24.60 --> 0:5:33.390
 Richárd Benjámín Jakab
 I think I think yes, I think yes, yes, I I think
 she was from an agency and they were like
 organizing other events too.
 0:5:33.400 --> 0:5:35.670
 Richárd Benjámín Jakab
 But I only participated in this one.
 0:5:36.320 --> 0:5:36.540
 Teodora Viktoria Tibori
 Mh-hmm.
 0:5:36.640 --> 0:5:39.740
 Richárd Benjámín Jakab
 He was not a technically speaking.
 0:5:39.750 --> 0:5:46.900
 Richárd Benjámín Jakab
 She was not a local because she was from
 South America, but she had been living
 there for years now.
 0:5:46.970 --> 0:5:47.740
 Richárd Benjámín Jakab
 Or something like that.
 0:5:47.10 --> 0:5:47.770
 Teodora Viktoria Tibori
 Ah, OK.
 0:5:48.130 --> 0:5:52.780
 Richárd Benjámín Jakab
 So basically, she turned into your into into
 be a local so.

0:5:52.540 --> 0:5:52.830
 Teodora Viktoria Tibori
 Yeah.
 0:5:52.840 --> 0:5:56.430
 Teodora Viktoria Tibori
 Yeah, yeah, yeah, I understand that.
 0:5:57.100 --> 0:5:57.810
 Teodora Viktoria Tibori
 OK.
 0:5:58.240 --> 0:6:13.970
 Teodora Viktoria Tibori
 And can you tell me some examples on how this digital tour that you have experienced here in Copenhagen been different than the traditional one that you experienced in the Madrid?
 0:6:13.980 --> 0:6:14.330
 Teodora Viktoria Tibori
 Was it?
 0:6:19.250 --> 0:6:21.80
 Teodora Viktoria Tibori
 Like some concrete things.
 0:6:23.40 --> 0:6:28.370
 Richárd Benjámín Jakab
 Uh, the concrete thing is that there was not a personal to a guide.
 0:6:28.900 --> 0:6:31.210
 Richárd Benjámín Jakab
 Uh, a guide, tour guide.
 0:6:32.820 --> 0:6:32.980
 Teodora Viktoria Tibori
 Yeah.
 0:6:37.460 --> 0:6:37.780
 Teodora Viktoria Tibori
 Umm.
 0:6:32.20 --> 0:6:39.530
 Richárd Benjámín Jakab
 A guide anyway, so it was not a personal person who was leading the group. Uh.
 0:6:41.340 --> 0:6:42.910
 Richárd Benjámín Jakab
 I mean, yeah, that was not.
 0:6:42.980 --> 0:6:45.490
 Richárd Benjámín Jakab
 And yeah, the information was given.
 0:6:45.600 --> 0:6:48.840
 Richárd Benjámín Jakab
 We received the information from the application.

0:6:50.250 --> 0:6:57.40
 Richárd Benjámín Jakab
 Some feedbacks is that we had to download it uh beforehand.
 0:6:58.220 --> 0:6:58.520
 Teodora Viktoria Tibori
 Mm-hmm.
 0:6:58.270 --> 0:7:2.360
 Richárd Benjámín Jakab
 Also, we need to have a smartphone.
 0:7:3.350 --> 0:7:3.560
 Teodora Viktoria Tibori
 Mm-hmm.
 0:7:3.810 --> 0:7:23.130
 Richárd Benjámín Jakab
 So for example, if that would be an older people who would, who wouldn't have who, who doesn't have any smartphone, doesn't have mobile data and anything like that, maybe he or she would be having some problems in part of participating in the tour with the tour.
 0:7:25.50 --> 0:7:25.830
 Teodora Viktoria Tibori
 Yeah, definitely.
 0:7:25.100 --> 0:7:29.100
 Richárd Benjámín Jakab
 Yeah, because because if that is a person who just.
 0:7:29.190 --> 0:7:32.80
 Richárd Benjámín Jakab
 Yeah, I mean, you can speak to her or him.
 0:7:32.650 --> 0:7:36.780
 Richárd Benjámín Jakab
 Yeah, that's definitely you don't need any smart things for that.
 0:7:36.790 --> 0:7:37.460
 Richárd Benjámín Jakab
 Any Internet.
 0:7:39.210 --> 0:7:45.420
 Richárd Benjámín Jakab
 But it was nice also because I guess it's cheaper.
 0:7:45.530 --> 0:7:46.440
 Richárd Benjámín Jakab
 You don't have to.
 0:7:46.450 --> 0:7:49.710
 Richárd Benjámín Jakab
 You don't need a 1/3 third.

0:7:49.870 --> 0:7:58.80
 Richárd Benjámín Jakab
 How to say it in non software terms you don't need an and and a person.
 0:7:58.110 --> 0:7:58.780
 Richárd Benjámín Jakab
 You don't know.
 0:7:58.850 --> 0:8:0.600
 Richárd Benjámín Jakab
 You don't need a third party.
 0:8:1.540 --> 0:8:1.720
 Teodora Viktoria Tibori
 Yeah.
 0:8:5.390 --> 0:8:5.510
 Teodora Viktoria Tibori
 Yes.
 0:8:1.30 --> 0:8:6.230
 Richárd Benjámín Jakab
 Yes, third party, but you use it in outside of software engineering, so you don't need a third party.
 0:8:8.150 --> 0:8:10.860
 Richárd Benjámín Jakab
 And the so you can just download it.
 0:8:10.870 --> 0:8:11.650
 Richárd Benjámín Jakab
 You can just go.
 0:8:11.660 --> 0:8:12.390
 Richárd Benjámín Jakab
 You don't need.
 0:8:12.440 --> 0:8:12.820
 Richárd Benjámín Jakab
 You don't.
 0:8:12.830 --> 0:8:13.740
 Richárd Benjámín Jakab
 You don't have to book.
 0:8:13.750 --> 0:8:14.710
 Richárd Benjámín Jakab
 You don't have to tip.
 0:8:14.720 --> 0:8:19.120
 Richárd Benjámín Jakab
 You don't have to rely on her or him, or I mean when the guide.
 0:8:20.260 --> 0:8:20.530
 Teodora Viktoria Tibori
 Umm.
 0:8:19.940 --> 0:8:28.570
 Richárd Benjámín Jakab
 It's not like there is an excellent that you maybe don't understand, or maybe he or

she has he or she is having a bad day or something like that.
 0:8:31.730 --> 0:8:31.920
 Teodora Viktoria Tibori
 Mm-hmm.
 0:8:28.880 --> 0:8:33.180
 Richárd Benjámín Jakab
 So you are like free you don't you are in the independent on that.
 0:8:34.940 --> 0:8:35.660
 Richárd Benjámín Jakab
 Something like that.
 0:8:35.800 --> 0:8:40.870
 Teodora Viktoria Tibori
 Yeah, yeah, that is completely, I completely agree.
 0:8:42.380 --> 0:8:44.120
 Teodora Viktoria Tibori
 Umm, OK.
 0:8:45.570 --> 0:9:3.130
 Teodora Viktoria Tibori
 So if you would now, after experiencing both go to uh city in the summer, would you prefer to participate in a digital like a similar concept as the Copenhagen Local Walks?
 0:9:3.460 --> 0:9:8.900
 Teodora Viktoria Tibori
 Like what you prefer to participate in a kind of digital tour where you are more on your own?
 0:9:9.940 --> 0:9:15.880
 Teodora Viktoria Tibori
 Or, uh, traditional guided tour when there is a person telling you about things.
 0:9:16.980 --> 0:9:21.90
 Richárd Benjámín Jakab
 It depends, I think if I'm a if I also live in the city.
 0:9:24.270 --> 0:9:25.730
 Richárd Benjámín Jakab
 No, not, OK.
 0:9:25.740 --> 0:9:27.100
 Richárd Benjámín Jakab
 Doesn't that depend on that?
 0:9:27.370 --> 0:9:33.510
 Richárd Benjámín Jakab
 It depends on how much information I want to be receive or how deeply I.

0:9:34.640 --> 0:9:36.930
 Richárd Benjámín Jakab
 Uh, have deeply.
 0:9:38.980 --> 0:9:39.210
 Teodora Viktoria Tibori
 Uh-huh.
 0:9:45.330 --> 0:9:45.660
 Teodora Viktoria Tibori
 Umm.
 0:9:36.940 --> 0:9:51.510
 Richárd Benjámín Jakab
 I'm interested in the city because if I'm
 very interested in the city, I will take the
 the person, the person, the the daddy to,
 because if I have more questions, for
 example, I can ask ask the person.
 0:9:52.410 --> 0:9:57.250
 Richárd Benjámín Jakab
 Uh, But if I'm not that interested.
 0:9:59.90 --> 0:10:2.620
 Richárd Benjámín Jakab
 I'm just like, OK, let's do something social
 together.
 0:10:2.690 --> 0:10:4.960
 Richárd Benjámín Jakab
 That's also like learning some.
 0:10:5.10 --> 0:10:6.780
 Richárd Benjámín Jakab
 Let's learn some things.
 0:10:6.850 --> 0:10:10.280
 Richárd Benjámín Jakab
 As we are together, meanwhile, we are
 together and something like that.
 0:10:10.840 --> 0:10:11.60
 Teodora Viktoria Tibori
 Yep.
 0:10:10.390 --> 0:10:15.170
 Richárd Benjámín Jakab
 So I will take the digital of them because
 you don't have to rely on a third party.
 0:10:16.80 --> 0:10:20.900
 Richárd Benjámín Jakab
 So it depends how much information I
 want to receive and also have.
 0:10:23.200 --> 0:10:24.430
 Richárd Benjámín Jakab
 Yeah. How?
 0:10:24.600 --> 0:10:25.50
 Richárd Benjámín Jakab
 Yeah.

0:10:25.60 --> 0:10:25.410
 Richárd Benjámín Jakab
 Music.
 0:10:25.420 --> 0:10:26.670
 Richárd Benjámín Jakab
 No, it's just that just that.
 0:10:27.440 --> 0:10:29.70
 Teodora Viktoria Tibori
 OK, OK.
 0:10:29.120 --> 0:10:29.690
 Teodora Viktoria Tibori
 It makes sense.
 0:10:32.420 --> 0:10:33.290
 Teodora Viktoria Tibori
 All right.
 0:10:33.420 --> 0:10:38.790
 Teodora Viktoria Tibori
 Uh, did you complete the entire tour and if
 not, why not?
 0:10:39.20 --> 0:10:43.60
 Teodora Viktoria Tibori
 What might you skip parts of the tour or
 not finish the tour at all?
 0:10:46.580 --> 0:10:50.570
 Richárd Benjámín Jakab
 It was our social event for us and so
 basically.
 0:10:53.70 --> 0:11:3.950
 Richárd Benjámín Jakab
 We were interested in the digital tour, but
 we were more like following our natural
 flow like our natural going and.
 0:11:5.960 --> 0:11:20.230
 Richárd Benjámín Jakab
 So we followed it as we could as we could,
 but we had also time limit and we had to
 end the tour before it would have ended in
 a natural way.
 0:11:20.440 --> 0:11:20.870
 Teodora Viktoria Tibori
 Mm-hmm.
 0:11:20.340 --> 0:11:27.630
 Richárd Benjámín Jakab
 So basically, we didn't finish the store, but
 it was the but the reason was we didn't hear
 we we didn't have enough time.
 0:11:29.0 --> 0:11:42.910
 Teodora Viktoria Tibori
 Umm, but if you would have time, would
 you be up for checking out more stories

and actually going through the whole 9.3 kilometers?
0:11:42.920 --> 0:11:44.960
Teodora Viktoria Tibori
I think the whole tour is.
0:11:47.970 --> 0:11:49.610
Richárd Benjámín Jakab
Uh, maybe.
0:11:49.770 --> 0:11:51.240
Richárd Benjámín Jakab
It also depends on the.
0:11:56.940 --> 0:11:57.120
Teodora Viktoria Tibori
Yeah.
0:11:53.290 --> 0:12:5.860
Richárd Benjámín Jakab
Uh, as I said, right, it's a social thing and it's more, I think it's more about the group and how we enjoy and maybe maybe if you have very motivated, maybe we could finish it.
0:12:11.390 --> 0:12:11.600
Teodora Viktoria Tibori
Mm-hmm.
0:12:5.870 --> 0:12:13.790
Richárd Benjámín Jakab
But if we are not the motivating, maybe we just skip the other half of the the last third, or maybe yeah.
0:12:13.800 --> 0:12:14.570
Richárd Benjámín Jakab
Something like that.
0:12:14.620 --> 0:12:18.280
Richárd Benjámín Jakab
I mean, I would do it, but it depends on the group.
0:12:19.320 --> 0:12:19.520
Teodora Viktoria Tibori
Yeah.
0:12:20.540 --> 0:12:22.580
Teodora Viktoria Tibori
OK, I understand that.
0:12:23.920 --> 0:12:29.420
Teodora Viktoria Tibori
And then I told you about the store before, before we were actually going.
0:12:30.960 --> 0:12:33.900
Teodora Viktoria Tibori
What were your impressions like?

0:12:34.340 --> 0:12:43.610
Teodora Viktoria Tibori
What were your expectations and where they actually met when we were on the tour or if not, what was missing?
0:12:43.620 --> 0:12:45.860
Teodora Viktoria Tibori
What were you expecting to be different?
0:12:48.840 --> 0:12:50.850
Richárd Benjámín Jakab
I didn't have any expectations.
0:12:50.860 --> 0:12:53.250
Richárd Benjámín Jakab
I didn't know what was coming. Uh.
0:12:55.750 --> 0:12:57.830
Richárd Benjámín Jakab
But then I was a.
0:12:57.960 --> 0:13:3.690
Richárd Benjámín Jakab
But when we started it at the first step, first stage.
0:13:5.910 --> 0:13:15.190
Richárd Benjámín Jakab
I thought that we all we would only visit the most known places and such.
0:13:15.300 --> 0:13:15.990
Richárd Benjámín Jakab
And whatever.
0:13:16.400 --> 0:13:21.250
Richárd Benjámín Jakab
But it turned out that the second or third stage or step that it's not the case.
0:13:21.260 --> 0:13:24.260
Richárd Benjámín Jakab
Actually we are going to visit none known.
0:13:25.940 --> 0:13:26.190
Teodora Viktoria Tibori
Mm-hmm.
0:13:26.370 --> 0:13:26.670
Richárd Benjámín Jakab
Places.
0:13:27.530 --> 0:13:32.660
Richárd Benjámín Jakab
So it was kind of surprise for me, very a very nice surprise.
0:13:32.710 --> 0:13:35.340
Richárd Benjámín Jakab
So actually I I kinda enjoyed the tour.

0:13:35.350 --> 0:13:37.520
 Richárd Benjámín Jakab
 I really not the the, the the guide.
 0:13:37.630 --> 0:13:38.640
 Richárd Benjámín Jakab
 I I really enjoyed it.
 0:13:39.740 --> 0:13:40.90
 Teodora Viktoria Tibori
 Umm.
 0:13:39.820 --> 0:13:43.510
 Richárd Benjámín Jakab
 It was really nice, but yeah, the the two of
 us.
 0:13:43.520 --> 0:13:43.860
 Richárd Benjámín Jakab
 Nice.
 0:13:43.870 --> 0:13:44.890
 Richárd Benjámín Jakab
 The weather was not nice.
 0:13:45.820 --> 0:13:46.700
 Richárd Benjámín Jakab
 It could be nicer.
 0:13:46.270 --> 0:13:48.930
 Teodora Viktoria Tibori
 Yeah, but that's just that's just Copenhagen
 for ya.
 0:13:49.430 --> 0:13:49.900
 Richárd Benjámín Jakab
 Exactly.
 0:13:49.910 --> 0:13:50.270
 Richárd Benjámín Jakab
 It's not.
 0:13:50.280 --> 0:13:51.950
 Richárd Benjámín Jakab
 That was not the app's fault.
 0:13:53.390 --> 0:13:54.200
 Teodora Viktoria Tibori
 Yeah.
 0:13:54.510 --> 0:13:54.870
 Teodora Viktoria Tibori
 OK.
 0:13:55.900 --> 0:14:20.630
 Teodora Viktoria Tibori
 And do you think that the digital elements
 like the pictures, the videos, also the quiz,
 the map, the interactivity of the whole
 situation enriched your experience in the
 exploring the city and if yes, how?
 0:14:22.160 --> 0:14:24.570
 Richárd Benjámín Jakab

The application, generally speaking, was
 nice.
 0:14:24.640 --> 0:14:35.30
 Richárd Benjámín Jakab
 However, I had this problem and meant
 and many others also had this problem that
 the queries the quiz questions like we had
 no idea because it was not stated before.
 0:14:36.610 --> 0:14:36.860
 Teodora Viktoria Tibori
 Uh-huh.
 0:14:35.40 --> 0:14:40.950
 Richárd Benjámín Jakab
 I think I I I think that there was no chance
 that we would know that.
 0:14:40.960 --> 0:14:45.980
 Richárd Benjámín Jakab
 I mean, I mean often I think maybe it was
 me.
 0:14:45.990 --> 0:14:46.180
 Richárd Benjámín Jakab
 Maybe.
 0:14:46.190 --> 0:14:54.100
 Richárd Benjámín Jakab
 Maybe it was me, but maybe it was only
 me, but sometimes I felt like the quiz
 questions were not, uh.
 0:14:56.510 --> 0:14:57.610
 Richárd Benjámín Jakab
 They were not.
 0:14:57.650 --> 0:15:2.0
 Richárd Benjámín Jakab
 They were not related to the actual section
 actual step where we were.
 0:15:2.730 --> 0:15:2.930
 Teodora Viktoria Tibori
 Mm-hmm.
 0:15:2.350 --> 0:15:11.160
 Richárd Benjámín Jakab
 So if sometimes I felt like I didn't know I,
 that was I I it was not said to me.
 0:15:13.820 --> 0:15:14.170
 Teodora Viktoria Tibori
 Umm.
 0:15:11.170 --> 0:15:23.460
 Richárd Benjámín Jakab
 I mean, I was not told the answer so so
 only that which I think that quick questions
 were not not in a good order maybe or
 maybe it was just me, I don't know.

0:15:23.840 --> 0:15:24.60
 Teodora Viktoria Tibori
 Uh-huh.
 0:15:23.610 --> 0:15:29.940
 Richárd Benjámín Jakab
 But yeah, if I have to point at something, it will be that we quiz questions or the order of the quiz questions.
 0:15:30.490 --> 0:15:33.720
 Richárd Benjámín Jakab
 Also, there was like a point system.
 0:15:33.730 --> 0:15:37.660
 Richárd Benjámín Jakab
 I think after the quiz questions I was like a point system.
 0:15:41.970 --> 0:15:42.110
 Teodora Viktoria Tibori
 Yeah.
 0:15:37.670 --> 0:15:44.80
 Richárd Benjámín Jakab
 You did a good job and then I get zero points, so that's also a bad user experience.
 0:15:44.90 --> 0:15:47.110
 Richárd Benjámín Jakab
 So why is there a point system if you don't use it?
 0:15:49.980 --> 0:15:51.840
 Richárd Benjámín Jakab
 Yeah, that's all.
 0:15:51.890 --> 0:15:53.570
 Richárd Benjámín Jakab
 I mean, everything else was fine.
 0:15:54.920 --> 0:15:55.240
 Teodora Viktoria Tibori
 OK.
 0:15:56.780 --> 0:15:57.310
 Teodora Viktoria Tibori
 All right.
 0:15:57.890 --> 0:16:3.980
 Teodora Viktoria Tibori
 And then, uh, a little bit on the different side.
 0:16:4.70 --> 0:16:17.120
 Teodora Viktoria Tibori
 So the whole concept of the store would be to get people out from the main attractions of Copenhagen and more into the more authentic, unique places.
 0:16:17.850 --> 0:16:21.900
 Teodora Viktoria Tibori

And that is why it's also good for local people, not just tourists.
 0:16:22.890 --> 0:16:31.490
 Teodora Viktoria Tibori
 Umm so and also this tour was developed in collaboration with local people.
 0:16:32.430 --> 0:16:38.250
 Teodora Viktoria Tibori
 UM by considering their opinion, their experiences and their suggestions.
 0:16:39.850 --> 0:16:48.300
 Teodora Viktoria Tibori
 Which is, uh, good way to involve them in the tourism development of their area?
 0:16:49.360 --> 0:16:53.610
 Teodora Viktoria Tibori
 So what do you think if of concept like this?
 0:16:54.470 --> 0:16:55.500
 Teodora Viktoria Tibori
 Uh for.
 0:16:58.240 --> 0:16:58.750
 Teodora Viktoria Tibori
 I'm sorry.
 0:16:58.760 --> 0:17:0.220
 Teodora Viktoria Tibori
 My brain is off for today.
 0:17:2.390 --> 0:17:4.530
 Teodora Viktoria Tibori
 So a similar concept for.
 0:17:7.610 --> 0:17:7.910
 Teodora Viktoria Tibori
 Umm.
 0:17:12.610 --> 0:17:12.800
 Teodora Viktoria Tibori
 For.
 0:17:14.510 --> 0:17:20.600
 Teodora Viktoria Tibori
 Recommending that recommending uh sustainable more sustainable tourism practices.
 0:17:21.10 --> 0:17:23.370
 Teodora Viktoria Tibori
 Encouraging, yes there it is.
 0:17:26.400 --> 0:17:28.350
 Teodora Viktoria Tibori
 So yeah, that would be my question.
 0:17:28.360 --> 0:17:36.120
 Teodora Viktoria Tibori
 What do you think of a the Copenhagen

local walks as a concept to encourage more sustainable tourism practices, both in terms of?

0:17:36.610 --> 0:17:37.30

Teodora Viktoria Tibori

A.

0:17:37.40 --> 0:17:45.240

Teodora Viktoria Tibori

Provide avoiding over touristic places and in terms of involving the locals in the development of the city.

0:17:46.630 --> 0:17:48.760

Richárd Benjámín Jakab

I think it's a really good concept.

0:17:48.850 --> 0:17:49.340

Richárd Benjámín Jakab

I can.

0:17:49.990 --> 0:17:53.760

Richárd Benjámín Jakab

I can highly not highly I can really.

0:17:55.620 --> 0:17:57.680

Richárd Benjámín Jakab

I support it.

0:17:57.750 --> 0:17:59.960

Richárd Benjámín Jakab

I think it's a really, really, really good idea.

0:17:59.970 --> 0:18:0.550

Richárd Benjámín Jakab

I loved it.

0:18:2.860 --> 0:18:4.50

Richárd Benjámín Jakab

Yes, it's very good.

0:18:4.60 --> 0:18:13.730

Richárd Benjámín Jakab

I think to get out of the get the people out of the houses, even the local ones, who who think that they know they already know the city, but they don't.

0:18:21.100 --> 0:18:21.290

Teodora Viktoria Tibori

Uh-huh.

0:18:14.480 --> 0:18:22.130

Richárd Benjámín Jakab

Also for like, for also for external, also for foreigners only visiting the city for a few days.

0:18:22.620 --> 0:18:33.450

Richárd Benjámín Jakab

It's also very nice because sometimes you you want to visit a lot of places, but you

know, I mean, you can book a tour guy, but you know it costs money.

0:18:33.540 --> 0:18:35.470

Richárd Benjámín Jakab

Also, the other thing that I told you before.

0:18:43.170 --> 0:18:43.310

Teodora Viktoria Tibori

Yeah.

0:18:38.130 --> 0:18:44.940

Richárd Benjámín Jakab

There are advantages and disadvantages to both things, so I think it's a really nice thing that they can just download it.

0:18:44.990 --> 0:18:47.100

Richárd Benjámín Jakab

Maybe you can before using Wi-Fi.

0:18:47.110 --> 0:18:48.120

Richárd Benjámín Jakab

I I don't know.

0:18:48.890 --> 0:18:51.280

Richárd Benjámín Jakab

So I think it's a really nice concept.

0:18:51.370 --> 0:18:52.260

Richárd Benjámín Jakab

It's I.

0:18:52.340 --> 0:18:53.130

Richárd Benjámín Jakab

I really loved it.

0:18:55.160 --> 0:18:55.460

Teodora Viktoria Tibori

OK.

0:18:57.330 --> 0:18:58.10

Teodora Viktoria Tibori

All right.

0:18:58.110 --> 0:19:7.300

Teodora Viktoria Tibori

Uh, you already talked a little bit about this, but have you encountered any other challenges but using this Story Hunt app during the tour?

0:19:7.350 --> 0:19:12.210

Teodora Viktoria Tibori

Like any other than the quiz, things that you already talked about.

0:19:14.560 --> 0:19:16.60

Richárd Benjámín Jakab

Sorry, could you please repeat it?

0:19:17.520 --> 0:19:27.0

Teodora Viktoria Tibori

Did you encounter any challenges with the

story Hunt app like on the technical side of while on tour?

0:19:30.810 --> 0:19:39.320

Teodora Viktoria Tibori

But there's something that didn't work was the how was the user experience just in general, if anything?

0:19:40.610 --> 0:19:42.720

Richárd Benjámín Jakab

Uh, it was a very nice app.

0:19:42.730 --> 0:19:44.200

Richárd Benjámín Jakab

I think it worked very well.

0:19:47.310 --> 0:19:47.530

Teodora Viktoria Tibori

Hmm.

0:19:44.390 --> 0:19:48.740

Richárd Benjámín Jakab

Only the listings I told you before the second one thing it's not.

0:19:50.500 --> 0:19:51.930

Richárd Benjámín Jakab

I mean it was working fine.

0:19:51.940 --> 0:19:57.510

Richárd Benjámín Jakab

It just maybe based on user experience, I mean maybe it's not the best thing to have.

0:20:7.40 --> 0:20:7.270

Teodora Viktoria Tibori

Yeah.

0:19:57.520 --> 0:20:12.510

Richárd Benjámín Jakab

Is that for example you know the the application, but when you enter when you started the, do you know the story and everything it started to read the transcript and everything and you know it.

0:20:12.520 --> 0:20:14.350

Richárd Benjámín Jakab

It started to show the pictures and everything.

0:20:25.0 --> 0:20:25.210

Teodora Viktoria Tibori

Mm-hmm.

0:20:15.100 --> 0:20:35.650

Richárd Benjámín Jakab

However, if I wanted to not see the pictures, but I wanted to and the transcript, it didn't really let me because the pictures were popping up with was were coming

back and I also I I had to again and and again to go to manually go back to the transcript.

0:20:35.660 --> 0:20:46.940

Richárd Benjámín Jakab

So I mean, maybe it's good for somebody, maybe somebody maybe just me who wants to read the transcript ohm maybe maybe because sometimes I like to read and everything.

0:20:48.820 --> 0:20:51.750

Richárd Benjámín Jakab

I mean, it's not a big thing, you know, just very, very small thing.

0:20:51.820 --> 0:20:54.410

Richárd Benjámín Jakab

But that could be, I think, improved on.

0:20:54.600 --> 0:21:1.680

Richárd Benjámín Jakab

If somebody wants to read the transcript, he or she could and we should let him or her to read the transcript.

0:21:2.400 --> 0:21:5.170

Richárd Benjámín Jakab

But it's very, but again, it's a very smart thing.

0:21:5.640 --> 0:21:6.890

Richárd Benjámín Jakab

It was a really nice app.

0:21:6.900 --> 0:21:11.680

Richárd Benjámín Jakab

The GPS or the location tracking was working very fine.

0:21:12.560 --> 0:21:12.940

Teodora Viktoria Tibori

Umm.

0:21:15.140 --> 0:21:16.290

Richárd Benjámín Jakab

It looked really nice.

0:21:16.300 --> 0:21:17.640

Richárd Benjámín Jakab

The colors were very good.

0:21:17.920 --> 0:21:21.60

Richárd Benjámín Jakab

They generally speaking the UI and the UX was good.

0:21:23.460 --> 0:21:27.730

Richárd Benjámín Jakab

It was very nice to see also pictures inside the app.

0:21:27.740 --> 0:21:34.250
 Richárd Benjámín Jakab
 Pictures transcript also it was the the voice
 was, I think, natural.
 0:21:34.260 --> 0:21:35.330
 Richárd Benjámín Jakab
 I mean, it was sunny.
 0:21:35.340 --> 0:21:35.830
 Richárd Benjámín Jakab
 Nice.
 0:21:35.840 --> 0:21:37.650
 Richárd Benjámín Jakab
 It was easy to understand.
 0:21:37.760 --> 0:21:40.900
 Richárd Benjámín Jakab
 Know hard accents or hard to hear.
 0:21:43.590 --> 0:21:45.390
 Richárd Benjámín Jakab
 It does not tell hard to hear.
 0:21:46.790 --> 0:21:47.350
 Teodora Viktoria Tibori
 Yeah. Thanks.
 0:21:48.890 --> 0:21:49.460
 Richárd Benjámín Jakab
 Yeah, that's all.
 0:21:51.60 --> 0:21:53.690
 Teodora Viktoria Tibori
 OK, OK, that is nice.
 0:21:54.120 --> 0:21:58.810
 Teodora Viktoria Tibori
 Then I just have a the most mainstream
 question of them all.
 0:21:59.20 --> 0:22:4.130
 Teodora Viktoria Tibori
 Would you recommend the Copenhagen
 local works to other people, other people?
 0:22:4.960 --> 0:22:15.760
 Teodora Viktoria Tibori
 Both tourists visiting the city and locals
 who want to either experience the city
 more or to have a social gathering, as you
 did?
 0:22:17.300 --> 0:22:20.550
 Richárd Benjámín Jakab
 Yes, I yes, I would really recommend it.
 0:22:20.660 --> 0:22:22.610
 Richárd Benjámín Jakab
 Maybe it's.
 0:22:22.660 --> 0:22:36.390
 Richárd Benjámín Jakab

I can really imagine myself doing the
 showing this trip or these trips to my
 family or my friends when they are visiting
 me, because it's it gives me a a a nice.
 0:22:40.240 --> 0:22:40.480
 Teodora Viktoria Tibori
 Umm.
 0:22:36.960 --> 0:22:44.60
 Richárd Benjámín Jakab
 Also, I think it gives me a path if I
 remember correctly, it gives me a map and
 the yes I should just follow.
 0:22:44.670 --> 0:22:46.620
 Richárd Benjámín Jakab
 Yes, that's really convenient.
 0:22:46.630 --> 0:22:47.570
 Richárd Benjámín Jakab
 So yes, I can.
 0:22:48.520 --> 0:22:50.20
 Richárd Benjámín Jakab
 I would like can recommend it.
 0:22:51.220 --> 0:22:51.830
 Teodora Viktoria Tibori
 OK.
 0:22:52.180 --> 0:22:54.100
 Teodora Viktoria Tibori
 And please do recommend it too.
 0:22:55.140 --> 0:22:57.810
 Teodora Viktoria Tibori
 When your family and friends who are
 visiting the city.
 0:22:58.210 --> 0:22:59.440
 Richárd Benjámín Jakab
 Umm I will.
 0:22:59.630 --> 0:23:0.210
 Teodora Viktoria Tibori
 OK.
 0:23:0.710 --> 0:23:3.140
 Teodora Viktoria Tibori
 Then I just have one final question for you.
 0:23:3.230 --> 0:23:6.680
 Teodora Viktoria Tibori
 Do you have anything else in your mind
 that you would like to share?
 0:23:6.730 --> 0:23:8.160
 Teodora Viktoria Tibori
 Good. Bad. Happy.
 0:23:8.210 --> 0:23:8.640
 Teodora Viktoria Tibori
 Sad.

0:23:9.280 --> 0:23:18.240
 Teodora Viktoria Tibori
 Whatever related to the walk your experience, the story, hand up, anything that that might come to my come to your mind.
 0:23:21.670 --> 0:23:24.830
 Richárd Benjámín Jakab
 No, no, I no, I I think that was all.
 0:23:27.220 --> 0:23:29.920
 Teodora Viktoria Tibori
 OK, then that was all.
 0:23:31.700 --> 0:23:37.950
 Teodora Viktoria Tibori
 Thank you so much once again for taking the time to go on the tour and to participate in this interview.
 0:23:39.90 --> 0:23:41.220
 Teodora Viktoria Tibori
 And yes, that's it.
 0:23:41.470 --> 0:23:41.900
 Teodora Viktoria Tibori
 Thank you.
 0:23:44.460 --> 0:23:45.120
 Richárd Benjámín Jakab
 You're welcome.

Interview #5 – 22.04.2024

All right. I will put this here. So it picks up your voice. So, hello.

Hello.

Just a few formal questions. Where are you from?

I'm from Italy from the Alps.

Nice. And can you tell me a little about a bit about your it's your recent visit to Copenhagen?

Oh, yes. Actually, I've been living in Copenhagen for almost two years.
 Oh, yeah. And then it was amazing during this store and discovering actually new things.

Okay, and what was your like? Honestly, what was your general experience with the Copenhagen local books? Did you have fun?

Oh, yeah, it was super interesting really? was super interesting. Because usually, you know, you tape on the internet, or what to see in Copenhagen that then most famous things to see and do whatever. And instead, it was just like, yeah. An alternative way of leaving the city?
 And is what I'm interested in, actually.

Yeah, exactly.

How did you hear about the Walks?

Well, I met the Dory. She's amazing. And she invited me for this for this walk around the city.

And what motivated you to to join her in this?

Well, just because I was interested on seeing the see things from another point of view also, because I like your company. Okay, do you have any experience with traditional guided tours? And by traditional tours here, I mean, the man, you go with the group, and there is a person who is explaining you everything and showing you things, and then you follow a group? And then yeah,

yeah, I did this things. Basically, when I was at school, I remember these things from school, this guided tour, when I was in high school, especially, and they were super boring, because they last for hours and hours and after, like, three months meant you so you're super bored. You're not even listening anymore to the poor guide. Even if it's maybe it's super interesting.
 But I think this way of actually visiting a city so so an app, which is free and it shows alternative path, it's just so smart.

And so do you feel that it's easier to to pay attention to these stories than the ones that you experience in a group at from person?

Yeah, I mean, you, you are also much more, you have much more freedom. I mean, because we have to guide you several times. Okay, we have to be there on that time. And the visit is these. So maybe it's also, like a reduction in the city is not really a tour, instead like this, you can take your time, you can follow the map. It's very easy. So yeah.

Okay. And if you would have to tell me three concrete examples, like small things on how this digital tour was different than a traditional guided tour, then one would be the following the schedule?

Yeah, definitely the schedule, and not following, like the touristic path, for sure. And another one ...

it's also fine with two if you..

I know I can find another one because it's just always a bit tricky. Just so Can these three things?

Yeah, it's just to really get your mind going. And to try to get more get you to say more concrete things.

To know it was just so interesting. I'm really amazed.

Now, but I've been living here for three years and like today, I saw things that I would never expect to see, you know, maybe the surprise, I would say, yeah, definitely.

You would expect to notice that by now. And then you're like where am I?

I not honestly I understood it was like our regular city tour like so I was expecting Oh yes, you're gonna see like, all the most important things I didn't know we were doing like something like this. That's nice.

Okay. So You already touched this a little bit. So I told you before about this tour, what were your expected expectations? And were they met after now after experiencing the tour itself?

Yeah, yeah. When I got that it was like, also alternative tour of the city. I was just so amazed of discovering new new things. And yeah, I'm super happy for real. I didn't expect all this.

So they succeeded. And yeah, definitely something

No, definitely different. It's very, very nice. I think it's a very nice idea. And it's also very nice that there are in other cities, they should like, push it more also, even because it's free. And I think also among young people that maybe they're traveling with, not a big budget, it's a very nice tools to use.

Yeah, definitely. Okay, let's move a little bit to the digital side of the whole thing.

Yeah.

Do you feel that the the AR elements, so like the pictures, the text, the quiz, the map, the all the interactivity, do you feel that it enriched the exploration of the city? Or was it just annoying to have? Or did you just like not care? Or?

No, no, it was super nice. Also, to see the pictures during the like, while listening the explanation. Actually, I didn't realize right away, they were pictures. So I was like listening on my ear. But then when I saw pictures, Oh, wow. That's amazing. And yeah, as I said, also, the mops is super easy to follow. No, no, it's really, really good. I think it's well made, then I'm a grandma with technology. So if I can use it, I think everybody can.

Definitely. Okay, that's a nice comment have. Then a little bit on the sustainability side, as I told you before, the concept would be to bring people to move people away from the well known attractions and to show the true authentic Copenhagen as showed, like, guided by locals and stuff. What do you think of this concept, like the concept of this tour, for this purpose, to make sense to make tourism more sustainable? And to to, to give more authentic experience to the tourists and also to include locals into tourism planning? Do you think it's a good? Good way to do it?

I feel like tourism more and more is like ruining the cities or. Yeah, it's not really sustainable. But also maybe for the locals actually living in that place. You know that? I see all these people just wanted to post the photos on Instagram or whatever. So also in the city there, I think concentration of touristic side, which is not really yeah, maybe nice or watershed for the city in itself. I think it's great to involve people like local people, even because it's like this that you actually get to know a place and tradition cultures and whenever so the focus story.

Yeah, that's nice. Oh, yeah.

The man who was living in the architectural center, yeah, yeah. And I want to know, who is the mother fucker living in the round tower. I want to be invited. Just for a dinner. You know? Just for a glass of wine? I was shocked. So so the quiz actually are very nice. Because, yeah, they don't ask question about the stories just like fun fact. Yeah, it's so yeah.

Okay. Okay. And did you have any challenges with the with using the story hand during the tour?

Not really, I mean, I can get easily like lost in a city while you were with me and so you were also guiding me but I was lost

just for the beauty of actually the thing with so But apart from this, it was very, very nice.

Easy to use?

Yeah, no, no, I will. I will use this app for all the people that are gonna come to the for sure. And I want to also try maybe other store or going in another city and see if there are tours available. It's very nice. Yeah.

Okay, then the most mainstream question of the mall, would you recommend using the Copenhagen local works?

Yeah, sure.

Other people visiting the city or living here as well, because it's also fun for locals.

Yeah, no, definitely. Because like, also when, for example, my mom came to visit is just like, oh, yeah, let's go to the most touristic places because she wanted see this touristic places because probably she just saw them on internet or whatever. So I said, Okay, let's just do these things. But for me, it's very boring. Actually. When I'm traveling, I want a different experience. I want locals experience I want to live for real a place like in his its essence not like just a tourist. I want to be part of the place of the culture even if then you are not just the feeling

it's something many tourists do. It's a big thing in tourism that people are aiming for more experiencing experiences. So they are not alone with that.

Yeah, and maybe like this. Also if like you don't follow the like touristic places like the three seed lines of the city. You can also maybe sustain like, small business or more local business like

Yeah, yeah, I get what you mean like you are you notice this places and then you like maybe go in for a coffee and yeah.

yeah. And maybe you don't go to Starbucks just because you're walking in the city center, for example, but maybe you find like a small coffee like this and the coffee is amazing. You are beautiful location.

Exactly. Yeah. Under the flowers of life.

Yes. The birds. Okay. Then I just have one final question for you. Do you have anything else in your mind that you would like to share? Good but funny, sad, whatever.

Right now I cannot think about any bad thing to say because I really enjoyed the tour. And yeah, I was expecting maybe more boring instead. It's very nice. It's very nice. Not boring.
And I'm pretty happy we did that.

okay, yeah, I'm happy to hear no, no.

And then we're gonna go for other tours in other neighborhoods, for sure.

Definitely, we are going to do that. Than, that's it. Thank you for your time.

Thank you for the tour.

Interview #6 – 24.04.2024

Teodora Viktoria Tibori 4:25
Uh, yeah, so, hello.

Szegedi Dóri 4:28
Alright. Hello.

Teodora Viktoria Tibori 4:33
Uh, yes.
Yes.
So yeah, that is discussed and that brings us to my next topic.

I will need to do this into you in English if that is OK with you because of the transcription.

Uh, and I'm really hoping that it will work this time.

Szegedi Dóri 4:56
OK.

Teodora Viktoria Tibori 4:58
Uh, yes.
So let's start.
Uh, first of all, thank you for participating in this interview.
Uh, and also uh for going on the tour with me. Umm.

Szegedi Dóri 5:14
Thank you for the opportunity.

Teodora Viktoria Tibori 5:16
It was really nice and yes.
The conversation is being recorded for the sake of.
Transcribing and yeah, literally only for the sake of being transcribed.
So yes.
But yet I will not show the recording to anyone.
So yes, it is only for me and for research purposes.

Szegedi Dóri 5:54
OK.

Teodora Viktoria Tibori 5:55
Yes, this is all that needs to be a.
Needs to be said before before we are diving into the questions.
So Are you ready?

Szegedi Dóri 6:11
Yes, it's gonna be loud or I or you're gonna just ask some questions.
And based on that, I can just speak about my experience.

Teodora Viktoria Tibori 6:23
Umm, I do have questions prepared but also please feel free to to say comments

about different things no matter how small detail you think it is.
It might be something that is useful for my research, so please do mention everything.

Szegedi Dóri 6:43
OK.

Teodora Viktoria Tibori 6:45
I'm hoping this to be a kind of a conversation guided by the questions that I have prepared, prepared in advance.

Szegedi Dóri 6:53
OK, alright.

Teodora Viktoria Tibori 6:56
So yeah, first of all, can you tell me a little bit about yourself?
Uh, where are you from?
Ohm a little bit about your visit to Copenhagen.
Just to put to put the whole thing in scope.

Szegedi Dóri 7:19
OK so.
I'm from Hungary, from Budapest and I visited Copenhagen because of a friend moving out of the country and this was the opportunity.
Umm, because of which I could go there.
Uh, helping her.
And also visiting the city.
And I am.
Yeah.
I also connected the experience to with visiting the city as well.
Yeah, that's it, right.

Teodora Viktoria Tibori 7:58
Yeah, that is, that is fine.
So, uh, you were a true tourist in the city.

Szegedi Dóri 8:06
Yes.

Teodora Viktoria Tibori 8:07
Have you been in Copenhagen before?

Szegedi Dóri 8:13
Not in, not in Copenhagen, but I have never visited Denmark either.

Teodora Viktoria Tibori 8:23
OK, that is nice.
Uh, then can you tell me a little bit, uh, in general, about your experience with the Copenhagen local walks like, without specifics, but how was it?
Was it nice?
Was it bad?
Was it exciting?
Was it boring?
So this kind of things generally if you would have to describe it in one sentence, let's say, how was your experience with the Walks?

Szegedi Dóri 8:55
Umm.
It was interesting and also something that I did not expect.
Umm, I thought it was gonna show the city through the.
The most famous there is the tractions, but from another point of view.
But it was not like that.

Teodora Viktoria Tibori 9:22
OK.
Uh, how did you hear about the walks and what motivated you to participate in it?

Szegedi Dóri 9:31
It was you from who I heard about it. And. My motivation was that I thought it was a nice way to discover the city, not just with this tour, but with you and with this experience, and also it motivated me and to help you as well in the in the in writing the thesis.
But from the tours point of view, it was that.
That.
I really like a trying out things which are not normal or not like.
Umm, the way on which everybody goes through and I thought this is something

different and this is something unique, so it's a nice experience to have because it's not just as visiting a city and walking through the famous points, but something extra.

Teodora Viktoria Tibori 10:19

Yeah.

So you wanted to have like a special experience and you thought that this is a good way to do it, which it is.

Szegedi Dóri 10:44

Yes.

Yeah.

Teodora Viktoria Tibori 10:51

OK.

Then can you tell me a little bit about if you have experience with traditional guided tours and by traditional guided tours here?

I mean, when you go with the group and then you have a tour guide who is telling you who is guiding you around the city and then and who is telling you about the different landmarks telling you their story and then, yeah, so that that kind of traditional guided tour.

Do you have experience with that?

Szegedi Dóri 11:26

No.

So I cannot really answer this question because I don't have any experience like that.

Teodora Viktoria Tibori 11:33

OK, so you've never never taken part in such tours?

Szegedi Dóri 11:33

And then it's another thing.

No, I've never participated in tours like that.

Teodora Viktoria Tibori 11:42

And what about, uh, smaller scoped walking tours, if that makes sense?

Like if you go into an attraction and then

like for example you go into a castle or a museum and there you have a guide, have you done that?

Szegedi Dóri 11:57

Mm-hmm.

I'm trying to recall my memories.

Umm, I think I've done that, but I don't really remember those because it was.

Like what?

When I was a child or something like that, so it was really long time ago.

Teodora Viktoria Tibori 12:23

Mm-hmm.

OK.

OK, that is fine.

Szegedi Dóri 12:29

But what I can what?

What I can tell?

Maybe not based on my memories, but how I can imagine these two things is that umm.

Teodora Viktoria Tibori 12:37

Umm.

Szegedi Dóri 12:44

It's good that.

I can.

I can follow the steps, I mean the the points where the two uh leads me based on my own tempo.

Teodora Viktoria Tibori 13:01

Mm-hmm.

Szegedi Dóri 13:02

So umm, I don't need to be as fast as the guide wants me to be, or the group wants me to be.

But I can go slower or faster and other than that, maybe what I'm lacking is the opportunity to have questions.

Teodora Viktoria Tibori 13:25

Mm-hmm.

Szegedi Dóri 13:27

Umm yes.

Teodora Viktoria Tibori 13:28

Yeah.

Yeah, that that makes sense.

And that is also what I the feedback that I got from other other people that I've done this interview with, who maybe have more experience with traditional guided tours.

They think the same things.

Szegedi Dóri 13:47

Umm.

Teodora Viktoria Tibori 13:47

Uh, so that is you have a good point of view in that sense.

Szegedi Dóri 13:53

Yeah.

Teodora Viktoria Tibori 13:55

Umm, yes.

OK, then let's get back to our walk.

Szegedi Dóri 14:02

OK.

Teodora Viktoria Tibori 14:02

Uh, did you complete the entire tour or a or did you skip parts, or did you just cut the tour in half?

Szegedi Dóri 14:07

No.

Teodora Viktoria Tibori 14:15

And if you did skip parts, what made you do to do that?

Szegedi Dóri 14:22

Umm, I think we only did kind of the half of it or how how long was it because I didn't see the warm up.

Teodora Viktoria Tibori 14:34

Uh, we did a bit more than 1/2.

But uh, yes, yeah, yeah.

Szegedi Dóri 14:37

OK.

OK.

Teodora Viktoria Tibori 14:39

We didn't do the whole thing.

Szegedi Dóri 14:39

Because OK, because how I just.

Like staying the map and seeing those umm points on it.

I thought it was even like much, much more what's left?

So I thought it was.

Only the half of it, or even less.

And I thought that it was interesting.

Umm but.

It would have been even more useful for me if it got it would cut me through the.

The famous points as well.

Teodora Viktoria Tibori 15:29

Mm-hmm.

Szegedi Dóri 15:30

Like telling some interesting facts about the famous and top touristic places, because.

If I just go through this walk, I need an other walk to discover the famous points as well.

Teodora Viktoria Tibori 15:51

Umm.

Szegedi Dóri 15:53

So.

Teodora Viktoria Tibori 15:53

So it would be nice to connect the two.

Szegedi Dóri 15:55

Yes, exactly because it was very interesting for me every every single fact what I heard, but.

Teodora Viktoria Tibori 16:04

Umm.

Szegedi Dóri 16:06

Then we just stopped following the steps in my head.

It was like that.

It's.

So I had heard many interesting things about it, about the city, but at that point that was enough and and just because of hearing some more interest, some interesting things about the famous points, because I had it didn't have that much of time to discover through this lens and through that lens as well the city.

Teodora Viktoria Tibori 16:42

Uh-huh.

Yeah, yeah, it makes sense.

It makes sense.

OK.

Hmm.

Yes.

Then I told you about the walk before.

And you already said a few things about this concept, but do you have anything to add about what your expectations were before going on the tour and how much on like how much they were met after you've actually experienced the tour?

And this could be both connected to the interactivity through the stories themselves through to the quiz questions.

So like whatever small detail.

Uh, what you expected and what you actually got?

Szegedi Dóri 17:41

Umm.

Actually, I thought I don't know why, but I thought that it was gonna be a 3D experience.

I don't know why, but I thought that this woman did virtual umm, I don't know how it.

How was it expressed?

But augmented virtual works OK that one I thought it was gonna be a 3D thing or something like that.

Teodora Viktoria Tibori 18:04

Mm-hmm.

Augmented reality, yeah.

Szegedi Dóri 18:13

So I need to wear glasses, and through that I can see some.

Things that I couldn't see without that.

Other than that.

When we started it.

Yeah, I thought it was gonna lend me through the famous points.

The the top touristic places and these local these points through the local eyes.

Teodora Viktoria Tibori 18:43

Mm-hmm.

Mm-hmm.

Szegedi Dóri 18:57

Yeah.

So I missed missed this this the first part.

And one more thing is what I already mentioned to you there is that umm.

Teodora Viktoria Tibori 19:02

Mm-hmm.

Szegedi Dóri 19:14

What I heard about those gems, what we saw is what a little and like it was kind of not enough for my interest.

So it would have been nice to hear some more.

Umm, interesting things about those points and those sculptures or I don't know. Umm.

Teodora Viktoria Tibori 19:37

Mm-hmm.

Szegedi Dóri 19:43

Yeah, because All in all, everything what I heard was interesting, but it was kind of umm.

Teodora Viktoria Tibori 19:53

Limited.

Szegedi Dóri 19:54

Yeah, maybe.

Teodora Viktoria Tibori 19:55
Mm-hmm.

Szegedi Dóri 19:56
Let's say like that.

Teodora Viktoria Tibori 19:58
Yeah.

OK.

Uh.

Then a little bit from a different perspective.

So the whole.

Concept of this tour would be to uh to uh.

Help a spreading tourists so that they don't get so concentrated on the famous attractions of the city.

But they get a more wide view of the different.

Also, the different neighborhoods we did, the Central City center walk, but there are also other four walks in a little bit more outskirt of Copenhagen, Umm or not outskirt, because those are also like central places.

Szegedi Dóri 20:44
Umm.

Teodora Viktoria Tibori 20:50
But like other neighborhoods then, the the City Center one umm and yeah, and to provide tourists with more authentic experiences.

More.

Tell them more about the local people, the local culture history in a different way.

Szegedi Dóri 21:12

This is useful.

Yeah, this is useful anyways because wherever I go, but I'm I always try to find a local person who can tell me about exactly these kind of facts about the city.

Teodora Viktoria Tibori 21:29
Mm-hmm.

Szegedi Dóri 21:30

So I think this is amazing and a very good idea and this is what I miss in most of the cities.

But anyways, I I wouldn't have done this tour without you because I I didn't even think that there is one and where when I just arrived there, I didn't even have a plan like an exact plan how to spend my time.

Teodora Viktoria Tibori 21:51
Mm-hmm.

Szegedi Dóri 22:01

I just knew that I wanted to visit the city, but I didn't have a list.

What to visit because I didn't have time to prepare the that one, that one and.

Teodora Viktoria Tibori 22:09
Umm.

Szegedi Dóri 22:17

Because of that, it was even more amazing, but I don't know if I just had the time to to search for information I would met with this walk or not, but did.

Teodora Viktoria Tibori 22:33
Hmm.

Szegedi Dóri 22:35

It was nothing.

Nothing, not even in my head, that this exists.

Teodora Viktoria Tibori 22:40
Mm-hmm.

Szegedi Dóri 22:41

So if there is no.

And marketing.

UM run for this tour?

Probably I wouldn't search for one like that.

Teodora Viktoria Tibori 22:54
Umm.

Yeah.

So you never saw a.

You've been traveling a lot like that.
I know.

Szegedi Dóri 23:03
Yeah.

Teodora Viktoria Tibori 23:03
And so you never met with a similar
concept in any of the cities.
OK, OK.

Szegedi Dóri 23:12
No.

Teodora Viktoria Tibori 23:15
That's really interesting.
OK then.

Szegedi Dóri 23:18
But it can also be that I I just I I never look
for it and maybe there is somewhere else
as well.

Teodora Viktoria Tibori 23:23
Yeah.

Szegedi Dóri 23:26
But in this city, I wouldn't have looked for
it now as well.

Teodora Viktoria Tibori 23:33
Uh-huh.

Szegedi Dóri 23:33
For now either.

Teodora Viktoria Tibori 23:36
OK, that is good.
At least then we are unique.

Szegedi Dóri 23:43
Yes.

Teodora Viktoria Tibori 23:46
OK.
Well, I know you have difficulties with
your phone.

Szegedi Dóri 23:54
Umm.

Teodora Viktoria Tibori 23:55
So I don't know how much you picked up
from the.
Yeah, user experience of the story Hunt
app itself, but if you have any comments
on that a how it worked, what didn't work,
or did you have any challenges with with
using the other than, yeah, your phone.

Szegedi Dóri 24:27
Yes.
Umm.
I don't have that much of experience, but
this, but one thing what I didn't understand
because of not using the phone that there
were so many dots on the map.
And it was a little bit.
Like.
Not terrifying, but like.

Teodora Viktoria Tibori 24:55
Overwhelming.

Szegedi Dóri 24:56
Yes, let's say that.
Ohh my God, there is so many dots and I
didn't.

Teodora Viktoria Tibori 25:00
Umm.

Szegedi Dóri 25:04
I couldn't imagine how much time it
needed to discover all or how long the
stories were.

Teodora Viktoria Tibori 25:12
Mm-hmm.

Szegedi Dóri 25:14
So.
I couldn't imagine how how much time it
required to spend with this whole open
experience.

Teodora Viktoria Tibori 25:24
Umm.
Mm-hmm.

Szegedi Dóri 25:29

Umm.

And the lack of the information was causing me a little bit of stress because they couldn't plan the rest of my day.

Teodora Viktoria Tibori 25:37

Mm-hmm.

Szegedi Dóri 25:42

I wanted to finish it, but I it as I saw it looked like something which was very long to finish, but maybe five if there was.

Teodora Viktoria Tibori 25:53

Mm-hmm.

Szegedi Dóri 25:57

I don't know.

I don't know if there is, but if there was a I don't know.

Maybe a description?

Teodora Viktoria Tibori 26:04

Like a timeline? Uh-huh.

Szegedi Dóri 26:07

Yeah, a timeline or so it's a good idea or description that every every dot, every point requires.

I don't know 1-2 minute to spend there and maybe the whole 2.

If you walk in a normal speed, it requires.

I don't know this much of time.

It could have just the plan.

The rest of my day.

Teodora Viktoria Tibori 26:32

Yeah, there is, yeah.

Szegedi Dóri 26:32

And maybe also maybe also if there is a like a summary about what it covers and what it does not color to know that.

Teodora Viktoria Tibori 26:42

Mm-hmm.

Szegedi Dóri 26:45

OK, if I go through this tour, I'm not gonna see the.

I didn't this palace and that palace and I I am not gonna see.

And I'm not gonna hear anything about this and that.

But I will hear things about this and things about that, so I can just plan.

Teodora Viktoria Tibori 26:57

Umm.

OK, OK.

So you think based on that, if I understood correctly that it would be nicer to have less spots with more information?

Szegedi Dóri 27:16

Yes, yes, exactly.

Teodora Viktoria Tibori 27:17

So it's less overwhelming and then it's like, OK, OK.

Szegedi Dóri 27:19

Yes.

And I'm not talking about like 10 minutes.

Uh of 1 one point, but like 2-3 minutes and more like UM, yes, I mentioned to you that these very interesting information and.

Are like which are catchy are so nice in the app and it would be nice to have more of that.

Teodora Viktoria Tibori 27:46

Umm.

Yeah. OK.

All right.

Then we are almost at the end of our interview.

Szegedi Dóri 28:04

Mm-hmm.

Teodora Viktoria Tibori 28:04

Uh, just uh few final questions.

Umm do you think that the digital elements so the audio, the description, the the?

Interactive map umm the pictures?

Uh, so all all this and reached your exploration of this key?

Or do you think that they were like, not necessary, so it could just be a audio? Go ahead and then you could just like walk.

Szegedi Dóri 28:41

You know, I think it's very nice to see some photos as well and also umm.

Maybe.

What also would be useful to have a subtitle?

Because not even because of not understanding this, the not understanding the the text, but because of sometimes not hearing the text because of the noise of the city.

Teodora Viktoria Tibori 29:15

Uh-huh.

Uh-huh.

Szegedi Dóri 29:19

And maybe it's easier to follow if I can also see and.

I don't know if there was subtitle or not, or if you just didn't use it.

Teodora Viktoria Tibori 29:33

There is a there is a text, but the there are also some issues with like if you want to see the text then you have to close the video.

So it's not really something that you can uh so easily.

Szegedi Dóri 29:44

Umm.

Umm.

Teodora Viktoria Tibori 29:53

Read and listen to at the same time and then you don't see the pictures.

Szegedi Dóri 29:55

Yeah, but maybe, yeah, maybe you're subtitle.

Teodora Viktoria Tibori 29:57

So like.

Szegedi Dóri 30:00

Can use what I think.

Teodora Viktoria Tibori 30:00

Umm.

Yeah, it's.

Szegedi Dóri 30:10

Yes.

Yes.

Teodora Viktoria Tibori 30:10

This uh to just understand the text or like the speaking so fast.

Szegedi Dóri 30:13

Yes, exactly.

Exactly.

Teodora Viktoria Tibori 30:19

So yeah, definitely that is a really, really good point.

OK.

A.

Then I just have a two more questions.

One is super short.

Would you recommend the Copenhagen local box to people who are visiting the city and why and why not?

Szegedi Dóri 30:43

Definitely I would and because of.

It's uniqueness.

Teodora Viktoria Tibori 30:50

Mm-hmm.

Szegedi Dóri 30:51

Umm.

But I would add.

That.

If you want to see the top touristic places then that should be the first one and then spend time with this one because it's another thing and and another kind of experience, or at least to plan into the timetable to have enough time for both.

Teodora Viktoria Tibori 31:14

Umm.
Yeah.
Yeah.
So it should be made more clear that this is not what you came here for.

Szegedi Dóri 31:33
Yeah.

I mean this kind of experience, as I mentioned, what I miss from other cities, but I definitely think that this this should be mixed.

Teodora Viktoria Tibori 31:44
Umm.

Szegedi Dóri 31:48
I mean the two.

Teodora Viktoria Tibori 31:50
Mm-hmm. Yep.

Szegedi Dóri 31:52
The two kind of experience.

Teodora Viktoria Tibori 31:55
OK, OK.
Uh.
Then the just one final question.
Do you have anything else in your mind to add?
Uh, anything really?

Szegedi Dóri 32:15
There was something.
So I'm thinking.

Teodora Viktoria Tibori 32:19
Mm-hmm.

Szegedi Dóri 32:30
Yeah.
So it's I think what it was is about the length of it that you mentioned that it's about 3 hours, if I remember well.

Teodora Viktoria Tibori 32:36
Umm.
Mm-hmm.

Szegedi Dóri 32:44
And if it would include?
The most famous the places as well.
Maybe I would.
I wouldn't spend more time than four hours with that included as well.

Teodora Viktoria Tibori 33:04
Umm.

Szegedi Dóri 33:06
I mean, we don't want to work the four hours would be the maximum, but if I know that OK for in four hours, I will see things which I wouldn't see otherwise because it's some local locally added.
I don't know coins which yes, but it also includes the most famous things I would willingly spend 4 hours with this whole because I would know that.

Teodora Viktoria Tibori 33:26
Uh-huh.
Like extra things.

Szegedi Dóri 33:41
OK, in four hours I will see many many things and I will have a lot of interesting and unique experience and information about the city.

Teodora Viktoria Tibori 33:45
Mm-hmm.

Szegedi Dóri 33:54
So I would willingly spend like 3-4 hours with it, but not more than that.

Teodora Viktoria Tibori 34:00
Umm, OK, OK, that is nice.
Well, then that concludes it.

Szegedi Dóri 34:10
OK.

Teodora Viktoria Tibori 34:10
Uh, thank you so much once again and.

Szegedi Dóri 34:16

Do you need my age or something?
My gender?

Teodora Viktoria Tibori 34:20
No, not really.

Szegedi Dóri 34:21
Yeah.
And like demographic questions.

Teodora Viktoria Tibori 34:27
No, because that's it's more, uh, about like if you were a local, if you were like a tourist or if you were somewhere in between, like most of us who are living in the city, experiencing many, many touristic things.
Because this is a foreign city.
Where we came to study umm, but on we are also a little bit locals because it's not just like one or two weeks that we are spending here.

Szegedi Dóri 34:53
Umm.
Yeah.

Teodora Viktoria Tibori 35:02
Umm.
So yeah, that is it.

Szegedi Dóri 35:07
OK.

Teodora Viktoria Tibori 35:07
Thank you so much.

Szegedi Dóri 35:09
You're welcome.

Interview #7 – 24.04.2024

Alright, we'll put it here. So it picks up your voice perfectly.

Yes.

So, welcome. And thank you for taking the time to going on the tour and also participating in this interview to give me your reflections. First, can you tell me a little bit about where you're from? What are you doing in Copenhagen? How well do you know the city and so on? To put it a little bit in scope?

Well, I have been living in Copenhagen for 28 years. I'm from Spain, Venezuela, Spain. And yes. And I am for from here as well. After so many years. I did teach. And I work here with the service and culture in the Visitor Center. I'm sorry. Yes. Service. It should called center. What else could I tell you?

That is fine. Okay. It's more about like, a bit about your background.

I used to work in in film and media and teach Spanish and yes. Oh, service tourists guide has been tourist guide as well.

Yeah. Okay. And can you tell me a little bit about your experience with the Copenhagen local walks, generally? So without the specifics, like, was it good? Was it bad? Did you enjoy it? Were you bored? Just generally, what are your overall impressions of it?

It is nice is interesting is a way to walk. Beside the main, the main attractions, even you go through and you see them, but you can get all the stories done. What you get in a normal tool, say libraries, the libraries, back gardens, libraries garden, or about some historical part and they hidden or small street with all the stories, the city development, and the harbor, and you have another power with the city development. So I think this is nice, because it's also to local people. I mean, it's, you can do it as a tourist. And you can do it as a day with good company.

Yes. Yes, definitely.

And you have other areas is not only city center, but it's interesting to explore all the parts of the city, both for tourists and for locals, and is a good way to get the tourists outside, for example, to the city center, always, and they look for some people, many people want to know, to walk outside and they don't know what to look and it's a good way to guide them. Yes, in the non traditional city walks or tours.

Yeah. And that actually brings me brings me to my next questions. You mentioned that you have worked as a tour guide before, can you tell me some concrete examples on how this digital tour is different than a traditional guided city tour.

Well it is the freedom you have to choose how long time you want to use in that you can also to in different order. I mean, you can stop, but you can also go back and forth. And you can also I'm thinking how to explain you can also do in different days so you can open to stories. If you have several days. You can also explore small areas or see the you can combine with your own visit to a museum or or a castle. So that's a nice freedom to explore. And you can also have a tradition of walking tour following the steps and opening stories.

Yes, definitely. Huh Okay, did you complete the entire tour?

Not this day.

And why not?

It was raining.

Yes, Copenhagen weather is a strong, strong point.

So, but I can always do it again. Yes, a part of the easy we say, it's actually easy. I will probably do I want to ask about application or something like that.

With the technical part? yes, A little bit.

No, no, it was just a wait. Nah.

Okay. Yes. So you knew about the walks before, but if you can remember, when you tried it the first time what were your expectations towards going on this tour, and where they met after the after you actually went on the tour.

That's difficult for me, because I has been working in translation of the of the stories, mentally I have been doing the tour, okay, and checking some some historical facts. So, so it will be this this, it will be it will not, it will be honest, to say something. So I cannot really, but but I haven't been walking with others. And then it was nice, because you open together and talk about so in this way, as a as a group at the small group by build is nice, because you can talk with each other about the place. So it was nice to talk about it open to talk about all things from the same space, or from the same story and expand. So it gives possibilities as a group, especially if you are local or, or know something about the city. But it could be some so it's an experience people can have because you maybe don't know anything about Copenhagen, but you know something about your own city. And you can talk about that in the group. So it's not I hear another and I follow another person with my my family or my friends. And that's it. It gets possibilities to us as a group. Are you from here? Are you from another country too? To interact? Yes, interact with the information? Yes. And with your knowledge.

Yes, that is really true. I completely agree. Okay, now a little bit about the digital side of the whole thing. Do you feel that the digital elements like the pictures, the videos, the interactivity and reached your exploration of the study? Or was it just like there and they didn't really make a difference?

I don't have something to compare I mean, it's not so easy but if I am trying to open now so I know but it's more to refresh it see yes we are here and we can take where are we yeah I think the I love the map because you can we can open from here SAS when we open this up I like the possibility to have a look ah I can see just the building so I can recognize what I am so is a good thing is the audio still is something to read. So that's good. So So I don't think it's still giving you information about two minutes and how many minutes meters so I think it's fine No, I don't I don't have no, no no. I like no but this I don't have to compare those and again we'll be I think it's okay. give you plenty of possibilities. Some people don't hear so they can read. But you have the picture and you have the picture to recognize and you have different languages or place so.

Okay, yeah,

I don't know it is not my my it's works is the map and uh.

okay, that is nice.

And what parts of the tour did you find most enjoyable and if you have a Like, Favorite moment to share maybe it doesn't necessarily have to be related to one of the spots it could also be like walking and talking about the things.

what is very enjoyable it was cool so we could talk about history or about the city we could see it was sad because we were seeing person they always talk a change building which has been destroyed by fire so so it was they are knowing and feeling the store the history, the destroy of yesterday as well. But also nice we was talking about for example, Lena has a she have some some knowledge I was I think it was nice. And he was talking about I don't know, we come to talk about your city, I think, yeah, a little or about our lives. So I see us nice to work with others and have

something to do. So it's a good experience. Also for locals, do it with your friends, and you will have an experience. Yes. It also recommends outside the tourists as also as experience in the city.

Yes, yes. Okay. And so the whole concept of this would be to bring people out of the main tourist attractions of the sea, and to show Copenhagen from a more authentic as a more authentic way.

Is is the I don't know, is is the goal?

I think so that's how I understood it based on what I have read and heard from the people here. I think that's the main concept behind it. And so, my question would be What do you think of this concept?

no as well to do I saw you was asking me if it was I don't know if it was the intention?

I just want to know like, what do you think of this like digital City Walk as a concept in order to reach these goals like to encourage people to interact more with the true nature of the city to get more authentic experiences and through that to encourage more sustainable tourism practices?

Well, we have been talking about that is is not the main attraction so give you also possibility to see see from a different point of view, which is you you use the history also, as well but it's also a lot about the development of the city or how the people live here and they buy but it's also I think it's interesting, they all got stories outside your city centre, it will be also one of the intentions now to give possibility to tourists to explore and they centralize the tourism from the city center and they give some pictures of their reality I don't know but it gave a picture of of the city which is not different and I don't think it's different to walk in the gardens of the library or in a small town is not given a different realities just giving more information deeper in and

more about some political decision on some Yes. Okay. But they because we we don't talk about the people reality or the individual experience in everyday life. Talk about all part of the city and all Yeah, So maybe in the virtual reality you have more about the inhabitants of the city.

Yeah. So but do you think it should?

I'll think. I don't know how the word authentic will be in this context is a part of the storytelling of the city? No, what we have in the, in the, uh

Do you think that there should be more like individual experiences shared by locals?

Or no, I think is what it is, I don't think should be something this will be another experience. If you do another experience with locals, which are in some cities. But the pain of the people want to be alone, the locals want to share the life. But no, I think it's fine, I think is find out how it is. They will there will be another type of experience. Okay. Yes. You always can have videos about people talking about themselves, but I don't think is it's necessary.

Okay. All right. Then I just have one final question. Do you have anything else in your mind that you would like to share? Good, bad, happy, sad, whatever that is related to the Copenhagen local works?

No, no, it is because I have I like them very much. So it's around, I was trying to see if something it could be different is because I don't know, it's like, we was just say that if you make an experience more immersive experience about local people, or how other people live, it will be an odd thing. To have their local walks outside, for example, they have a different point of view. But they have also historical parts, for example, are the same in theory, you can maybe talk about more about local life.

But in city center, to our test, if you are near today, you have a little about when you talk about the development of the city, how the people was living in, in the 20s, or the house was, where was the DLT? Or good, I do have something about the school system. So already there, you get a lot of information about Denmark or Copenhagen, which is interesting and different from the main tool.

Yes.

We can always do more, if we but I think it's a quite interesting product to have to tourism in the city center and also to invite the tourists to the to the different parts, different cities, and guide them because people don't know and they say okay, it's a more multicultural area, you can go walk there, and it's a nice cemetery but it's nice to have something they can relate to really hear what they say. The problem is the digital part is still some people don't have or are not online, especially people from America or from Australia. And sometimes they don't have they are not online so they cannot do the tool. That will be Yeah, I don't know. But that what is the solution is just a machine so bad is not possible. Yes. You probably have hear it before. Yes. You have to be online but at least you download something and you have some maybe some possibility in your telephone No.

Not with this app. But I was actually like this idea or the is in my mind that like there could be an option to download. So some audio with a single picture and and a map you can follow

Yes. Which you have also in paper maybe or if you some because you can definitely download like if it's already on your phone then you can use it without actual actually be connected to the internet.

Yes, but that would be a different thing. Yes, that's the thing I can come but it was

an improvisation. I haven't think about that before but it's gonna be yes.

Okay. Yeah.

So then that's it good.

I hope you can use it in your research and it can help with something.

yes definitely

good good

all right

Interview #8 – 25.04.2024

0:0:6.660 --> 0:0:8.660

Teodora Viktoria Tibori

Umm, I think it's working.

0:0:13.660 --> 0:0:14.500

Teodora Viktoria Tibori

Yes.

0:0:14.510 --> 0:0:16.440

Teodora Viktoria Tibori

And it's also shows OK, good.

0:0:17.670 --> 0:0:17.990

Clemence Ruinet-Tonnerre

OK.

0:0:21.530 --> 0:0:22.10

Teodora Viktoria Tibori

Umm.

0:0:23.680 --> 0:0:24.900

Clemence Ruinet-Tonnerre

Alright, it's working.

0:0:24.990 --> 0:0:30.170

Clemence Ruinet-Tonnerre

I think for the transcription because they asked me if I'm OK or not about that.

0:0:32.110 --> 0:0:33.920

Teodora Viktoria Tibori

Umm please press OK.

0:0:34.540 --> 0:0:37.510

Clemence Ruinet-Tonnerre

Yeah, we did this, OK.

0:0:37.960 --> 0:0:40.270

Teodora Viktoria Tibori

OK, alright.

0:0:40.320 --> 0:0:41.580

Teodora Viktoria Tibori

So then we can start.

0:0:43.240 --> 0:0:48.790

Teodora Viktoria Tibori

Thank you so much for participating in this interview and also for going on the tour with me.

0:0:49.340 --> 0:0:49.610

Clemence Ruinet-Tonnerre

It.

0:0:49.850 --> 0:1:0.980

Teodora Viktoria Tibori

Umm, it was a great help for me and so yes, the first question is about you as a person.

0:1:1.90 --> 0:1:1.400

Clemence Ruinet-Tonnerre

Yes.

0:1:1.490 --> 0:1:6.470

Teodora Viktoria Tibori

So can you tell me a little bit about yourself, where you are from?

0:1:6.520 --> 0:1:9.220

Teodora Viktoria Tibori

What is your background?

0:1:9.290 --> 0:1:15.320

Teodora Viktoria Tibori

I mean like a professionally like which area are you?

0:1:16.460 --> 0:1:16.930

Teodora Viktoria Tibori

Uh.

0:1:16.940 --> 0:1:18.590

Teodora Viktoria Tibori

Working with and.

0:1:18.600 --> 0:1:22.700

Teodora Viktoria Tibori

Yeah, just to put your feedback in scope a little bit.

0:1:23.690 --> 0:1:26.280

Clemence Ruinet-Tonnerre

OK, so I'm Clemence.

0:1:26.290 --> 0:1:27.740

Clemence Ruinet-Tonnerre

I'm 22.

0:1:27.790 --> 0:1:34.0
 Clemence Ruinet-Tonnerre
 I come from France, in Lauren, in Britain,
 in the northwest of the France.
 0:1:34.590 --> 0:1:37.320
 Clemence Ruinet-Tonnerre
 Uh, I'm a student in France.
 0:1:37.330 --> 0:1:44.660
 Clemence Ruinet-Tonnerre
 I studied accounting and audit, so for that I
 do I did.
 0:1:46.390 --> 0:1:46.740
 Clemence Ruinet-Tonnerre
 Uh.
 0:1:55.710 --> 0:1:55.930
 Teodora Viktoria Tibori
 Uh-huh.
 0:1:48.890 --> 0:2:6.930
 Clemence Ruinet-Tonnerre
 Uh, currently I am in the Master
 Accounting Control and audit and I will
 finish this master next year at the end of
 June 2025 and now I'm doing an
 international year between my first and my
 second years of master.
 0:2:7.970 --> 0:2:23.790
 Clemence Ruinet-Tonnerre
 And so for that I went to Lauren to study a
 financial part and accounting doing four
 months and now I am in Copenhagen for
 three months to do internship in the hostel.
 0:2:25.310 --> 0:2:25.460
 Teodora Viktoria Tibori
 Yes.
 0:2:27.620 --> 0:2:30.770
 Teodora Viktoria Tibori
 Uh, and that brings us to our next topic.
 0:2:30.840 --> 0:2:35.70
 Teodora Viktoria Tibori
 Can you tell me a little bit about your visit
 to Copenhagen?
 0:2:35.280 --> 0:2:37.270
 Teodora Viktoria Tibori
 It's three month for you.
 0:2:37.500 --> 0:2:42.220
 Teodora Viktoria Tibori
 Do you spend it with touristic?
 0:2:42.230 --> 0:2:50.480
 Teodora Viktoria Tibori

Activity is or like how are you exploring
 the area within this three month?
 0:2:49.560 --> 0:2:51.750
 Clemence Ruinet-Tonnerre
 OK. OK.
 0:2:51.800 --> 0:2:56.290
 Clemence Ruinet-Tonnerre
 So so first, when I arrived in Copenhagen
 0:2:56.730 --> 0:2:58.970
 Clemence Ruinet-Tonnerre
 So I I never, I never.
 0:2:59.180 --> 0:3:3.870
 Clemence Ruinet-Tonnerre
 I never been to Copenhagen before my
 arriving in February.
 0:3:4.480 --> 0:3:7.410
 Clemence Ruinet-Tonnerre
 So when I arrive, I want to discover the
 city.
 0:3:7.920 --> 0:3:12.700
 Clemence Ruinet-Tonnerre
 So first of all, I just work around the city
 discover.
 0:3:15.710 --> 0:3:24.80
 Clemence Ruinet-Tonnerre
 The place, but I just work on the city or on
 the street and I saw like, oh, this is a a nice
 building.
 0:3:24.250 --> 0:3:24.980
 Clemence Ruinet-Tonnerre
 I didn't know.
 0:3:24.990 --> 0:3:25.170
 Clemence Ruinet-Tonnerre
 Really.
 0:3:25.940 --> 0:3:26.870
 Clemence Ruinet-Tonnerre
 Uh.
 0:3:26.880 --> 0:3:30.160
 Clemence Ruinet-Tonnerre
 Which building I'm I was going to see.
 0:3:30.450 --> 0:3:30.660
 Teodora Viktoria Tibori
 Uh-huh.
 0:3:30.400 --> 0:3:36.260
 Clemence Ruinet-Tonnerre
 I just walking and just explore exploring
 what can I what can I find.
 0:3:37.330 --> 0:3:37.630
 Teodora Viktoria Tibori
 Umm.

0:3:38.170 --> 0:3:46.510
 Clemence Ruinet-Tonnerre
 Umm, so and after when I knew when I knew a little bit more about the city I search.
 0:3:48.330 --> 0:3:54.760
 Clemence Ruinet-Tonnerre
 Uh, I search online or with my tourist book.
 0:3:57.40 --> 0:3:57.270
 Teodora Viktoria Tibori
 Umm.
 0:4:20.620 --> 0:4:20.830
 Teodora Viktoria Tibori
 Uh-huh.
 0:3:54.830 --> 0:4:26.280
 Clemence Ruinet-Tonnerre
 What I can do in Copenhagen and after a few weeks after my arriving, I I found the bike and so now I can discover the city with my bike and sometime I have my bike and sometime I I just walk around the city to discover a new place, new museum and some new attraction in the in the city.
 0:4:26.340 --> 0:4:28.640
 Clemence Ruinet-Tonnerre
 But then again, in and near to happen again.
 0:4:36.210 --> 0:4:36.460
 Clemence Ruinet-Tonnerre
 Yes.
 0:4:30.90 --> 0:4:38.640
 Teodora Viktoria Tibori
 OK, so you say you were actively searching for activities like touristic activities to do in Copenhagen both online and through a book.
 0:4:39.500 --> 0:4:39.860
 Clemence Ruinet-Tonnerre
 Uh.
 0:4:39.870 --> 0:4:49.780
 Teodora Viktoria Tibori
 Umm, did you meet with the concept of the Copenhagen local walks before I told you about it or?
 0:4:50.100 --> 0:4:50.310
 Clemence Ruinet-Tonnerre
 You.

0:4:50.360 --> 0:4:53.190
 Clemence Ruinet-Tonnerre
 No, no, I I never heard.
 0:4:52.970 --> 0:4:53.250
 Teodora Viktoria Tibori
 Umm.
 0:4:53.600 --> 0:4:58.330
 Clemence Ruinet-Tonnerre
 That is something I I never heard really.
 0:5:10.900 --> 0:5:11.200
 Teodora Viktoria Tibori
 Umm.
 0:4:58.500 --> 0:5:13.960
 Clemence Ruinet-Tonnerre
 But I saw that there is some flyer in some shop or in the visit of the tourism information, but I never really interesting by I never.
 0:5:15.850 --> 0:5:16.140
 Clemence Ruinet-Tonnerre
 Yes.
 0:5:27.90 --> 0:5:27.300
 Teodora Viktoria Tibori
 Mm-hmm.
 0:5:16.150 --> 0:5:28.760
 Clemence Ruinet-Tonnerre
 And never interested by this before, so when I we did the the local walk with you, it was my first time I did that so.
 0:5:29.220 --> 0:5:31.200
 Teodora Viktoria Tibori
 OK, OK.
 0:5:31.430 --> 0:5:36.220
 Teodora Viktoria Tibori
 And what was your general experience about the walk?
 0:5:36.270 --> 0:5:37.460
 Teodora Viktoria Tibori
 Did you like it?
 0:5:37.470 --> 0:5:38.620
 Teodora Viktoria Tibori
 Was it exciting?
 0:5:38.630 --> 0:5:40.220
 Teodora Viktoria Tibori
 Was it boring?
 0:5:40.230 --> 0:5:40.940
 Teodora Viktoria Tibori
 Was it bad?

0:5:40.950 --> 0:5:44.30
 Teodora Viktoria Tibori
 So just like without specifics, how was it?
 0:5:44.760 --> 0:5:45.470
 Clemence Ruinet-Tonnerre
 Think it.
 0:5:45.540 --> 0:5:52.230
 Clemence Ruinet-Tonnerre
 But I really like the war because media I
 like to to walk and to discover new place at
 the same time.
 0:5:52.240 --> 0:5:53.170
 Clemence Ruinet-Tonnerre
 So it was really nice.
 0:5:53.720 --> 0:5:53.980
 Clemence Ruinet-Tonnerre
 Yeah.
 0:5:54.60 --> 0:5:56.90
 Clemence Ruinet-Tonnerre
 Uh, I really appreciate.
 0:5:58.110 --> 0:6:1.820
 Clemence Ruinet-Tonnerre
 Uh, the the first story was really good.
 0:6:2.170 --> 0:6:7.590
 Clemence Ruinet-Tonnerre
 Uh with UM the it's, uh elevator. No.
 0:6:8.50 --> 0:6:8.280
 Teodora Viktoria Tibori
 Uh-huh.
 0:6:7.660 --> 0:6:8.910
 Clemence Ruinet-Tonnerre
 Yes, an elevator.
 0:6:28.260 --> 0:6:28.510
 Teodora Viktoria Tibori
 Uh-huh.
 0:6:9.740 --> 0:6:28.660
 Clemence Ruinet-Tonnerre
 When we discover more about some
 building like Blox because I didn't know
 something about this one about building
 near to the Hall Opera with like a gold
 ceiling, I think in the in the room.
 0:6:29.110 --> 0:6:35.480
 Clemence Ruinet-Tonnerre
 So it was really interesting, this part and I
 didn't like really just umm.
 0:6:36.320 --> 0:6:42.100
 Clemence Ruinet-Tonnerre
 And I say you about the new construction
 building.

0:6:43.50 --> 0:6:45.400
 Clemence Ruinet-Tonnerre
 Uh, just before because I'm bored.
 0:6:46.770 --> 0:6:50.630
 Clemence Ruinet-Tonnerre
 It was a little bit, uh, a long.
 0:6:51.850 --> 0:6:52.170
 Clemence Ruinet-Tonnerre
 Umm.
 0:7:1.760 --> 0:7:2.640
 Clemence Ruinet-Tonnerre
 Yes, for.
 0:6:52.110 --> 0:7:6.410
 Teodora Viktoria Tibori
 Uh, you mean the like the brown ones that
 are, like in a long grow, where they were
 talking about like how those were like built
 at the same time and like given a yeah?
 0:7:6.360 --> 0:7:14.150
 Clemence Ruinet-Tonnerre
 Yes, when they talk about the new
 construction, new building, they build in
 the in the 20 century.
 0:7:14.730 --> 0:7:23.150
 Clemence Ruinet-Tonnerre
 So I'm not really like it this part, but I
 really like when we discover like a little
 courtyard.
 0:7:24.760 --> 0:7:24.990
 Teodora Viktoria Tibori
 Uh-huh.
 0:7:23.220 --> 0:7:36.300
 Clemence Ruinet-Tonnerre
 Yes, uh, with the flower with of, of with
 umm, that one with the French restaurant.
 0:7:37.500 --> 0:7:37.730
 Teodora Viktoria Tibori
 Uh-huh.
 0:7:40.740 --> 0:7:42.570
 Clemence Ruinet-Tonnerre
 In the in the front and it was really nice.
 0:7:44.500 --> 0:7:51.30
 Clemence Ruinet-Tonnerre
 And yes, sometime I think maybe the
 explanation was a little bit longer.
 0:7:52.780 --> 0:7:52.980
 Teodora Viktoria Tibori
 Uh-huh.

0:7:58.960 --> 0:7:59.240
 Teodora Viktoria Tibori
 Uh-huh.
 0:7:52.370 --> 0:8:1.860
 Clemence Ruinet-Tonnerre
 For several uh listening, but it was OK, I think maybe we can.
 0:8:2.370 --> 0:8:6.770
 Clemence Ruinet-Tonnerre
 Uh, maybe this local walk can be shorter for.
 0:8:7.60 --> 0:8:7.280
 Teodora Viktoria Tibori
 Uh-huh.
 0:8:8.700 --> 0:8:12.130
 Clemence Ruinet-Tonnerre
 Because three hour with with the tour.
 0:8:12.170 --> 0:8:18.880
 Clemence Ruinet-Tonnerre
 So we work three hour and we work fast and it was a bit long.
 0:8:32.670 --> 0:8:32.870
 Teodora Viktoria Tibori
 Uh-huh.
 0:8:18.930 --> 0:8:33.460
 Clemence Ruinet-Tonnerre
 If uh, if some people did that with, do that with uh they shield or I don't know with some people who come some people who can't work a long time, maybe it's too long.
 0:8:34.700 --> 0:8:35.370
 Teodora Viktoria Tibori
 Yeah.
 0:8:35.720 --> 0:8:36.370
 Teodora Viktoria Tibori
 Yeah.
 0:8:37.180 --> 0:8:37.540
 Teodora Viktoria Tibori
 OK.
 0:8:38.730 --> 0:8:43.850
 Teodora Viktoria Tibori
 Umm do you have experience with traditional guided tours?
 0:8:44.320 --> 0:8:59.150
 Teodora Viktoria Tibori
 And by this I mean when you are with a group and then you have a tour guide and you are following that guide around the city and they are explaining you like that building is that this is the story of this.

0:8:59.260 --> 0:9:2.170
 Teodora Viktoria Tibori
 So this kind of guided tour, do you have experience with that?
 0:9:3.470 --> 0:9:4.840
 Clemence Ruinet-Tonnerre
 Uh, not really.
 0:9:4.850 --> 0:9:5.480
 Clemence Ruinet-Tonnerre
 I didn't.
 0:9:5.490 --> 0:9:8.60
 Clemence Ruinet-Tonnerre
 I I never have never.
 0:9:8.120 --> 0:9:11.850
 Clemence Ruinet-Tonnerre
 Used the traditional guided tour in the city.
 0:9:12.180 --> 0:9:30.90
 Clemence Ruinet-Tonnerre
 But when I was child, when we go to the museum with my family generally, generally we have a a tour guide to to show us what is the most important then seems to to see how to know about the museum or the castle.
 0:9:31.250 --> 0:9:31.420
 Teodora Viktoria Tibori
 Uh-huh.
 0:9:30.580 --> 0:9:36.680
 Clemence Ruinet-Tonnerre
 But I never really followed it during a tour for one or 2 hour in the city.
 0:9:38.110 --> 0:9:39.800
 Teodora Viktoria Tibori
 Umm, OK.
 0:9:39.810 --> 0:9:49.850
 Teodora Viktoria Tibori
 But then you have some experience like it's also a similar concept if you are inside an attraction like a castle or a museum or something like that.
 0:9:50.540 --> 0:9:50.850
 Clemence Ruinet-Tonnerre
 Uh.
 0:9:51.80 --> 0:10:11.90
 Teodora Viktoria Tibori
 So if you think about that compared to the Copenhagen local walks, can you tell me two or three things that you think are the biggest difference differences between this

digital walking tour and the guided tour in groups?

0:10:11.720 --> 0:10:16.140

Clemence Ruinet-Tonnerre

Yes, umm, I think so.

0:10:16.220 --> 0:10:27.190

Clemence Ruinet-Tonnerre

Maybe some biggest difference is like umm, the first one is, uh, we can see really in the which direction we are going to go.

0:10:27.320 --> 0:10:29.500

Clemence Ruinet-Tonnerre

So we can like that we can.

0:10:31.750 --> 0:10:42.550

Clemence Ruinet-Tonnerre

Which in having me a better orientation in the city because when we follow just again we do not search really where we are going to we just follow.

0:10:42.660 --> 0:10:53.870

Clemence Ruinet-Tonnerre

But when when we use the the local work application we have to to see how we have to go to an on the left and the right or we have to go straight.

0:10:54.870 --> 0:10:55.160

Teodora Viktoria Tibori

Mm-hmm.

0:10:54.100 --> 0:10:59.990

Clemence Ruinet-Tonnerre

So we have to be more uhm, to..?

0:10:59.960 --> 0:11:1.380

Teodora Viktoria Tibori

More present, no?

0:11:1.240 --> 0:11:3.220

Clemence Ruinet-Tonnerre

Yes, more present about that.

0:11:4.480 --> 0:11:4.980

Teodora Viktoria Tibori

Umm.

0:11:4.350 --> 0:11:4.990

Clemence Ruinet-Tonnerre

UM.

0:11:6.30 --> 0:11:6.680

Clemence Ruinet-Tonnerre

Uh.

0:11:6.690 --> 0:11:15.400

Clemence Ruinet-Tonnerre

Second point I think is nice to I was the

translate the transcription in the local work like that.

0:11:15.450 --> 0:11:29.60

Clemence Ruinet-Tonnerre

If we don't, umm, if we don't speak really well English or we don't understand really well, or we prefer just to read and not to listen, we have the option to read.

0:11:29.170 --> 0:11:35.440

Clemence Ruinet-Tonnerre

Or if we want, we can listen and there is several language I think in the local walk.

0:11:41.420 --> 0:11:41.620

Teodora Viktoria Tibori

Yeah.

0:11:35.810 --> 0:11:44.960

Clemence Ruinet-Tonnerre

So you can choose which one is the best, which one is better for you and the which for which one you speak better?

0:11:46.430 --> 0:11:46.690

Teodora Viktoria Tibori

Alright.

0:11:46.90 --> 0:11:51.460

Clemence Ruinet-Tonnerre

Umm, the third one is the UM, I say that.

0:11:53.70 --> 0:11:55.420

Clemence Ruinet-Tonnerre

What did I do? And.

0:11:58.580 --> 0:12:3.620

Clemence Ruinet-Tonnerre

Umm, I guess we what we can say other UM.

0:12:4.730 --> 0:12:8.420

Teodora Viktoria Tibori

That's also fine with too, if you if there is no more in your mind.

0:12:21.600 --> 0:12:21.830

Teodora Viktoria Tibori

Uh-huh.

0:12:33.390 --> 0:12:33.560

Teodora Viktoria Tibori

Yeah.

0:12:9.50 --> 0:12:43.120

Clemence Ruinet-Tonnerre

Yeah, but I think there was a point is that we can do, we can do the local walk when we want at the the hour we want, we don't have to be on time for OK, it's at 11 and we start we can do to really add when you

when you want to do if in the morning in the afternoon or if it's in the night we can do and we can share this this moment with some friend or some some, some friend and some family.

0:12:43.170 --> 0:12:44.140

Clemence Ruinet-Tonnerre

So some family.

0:12:45.250 --> 0:12:45.470

Teodora Viktoria Tibori

Mm-hmm.

0:12:44.920 --> 0:12:45.580

Clemence Ruinet-Tonnerre

Uh. Maybe.

0:12:46.740 --> 0:12:52.510

Clemence Ruinet-Tonnerre

Uh, I don't know if we need to, but since it depends if you're really social or not.

0:13:2.30 --> 0:13:2.410

Teodora Viktoria Tibori

Mm-hmm.

0:12:52.820 --> 0:13:14.860

Clemence Ruinet-Tonnerre

But maybe when you do a local tour with a guide, sometime we can meet some people and when you use this application usually you use your phone, you talk with the person who or with you, but you you don't really meet new people.

0:13:15.930 --> 0:13:16.190

Teodora Viktoria Tibori

Uh-huh.

0:13:17.230 --> 0:13:17.750

Clemence Ruinet-Tonnerre

I think.

0:13:17.770 --> 0:13:19.90

Teodora Viktoria Tibori

Yeah, that is true.

0:13:20.690 --> 0:13:21.40

Clemence Ruinet-Tonnerre

Umm.

0:13:20.890 --> 0:13:22.630

Teodora Viktoria Tibori

That is 100% true.

0:13:24.80 --> 0:13:24.480

Teodora Viktoria Tibori

OK.

0:13:25.670 --> 0:13:34.900

Teodora Viktoria Tibori

Umm did you complete the entire tour and

if not, what made you skip parts of the tour or cut the tour in half?

0:13:35.720 --> 0:13:36.360

Clemence Ruinet-Tonnerre

OK.

0:13:36.890 --> 0:14:2.190

Clemence Ruinet-Tonnerre

So when we we I well so when I'm when I

uh I did the two I didn't do the whole tour

because I it was a bit long at the end so I skip all the part about the new architecture construction I skipped I listen the audio but I didn't really.

0:14:4.170 --> 0:14:4.580

Teodora Viktoria Tibori

Go there.

0:14:7.20 --> 0:14:7.200

Teodora Viktoria Tibori

Yeah.

0:14:4.150 --> 0:14:8.120

Clemence Ruinet-Tonnerre

Uh passed along time to to see what they say.

0:14:8.530 --> 0:14:24.390

Clemence Ruinet-Tonnerre

So because it was too long and no really interesting for me because I I don't like really the architecture and stuff like that, I prefer to see a new place or a new building.

0:14:27.770 --> 0:14:28.140

Teodora Viktoria Tibori

Umm.

0:14:28.200 --> 0:14:36.830

Clemence Ruinet-Tonnerre

And especially to learn new things, so yes, I I skip the part about the new architecture construction.

0:14:40.10 --> 0:14:40.310

Teodora Viktoria Tibori

OK.

0:14:41.700 --> 0:14:41.830

Clemence Ruinet-Tonnerre

And.

0:14:43.360 --> 0:14:49.840

Teodora Viktoria Tibori

And uh, I told you about this tour before we actually went.

0:14:50.810 --> 0:14:53.350
 Teodora Viktoria Tibori
 What were your expectations?
 0:14:53.850 --> 0:15:5.870
 Teodora Viktoria Tibori
 Uh towards it and where they met, once you leave once you experience the tour and if not, like what was missing that you were expecting more from?
 0:15:7.700 --> 0:15:13.150
 Clemence Ruinet-Tonnerre
 Umm my expectation is so when I accepted to.
 0:15:13.160 --> 0:15:14.640
 Clemence Ruinet-Tonnerre
 Do the local walk.
 0:15:14.690 --> 0:15:20.420
 Clemence Ruinet-Tonnerre
 Is the to discover new place and I know that during the.
 0:15:31.670 --> 0:15:31.900
 Teodora Viktoria Tibori
 Umm.
 0:15:22.920 --> 0:15:33.850
 Clemence Ruinet-Tonnerre
 Doing the tour, I really discover some new place, some place I I knew before, but I got to know some courtyard.
 0:15:33.860 --> 0:15:39.610
 Clemence Ruinet-Tonnerre
 So much elevator things with the building near to the opera.
 0:15:40.540 --> 0:15:44.960
 Clemence Ruinet-Tonnerre
 Uh, and I discover uh
 0:15:45.0 --> 0:16:2.810
 Clemence Ruinet-Tonnerre
 Other other information about the life of the people who live in Copenhagen, of how they live and on uh, which found in which apartment.
 0:16:4.240 --> 0:16:4.430
 Teodora Viktoria Tibori
 Uh-huh.
 0:16:4.170 --> 0:16:11.880
 Clemence Ruinet-Tonnerre
 So it was nice to learn more about uh, the life in Copenhagen, and to see new new.

0:16:17.540 --> 0:16:17.730
 Teodora Viktoria Tibori
 Uh-huh.
 0:16:14.40 --> 0:16:20.870
 Clemence Ruinet-Tonnerre
 New buildings, I can say in what is the next question.
 0:16:20.880 --> 0:16:22.300
 Clemence Ruinet-Tonnerre
 I don't remember what you say.
 0:16:26.0 --> 0:16:26.240
 Clemence Ruinet-Tonnerre
 OK.
 0:16:23.650 --> 0:16:33.270
 Teodora Viktoria Tibori
 Well you kind of answered it, it was about like what were you expecting and did you actually get what you were expecting from the tour?
 0:16:33.430 --> 0:16:33.610
 Clemence Ruinet-Tonnerre
 Yes.
 0:16:35.700 --> 0:16:35.960
 Clemence Ruinet-Tonnerre
 OK.
 0:16:33.630 --> 0:16:36.820
 Teodora Viktoria Tibori
 But you did answer that, so that is good.
 0:16:38.50 --> 0:16:38.880
 Teodora Viktoria Tibori
 OK.
 0:16:39.340 --> 0:16:48.670
 Teodora Viktoria Tibori
 Then we have a little bit about the technical side and a little bit about the sustainability side left.
 0:16:49.740 --> 0:16:49.980
 Clemence Ruinet-Tonnerre
 OK.
 0:16:50.440 --> 0:16:53.670
 Teodora Viktoria Tibori
 So let's start with the technical side.
 0:16:53.680 --> 0:17:15.390
 Teodora Viktoria Tibori
 Let's say umm, do you think that the digital elements of the tour like the interactivity, the map, the pictures, the everything that is included in the like the the digitally included in the user experience

0:17:15.500 --> 0:17:21.650
 Teodora Viktoria Tibori
 Do you think that these elements enriched
 your exploration of the city center?
 0:17:21.740 --> 0:17:23.950
 Teodora Viktoria Tibori
 Like, did they give more?
 0:17:24.0 --> 0:17:28.530
 Teodora Viktoria Tibori
 Like, did it make sense to have those
 pictures or videos?
 0:17:28.780 --> 0:17:31.800
 Teodora Viktoria Tibori
 Or was it just like there?
 0:17:34.80 --> 0:17:34.430
 Clemence Ruinet-Tonnerre
 Umm.
 0:17:34.720 --> 0:17:39.350
 Clemence Ruinet-Tonnerre
 I think for some, some some for some
 stories.
 0:17:39.360 --> 0:17:53.820
 Clemence Ruinet-Tonnerre
 It was really interesting because in some
 building we we can't enter so it was nice to
 have a have a some picture or some video
 about what they.
 0:17:57.220 --> 0:17:58.600
 Teodora Viktoria Tibori
 They look like, yeah.
 0:17:55.510 --> 0:17:59.80
 Clemence Ruinet-Tonnerre
 They all inside? Yes.
 0:17:59.530 --> 0:18:1.450
 Clemence Ruinet-Tonnerre
 So this it was nice.
 0:18:1.720 --> 0:18:4.360
 Clemence Ruinet-Tonnerre
 Umm, because like that we don't.
 0:18:4.370 --> 0:18:8.970
 Clemence Ruinet-Tonnerre
 We can imagine what it is really inside and
 not.
 0:18:13.380 --> 0:18:13.610
 Teodora Viktoria Tibori
 Yep.
 0:18:11.180 --> 0:18:17.70
 Clemence Ruinet-Tonnerre
 In the 10 year with my imagination, so this
 was nice.

0:18:17.510 --> 0:18:21.200
 Clemence Ruinet-Tonnerre
 I think umm uh, what?
 0:18:21.250 --> 0:18:22.10
 Clemence Ruinet-Tonnerre
 Uh.
 0:18:22.330 --> 0:18:28.920
 Clemence Ruinet-Tonnerre
 With the picture, I think with the picture
 and some you we do, we can learn more
 about.
 0:18:31.100 --> 0:18:35.350
 Clemence Ruinet-Tonnerre
 About the the life in Copenhagen by
 people?
 0:18:36.430 --> 0:18:37.500
 Clemence Ruinet-Tonnerre
 Umm.
 0:18:45.510 --> 0:18:45.880
 Teodora Viktoria Tibori
 Umm.
 0:18:37.670 --> 0:18:46.610
 Clemence Ruinet-Tonnerre
 Because if for example, when we just look
 at the the Blox building just wait.
 0:18:48.30 --> 0:18:48.200
 Teodora Viktoria Tibori
 Uh.
 0:18:49.530 --> 0:18:50.170
 Clemence Ruinet-Tonnerre
 We yes.
 0:19:0.780 --> 0:19:1.230
 Clemence Ruinet-Tonnerre
 I'm back.
 0:19:5.30 --> 0:19:5.310
 Clemence Ruinet-Tonnerre
 Sorry..
 0:19:11.510 --> 0:19:12.50
 Teodora Viktoria Tibori
 That's fine.
 0:19:9.120 --> 0:19:13.530
 Clemence Ruinet-Tonnerre
 So it's and just so with.
 0:19:15.460 --> 0:19:16.240
 Clemence Ruinet-Tonnerre
 Uh.
 0:19:16.680 --> 0:19:20.640
 Clemence Ruinet-Tonnerre
 Uh so and yes, with the I think with the
 digital.

0:19:22.710 --> 0:19:26.140
 Clemence Ruinet-Tonnerre
 Uh, with the digital application?
 0:19:26.570 --> 0:19:28.700
 Clemence Ruinet-Tonnerre
 Uh, we can.
 0:19:28.790 --> 0:19:31.620
 Clemence Ruinet-Tonnerre
 So we can see in which direction we are going.
 0:19:32.270 --> 0:19:45.830
 Clemence Ruinet-Tonnerre
 Uh, we can we can know more and explore more about the museum or the building or, I don't know, the the specific thing they are going to explain in the application.
 0:19:45.730 --> 0:19:45.950
 Teodora Viktoria Tibori
 Mm-hmm.
 0:19:46.720 --> 0:19:55.970
 Clemence Ruinet-Tonnerre
 So it's really it's really connected and it's, uh, the application when we use it, it was really simple.
 0:19:57.230 --> 0:19:57.470
 Teodora Viktoria Tibori
 Uh-huh.
 0:20:2.50 --> 0:20:2.290
 Teodora Viktoria Tibori
 Umm.
 0:19:56.990 --> 0:20:21.580
 Clemence Ruinet-Tonnerre
 We have just click on some some button but it was easy, it was not really difficult and if we want just to to skip upon we have just to press the button and we can we can we can listen and heard the voice message about the uh about the point.
 0:20:24.760 --> 0:20:25.180
 Teodora Viktoria Tibori
 Mm-hmm.
 0:20:22.80 --> 0:20:29.90
 Clemence Ruinet-Tonnerre
 We didn't see really, but we want to do more about what is it does this.
 0:20:28.450 --> 0:20:29.530
 Teodora Viktoria Tibori
 Umm yeah.
 0:20:29.100 --> 0:20:34.690
 Clemence Ruinet-Tonnerre

It was nice and I think a digital application like that.
 0:20:54.500 --> 0:20:54.720
 Teodora Viktoria Tibori
 Uh-huh.
 0:20:57.510 --> 0:20:57.760
 Teodora Viktoria Tibori
 Umm.
 0:20:34.700 --> 0:20:59.550
 Clemence Ruinet-Tonnerre
 It's really nice for and really interesting for young people like for like us because we we spend a lot of time on our phone and if we can connect it to the time we spend on the phone and the time we can discover a new town or a new city, maybe it's it's a good idea to to combine them, I guess.
 0:20:59.940 --> 0:21:20.800
 Clemence Ruinet-Tonnerre
 So I think it's really interesting for people that use uh phone in their daily life like you and I, maybe our parents, but I know that for my grandparents as they didn't really, they did not really use their phone.
 0:21:20.810 --> 0:21:23.380
 Clemence Ruinet-Tonnerre
 So I knew that they don't.
 0:21:23.430 --> 0:21:25.750
 Clemence Ruinet-Tonnerre
 They I think for me they didn't find.
 0:21:30.380 --> 0:21:30.740
 Teodora Viktoria Tibori
 Mm-hmm.
 0:21:25.760 --> 0:21:38.410
 Clemence Ruinet-Tonnerre
 They don't like this type of application, but for people who use in the in their daily lives, I think it's a it's a good application to to know more about the city.
 0:21:38.420 --> 0:21:43.20
 Clemence Ruinet-Tonnerre
 We want to discover or for the city we live.
 0:21:44.280 --> 0:21:44.700
 Teodora Viktoria Tibori
 Mm-hmm.
 0:21:45.480 --> 0:21:47.700
 Teodora Viktoria Tibori
 OK. OK.
 0:21:49.650 --> 0:22:4.450
 Teodora Viktoria Tibori

You already said a few things about the app, but uh, just to finalize, did you encounter any challenges while using the story hunt app like any technical challenges?

0:22:6.180 --> 0:22:8.80

Clemence Ruinet-Tonnerre

Uh, challenge about what?

0:22:13.830 --> 0:22:14.130

Clemence Ruinet-Tonnerre

Umm.

0:22:20.180 --> 0:22:20.380

Clemence Ruinet-Tonnerre

Yeah.

0:22:9.470 --> 0:22:21.580

Teodora Viktoria Tibori

About just using the app like something that didn't work or something that could have been like more user friendly or or anything that you might have.

0:22:22.620 --> 0:22:33.320

Clemence Ruinet-Tonnerre

I think when we use this application, uh, I don't remember what when, but sometimes there's some bug, but it was not a long bug.

0:22:33.330 --> 0:22:37.640

Clemence Ruinet-Tonnerre

We can just open again the application and restart the application.

0:22:38.750 --> 0:22:39.720

Clemence Ruinet-Tonnerre

UM.

0:22:41.200 --> 0:22:45.660

Clemence Ruinet-Tonnerre

Maybe what we can do is application.

0:22:47.710 --> 0:22:48.500

Teodora Viktoria Tibori

That's fine.

0:22:48.610 --> 0:22:51.710

Teodora Viktoria Tibori

It's it's a good thing if you cannot think of more.

0:22:46.750 --> 0:22:54.270

Clemence Ruinet-Tonnerre

Umm yes, I don't remember with but we I don't remember really what we can do.

0:22:54.570 --> 0:23:1.510

Clemence Ruinet-Tonnerre

The I can search a story and it's it was city hunt. uh. What was it called?

0:23:2.730 --> 0:23:3.340

Teodora Viktoria Tibori

Story hunt.

0:23:29.740 --> 0:23:30.160

Teodora Viktoria Tibori

Mm-hmm.

0:23:45.40 --> 0:23:45.390

Teodora Viktoria Tibori

Mm-hmm.

0:23:2.760 --> 0:23:47.230

Clemence Ruinet-Tonnerre

Yes, yes, maybe something that we can maybe improve is that if we are interesting to do this local work, we can maybe like put and I don't know like like this page and if someone else like this page maybe we can do like a meeting to to do the local walk together like like that we can uh meeting new people and discover at the same time new place and maybe maybe combine combine the both like me people and discover the same time maybe it's going to be a good option if we can do that.

0:23:48.550 --> 0:23:51.100

Teodora Viktoria Tibori

Yeah, definitely it makes sense.

0:23:51.580 --> 0:23:56.480

Clemence Ruinet-Tonnerre

To to it, it is for improve the application but.

0:23:56.460 --> 0:23:56.910

Teodora Viktoria Tibori

Mm-hmm.

0:23:57.0 --> 0:23:58.930

Teodora Viktoria Tibori

Yes, yes.

0:23:58.740 --> 0:23:59.60

Clemence Ruinet-Tonnerre

It.

0:24:0.660 --> 0:24:1.80

Teodora Viktoria Tibori

OK.

0:24:3.90 --> 0:24:6.470

Teodora Viktoria Tibori

Then a little bit about the sustainable side of it.

0:24:6.630 --> 0:24:23.350

Teodora Viktoria Tibori

So the whole concept of this work would

be to get the tourists out of the main attraction like so that they are not concentrated around the main attractions of the city, and also to show Copenhagen from a more authentic perspective.
0:24:23.930 --> 0:24:24.310
Clemence Ruinet-Tonnerre
It.
0:24:25.490 --> 0:24:30.390
Teodora Viktoria Tibori
So that they see the the true value of the city.
0:24:31.540 --> 0:24:39.390
Teodora Viktoria Tibori
Uh, what do you think of a concept like the Copenhagen local walks for solving?
0:24:39.580 --> 0:24:51.850
Teodora Viktoria Tibori
I mean not solving but like contributing to these sustainable tourism practices so that reducing the pressure around the main attractions and to to show.
0:24:53.860 --> 0:25:3.20
Teodora Viktoria Tibori
The more authentic Copenhagen like today, is it a good concept for this purposes or what do you think of that?
0:25:4.30 --> 0:25:16.950
Clemence Ruinet-Tonnerre
Right, I think it's really good to to use this application to see other other famous place or other place of Copenhagen because.
0:25:24.630 --> 0:25:34.460
Clemence Ruinet-Tonnerre
So if you use this application and especially this local walk like that, you can discover a new place. New.
0:25:34.510 --> 0:25:39.870
Clemence Ruinet-Tonnerre
Not really famous place like so we so we we can.
0:25:39.940 --> 0:25:45.690
Clemence Ruinet-Tonnerre
So during your tour you can see, um, Copenhagen people.
0:25:49.470 --> 0:25:51.820
Teodora Viktoria Tibori
Uh-huh. Yep.
0:25:45.860 --> 0:25:53.540
Clemence Ruinet-Tonnerre

Yeah, Copenhagen people and not tourist people, so it can be great if you want to do that.
0:25:54.370 --> 0:25:57.150
Clemence Ruinet-Tonnerre
Uh, I am.
0:25:58.610 --> 0:26:2.660
Clemence Ruinet-Tonnerre
Moreover, when we do the the local walk.
0:26:3.670 --> 0:26:15.480
Clemence Ruinet-Tonnerre
Uh, sometime we can see a far away that there is a I don't know, a beautiful church, but we don't go really to see the church, but we can see the church.
0:26:15.490 --> 0:26:24.820
Clemence Ruinet-Tonnerre
So sometimes it's good to just see a some building far away and not really go umm I do.
0:26:26.620 --> 0:26:29.190
Clemence Ruinet-Tonnerre
To the point where they where.
0:26:29.200 --> 0:26:31.550
Clemence Ruinet-Tonnerre
Where is the building like that?
0:26:31.560 --> 0:26:47.390
Clemence Ruinet-Tonnerre
We can we we have got a new perspective about how is the building in the in the city and not when and sometime when we are in the building we can't see we need UM.
0:26:49.810 --> 0:26:50.460
Clemence Ruinet-Tonnerre
How?
0:26:50.470 --> 0:26:51.220
Clemence Ruinet-Tonnerre
What is it?
0:26:51.270 --> 0:26:52.860
Clemence Ruinet-Tonnerre
How is it in the town?
0:26:53.360 --> 0:26:54.500
Clemence Ruinet-Tonnerre
So this is nice.
0:26:54.510 --> 0:27:1.570
Clemence Ruinet-Tonnerre
I really appreciate too when we I really appreciate when we walk around the around the canal.

0:27:2.920 --> 0:27:3.200
 Teodora Viktoria Tibori
 Mm-hmm.
 0:27:3.850 --> 0:27:12.300
 Clemence Ruinet-Tonnerre
 We can see on the back one the lady
 church, I think or no the just saviour
 church.
 0:27:12.610 --> 0:27:13.320
 Clemence Ruinet-Tonnerre
 Saviour church.
 0:27:13.460 --> 0:27:13.650
 Teodora Viktoria Tibori
 Uh-huh.
 0:27:16.590 --> 0:27:18.540
 Teodora Viktoria Tibori
 There with the gold?
 0:27:13.370 --> 0:27:18.960
 Clemence Ruinet-Tonnerre
 You lose your the brown, the brown
 change in top, yes.
 0:27:18.590 --> 0:27:19.760
 Teodora Viktoria Tibori
 Yeah, that's the Saviour, yeah.
 0:27:19.350 --> 0:27:28.400
 Clemence Ruinet-Tonnerre
 So it was nice to see to see, uh, the church,
 because it's really famous church in in
 Copenhagen, Copenhagen.
 0:27:28.410 --> 0:27:34.110
 Clemence Ruinet-Tonnerre
 But we are really far away, so we didn't see
 a lot of people who.
 0:27:34.510 --> 0:27:42.900
 Clemence Ruinet-Tonnerre
 Oh, oh, so watch this church when we or in
 the canal.
 0:27:42.910 --> 0:27:45.460
 Clemence Ruinet-Tonnerre
 So it was nice. Umm.
 0:27:47.120 --> 0:27:47.510
 Clemence Ruinet-Tonnerre
 What else?
 0:27:47.560 --> 0:27:49.250
 Clemence Ruinet-Tonnerre
 What can we improve?
 0:27:49.550 --> 0:27:54.370
 Clemence Ruinet-Tonnerre
 I think maybe some area like this is depend
 what you search.

0:27:54.380 --> 0:27:56.300
 Clemence Ruinet-Tonnerre
 But uh, I knew that.
 0:27:56.310 --> 0:27:57.120
 Clemence Ruinet-Tonnerre
 Me. I knew.
 0:28:2.570 --> 0:28:2.830
 Teodora Viktoria Tibori
 Uh-huh.
 0:27:57.190 --> 0:28:11.460
 Clemence Ruinet-Tonnerre
 Not really attracted by the architecture and
 you father building who was building
 umm, just something in the 20 century.
 0:28:12.660 --> 0:28:12.840
 Teodora Viktoria Tibori
 Uh-huh.
 0:28:11.670 --> 0:28:25.60
 Clemence Ruinet-Tonnerre
 So maybe we can reduce this part of the
 local walk and like that it will be more
 shorter, shorter and maybe more interesting
 for some people.
 0:28:25.70 --> 0:28:25.850
 Clemence Ruinet-Tonnerre
 But it's different.
 0:28:25.860 --> 0:28:33.740
 Clemence Ruinet-Tonnerre
 Really what you prefer if you are, if you
 are, if you are in architecture, you really
 interesting by this part.
 0:28:34.270 --> 0:28:39.660
 Clemence Ruinet-Tonnerre
 But for me, like just a tourist, I'm not really
 interested by that.
 0:28:40.590 --> 0:28:48.270
 Clemence Ruinet-Tonnerre
 So that's it and maybe a I think we can how
 to?
 0:28:48.520 --> 0:29:4.70
 Clemence Ruinet-Tonnerre
 Yeah, just to improve the application,
 maybe it can be a good idea to add some
 restaurant or cafe that doing the two we
 can go like a specific or typical cafe.
 0:29:4.80 --> 0:29:9.90
 Clemence Ruinet-Tonnerre
 Typical restaurant like that people can do
 stop and after uh.

0:29:9.100 --> 0:29:11.470
 Clemence Ruinet-Tonnerre
 After the local walks.
 0:29:13.190 --> 0:29:13.580
 Clemence Ruinet-Tonnerre
 And.
 0:29:13.510 --> 0:29:13.730
 Teodora Viktoria Tibori
 Yep.
 0:29:14.210 --> 0:29:17.700
 Clemence Ruinet-Tonnerre
 Took about to about the concept by me.
 0:29:17.750 --> 0:29:18.60
 Clemence Ruinet-Tonnerre
 Me.
 0:29:18.70 --> 0:29:19.180
 Clemence Ruinet-Tonnerre
 I really like.
 0:29:19.230 --> 0:29:20.180
 Clemence Ruinet-Tonnerre
 I think I'm.
 0:29:20.230 --> 0:29:27.740
 Clemence Ruinet-Tonnerre
 I'm going to use again this application to
 discover a new city doing my future travel.
 0:29:36.930 --> 0:29:37.770
 Teodora Viktoria Tibori
 Yeah, that is nice.
 0:29:28.900 --> 0:29:38.810
 Clemence Ruinet-Tonnerre
 So ohh, I see that we've kept safe to in my
 mind, but it.
 0:29:39.420 --> 0:29:40.390
 Teodora Viktoria Tibori
 I'm happy to hear that.
 0:29:42.220 --> 0:29:43.210
 Clemence Ruinet-Tonnerre
 I'm happy too.
 0:29:43.320 --> 0:29:46.380
 Clemence Ruinet-Tonnerre
 I'm happy that you you show me this
 application.
 0:29:49.170 --> 0:29:49.830
 Teodora Viktoria Tibori
 OK.
 0:29:49.890 --> 0:30:0.400
 Teodora Viktoria Tibori
 Then just a final question, would you
 recommend the Copenhagen local works to

other people visiting the city and why and
 why not?
 0:30:1.150 --> 0:30:15.380
 Clemence Ruinet-Tonnerre
 OK, so from me general from your
 generally I really recommend this
 application because it's really nice because
 we can choose which local walk we want
 to do.
 0:30:16.210 --> 0:30:21.140
 Clemence Ruinet-Tonnerre
 We can see what is the the the tour.
 0:30:22.70 --> 0:30:24.920
 Clemence Ruinet-Tonnerre
 We can see the building we are going to
 see.
 0:30:25.30 --> 0:30:31.850
 Clemence Ruinet-Tonnerre
 We have more information about the
 building or the city.
 0:30:31.860 --> 0:30:35.50
 Clemence Ruinet-Tonnerre
 Also think we can see and like that.
 0:30:35.60 --> 0:30:40.900
 Clemence Ruinet-Tonnerre
 We can learn more about uh, Copenhagen
 in the town, in the people.
 0:30:42.220 --> 0:30:43.950
 Clemence Ruinet-Tonnerre
 So it's it was really.
 0:30:43.960 --> 0:30:55.290
 Clemence Ruinet-Tonnerre
 I learnt a lot of information during things,
 look for walk and I think if people just
 want to know more about Copenhagen
 without.
 0:30:55.800 --> 0:31:2.20
 Clemence Ruinet-Tonnerre
 To pay for any Museum of for any thing.
 0:31:2.70 --> 0:31:7.340
 Clemence Ruinet-Tonnerre
 I think it's a good alternative to to use this
 application.
 0:31:7.770 --> 0:31:9.0
 Clemence Ruinet-Tonnerre
 It's really easy.
 0:31:9.10 --> 0:31:18.600
 Clemence Ruinet-Tonnerre
 We have just to download and to to shows

which walk we want to do and after just to follow what they said on your phone.
0:31:18.610 --> 0:31:20.100
Clemence Ruinet-Tonnerre
So it's really easy to use.
0:31:20.960 --> 0:31:24.180
Clemence Ruinet-Tonnerre
UM, umm.
0:31:24.660 --> 0:31:26.320
Clemence Ruinet-Tonnerre
So this is really nice.
0:31:28.230 --> 0:31:33.890
Clemence Ruinet-Tonnerre
So I will comment well and I know that some people.
0:31:35.790 --> 0:31:39.110
Clemence Ruinet-Tonnerre
Uh, like some, some people.
0:31:40.50 --> 0:31:42.240
Clemence Ruinet-Tonnerre
Uh, you can use this application.
0:31:42.530 --> 0:31:54.560
Clemence Ruinet-Tonnerre
If they offer way to, I don't know to speak with people to to listen to the ring few hour, just to pay something.
0:31:55.780 --> 0:31:56.40
Teodora Viktoria Tibori
Uh-huh.
0:31:54.910 --> 0:32:2.960
Clemence Ruinet-Tonnerre
So I think it's really good alternative to use this one and I and the umm.
0:32:3.700 --> 0:32:14.630
Clemence Ruinet-Tonnerre
And also there is the other fact that uh, usually we use this application where we go around the town and when we want to work and discover the same time.
0:32:14.820 --> 0:32:32.270
Clemence Ruinet-Tonnerre
But if you if you doing your two you you see something you want to to know more about what is it you have just to go back in your application and to see a which building your interesting.
0:32:32.540 --> 0:32:46.880
Clemence Ruinet-Tonnerre
And after you have the name of the building, you have some information about

the about the things they explain, and so you can use application without to do the look at the two.
0:32:48.330 --> 0:32:48.610
Teodora Viktoria Tibori
Uh.
0:32:47.830 --> 0:32:59.190
Clemence Ruinet-Tonnerre
So it's gonna be a good option if you want to to discover new place and if you want to have more information about the specific things you saw during your tour.
0:33:0.930 --> 0:33:1.350
Teodora Viktoria Tibori
OK.
0:33:0.820 --> 0:33:2.180
Clemence Ruinet-Tonnerre
So I think it's nice.
0:33:3.610 --> 0:33:5.540
Teodora Viktoria Tibori
OK, it is nice.
0:33:5.690 --> 0:33:10.940
Teodora Viktoria Tibori
Do you have anything else in your mind that you would like to share regarding the walks?
0:33:11.760 --> 0:33:18.380
Clemence Ruinet-Tonnerre
I would like to say you thank you like to to show me this application and to do the local walk with me.
0:33:18.390 --> 0:33:19.460
Clemence Ruinet-Tonnerre
It was really nice.
0:33:22.190 --> 0:33:22.650
Teodora Viktoria Tibori
Thank you.
0:33:20.340 --> 0:33:33.20
Clemence Ruinet-Tonnerre
Umm good luck for your good luck for your thesis and also yes, I think you can maybe for the application you can.
0:33:35.360 --> 0:33:54.680
Clemence Ruinet-Tonnerre
I I already say to you, but if you want to to ohh to to put like a QR code in in the hostel or in some place or in some cafe like that.
0:33:54.690 --> 0:34:7.500
Clemence Ruinet-Tonnerre

People have just to scan this QR code and after they have just to to ohh to follow the application and to see what is it concretely.
0:34:7.950 --> 0:34:26.740
Clemence Ruinet-Tonnerre
So maybe we didn't seem to to add some flyer about this application in the touristic touristic place, like hostel, hotel and maybe museum or tourist tourist place like that.
0:34:26.750 --> 0:34:28.490
Clemence Ruinet-Tonnerre
You can say in your flower.
0:34:28.500 --> 0:34:31.190
Clemence Ruinet-Tonnerre
Do you want to do something with less?
0:34:31.590 --> 0:34:40.410
Clemence Ruinet-Tonnerre
Pleased to discover a Copenhagen with a new perspective and after you have just to scan the QR code and like that they can do.
0:34:40.870 --> 0:34:43.330
Clemence Ruinet-Tonnerre
They can do that to discover the steam.
0:34:44.670 --> 0:34:47.240
Teodora Viktoria Tibori
Yeah, there are some Flyers in the hostel.
0:34:47.900 --> 0:34:48.190
Clemence Ruinet-Tonnerre
The.
0:34:48.0 --> 0:34:50.640
Teodora Viktoria Tibori
Uh, and the reception?
0:34:51.640 --> 0:34:52.30
Clemence Ruinet-Tonnerre
Umm.
0:34:57.20 --> 0:34:57.390
Clemence Ruinet-Tonnerre
3.
0:34:51.760 --> 0:34:59.350
Teodora Viktoria Tibori
Umm, but I need to be done with the data collection by the end of this week because I have three weeks to write my thesis.
0:34:59.800 --> 0:35:0.720
Clemence Ruinet-Tonnerre
Umm yes.
0:35:4.230 --> 0:35:4.630
Clemence Ruinet-Tonnerre
OK.

0:34:59.520 --> 0:35:5.170
Teodora Viktoria Tibori
So, uh yeah, but yeah.
0:35:6.640 --> 0:35:8.830
Teodora Viktoria Tibori
Uh, I'm gonna stop this.

Interview #9 – 25.04.2024

0:2:5.740 --> 0:2:7.570
Teodora Viktoria Tibori
So uh first.
0:2:7.580 --> 0:2:13.250
Teodora Viktoria Tibori
Thank you so much for participating in this interview and also for going on the tour with me.
0:2:11.890 --> 0:2:13.640
Tim Skov Stoholm Larsen
This yeah.
0:2:13.780 --> 0:2:14.710
Teodora Viktoria Tibori
It was really nice.
0:2:15.710 --> 0:2:17.630
Teodora Viktoria Tibori
Uh, it was.
0:2:17.60 --> 0:2:17.750
Tim Skov Stoholm Larsen
Two difficult customers haha.
0:2:21.550 --> 0:2:22.630
Teodora Viktoria Tibori
Haha. It was nice.
0:2:23.300 --> 0:2:23.810
Tim Skov Stoholm Larsen
OK.
0:2:23.570 --> 0:2:30.500
Teodora Viktoria Tibori
Umm, so first can you tell me a little bit about your background, who you are?
0:2:30.510 --> 0:2:33.170
Teodora Viktoria Tibori
What are your what are you working with?
0:2:34.810 --> 0:2:35.30
Tim Skov Stoholm Larsen
Yeah.
0:2:34.520 --> 0:2:38.230
Teodora Viktoria Tibori

Just general things to put your feedback in scope.

0:2:38.500 --> 0:2:38.990

Tim Skov Stoholm Larsen

OK.

0:2:39.60 --> 0:2:39.780

Tim Skov Stoholm Larsen

Yeah.

0:2:39.980 --> 0:2:41.960

Tim Skov Stoholm Larsen

So I live here in Copenhagen.

0:2:43.710 --> 0:2:52.40

Tim Skov Stoholm Larsen

My background is I've studied language English and I've studied a communication and journalism.

0:2:52.510 --> 0:3:2.790

Tim Skov Stoholm Larsen

So I am a freelancer doing communication journalism and translations, English, Danish.

0:3:3.870 --> 0:3:4.330

Teodora Viktoria Tibori

Mm-hmm.

0:3:4.450 --> 0:3:10.100

Tim Skov Stoholm Larsen

I'm 54 years old and I live in the center of Copenhagen.

0:3:11.380 --> 0:3:15.320

Teodora Viktoria Tibori

OK, so you're a local in every sense.

0:3:15.380 --> 0:3:18.390

Tim Skov Stoholm Larsen

Ohh yeah yeah yeah I am.

0:3:17.920 --> 0:3:19.90

Teodora Viktoria Tibori

OK, that is nice.

0:3:20.410 --> 0:3:20.610

Teodora Viktoria Tibori

That's.

0:3:20.730 --> 0:3:21.250

Teodora Viktoria Tibori

I'm sorry.

0:3:21.990 --> 0:3:22.570

Tim Skov Stoholm Larsen

No, it's OK.

0:3:25.510 --> 0:3:26.220

Teodora Viktoria Tibori

Yes.

0:3:23.770 --> 0:3:26.740

Tim Skov Stoholm Larsen

It's a dog, hmm.

0:3:26.590 --> 0:3:34.710

Teodora Viktoria Tibori

I just wanted to have her here so that she won't bark, but she is going to the window and she will bark anyways.

0:3:34.880 --> 0:3:35.300

Teodora Viktoria Tibori

OK.

0:3:33.250 --> 0:3:35.800

Tim Skov Stoholm Larsen

Yeah, that's OK.

0:3:35.900 --> 0:3:43.360

Teodora Viktoria Tibori

Ohh and can you tell me a little bit about your general experience with the Copenhagen local walks?

0:3:43.370 --> 0:3:47.160

Teodora Viktoria Tibori

Like without the specifics, just overall how was it?

0:3:47.170 --> 0:3:48.60

Teodora Viktoria Tibori

Did you enjoy?

0:3:48.70 --> 0:3:50.320

Teodora Viktoria Tibori

Was it boring?

0:3:51.980 --> 0:3:52.230

Tim Skov Stoholm Larsen

Umm.

0:3:50.330 --> 0:3:53.380

Teodora Viktoria Tibori

Like just the just if you had to.

0:3:55.650 --> 0:3:57.290

Teodora Viktoria Tibori

Explain it in one sentence.

0:3:57.300 --> 0:3:57.850

Teodora Viktoria Tibori

How was it?

0:3:58.490 --> 0:4:0.490

Tim Skov Stoholm Larsen

Umm, yeah, OK.

0:4:0.920 --> 0:4:19.730

Tim Skov Stoholm Larsen

And I I did enjoy the tour, but I thought it was easy downloading the app, but I I think it was a bit confusing using the app

to get into the local walks, so too many clicks and questions.
0:4:24.770 --> 0:4:24.890
Teodora Viktoria Tibori
Yes.
0:4:19.740 --> 0:4:34.700
Tim Skov Stoholm Larsen
The and and I think I told you already at one point it it talks about purchasing and I was like no, it's supposed to be free but and and then you get confused and think what what am I supposed to do?
0:4:36.450 --> 0:4:36.660
Teodora Viktoria Tibori
Yeah.
0:4:36.270 --> 0:4:38.240
Tim Skov Stoholm Larsen
I don't want to purchase anything.
0:4:38.290 --> 0:4:50.400
Tim Skov Stoholm Larsen
So, uh, the start was a little bit too many, too many taps on the app or too many clicks, and the two too much information.
0:4:50.410 --> 0:4:59.90
Tim Skov Stoholm Larsen
Actually, it would be really nice if you got straight to that part of the application that had to do with the local works.
0:4:59.720 --> 0:4:59.840
Teodora Viktoria Tibori
Yes.
0:5:0.520 --> 0:5:1.210
Tim Skov Stoholm Larsen
Yeah.
0:5:1.980 --> 0:5:2.200
Teodora Viktoria Tibori
Yeah.
0:5:1.280 --> 0:5:3.620
Tim Skov Stoholm Larsen
So yeah, but.
0:5:5.750 --> 0:5:8.470
Tim Skov Stoholm Larsen
I enjoyed the tour and I think.
0:5:9.20 --> 0:5:23.190
Tim Skov Stoholm Larsen
And and what I like about it, but as you discovered it, it took me a few minutes to understand that it was actually sort of an alternative tool and not, you know, the traditional sites.

0:5:24.60 --> 0:5:24.480
Teodora Viktoria Tibori
Mm-hmm.
0:5:24.240 --> 0:5:29.440
Tim Skov Stoholm Larsen
And I should have read the postcard a little bit before starting it.
0:5:29.510 --> 0:5:40.850
Tim Skov Stoholm Larsen
I think maybe that's my own mistake and but I think that's cool that you see different things and and sides about Copenhagen.
0:5:41.950 --> 0:5:42.200
Teodora Viktoria Tibori
Mm-hmm.
0:5:42.110 --> 0:5:54.600
Tim Skov Stoholm Larsen
And as we got along, umm, I do think we didn't get to finish the tour but and it would probably have been about 3 hours.
0:5:54.690 --> 0:5:55.320
Tim Skov Stoholm Larsen
Something like that.
0:5:56.580 --> 0:5:57.250
Tim Skov Stoholm Larsen
Do you think?
0:5:56.330 --> 0:5:57.770
Teodora Viktoria Tibori
Uh, yeah, but more.
0:5:57.900 --> 0:5:58.370
Tim Skov Stoholm Larsen
Yeah.
0:5:58.760 --> 0:6:8.240
Tim Skov Stoholm Larsen
So and of course this is a, you know, an individual thing, but maybe I found it a little bit long.
0:6:9.560 --> 0:6:9.900
Teodora Viktoria Tibori
Mm-hmm.
0:6:8.540 --> 0:6:13.460
Tim Skov Stoholm Larsen
Three hours is a long time in inner city basically.
0:6:13.600 --> 0:6:13.780
Teodora Viktoria Tibori
Yeah.
0:6:21.60 --> 0:6:23.250
Tim Skov Stoholm Larsen
Something like that, yes. Uh, 28 or 29?

And so I thought there were, is it 29 points,
or 29 objects?

0:6:14.360 --> 0:6:24.800

Teodora Viktoria Tibori

Something like that, yes. Uh, 28 or 29?

0:6:25.10 --> 0:6:27.150

Tim Skov Stoholm Larsen

I think that's that's quite a lot.

0:6:27.640 --> 0:6:31.100

Tim Skov Stoholm Larsen

Umm, so it's a it's around 10 kilometers as
well.

0:6:32.490 --> 0:6:33.50

Tim Skov Stoholm Larsen

Uh.

0:6:32.440 --> 0:6:33.420

Teodora Viktoria Tibori

Yeah, and 9.2.

0:6:33.130 --> 0:6:33.920

Tim Skov Stoholm Larsen

If if you.

0:6:33.970 --> 0:6:36.100

Tim Skov Stoholm Larsen

Yeah, if you did the whole tour, it was
about.

0:6:36.930 --> 0:6:38.690

Tim Skov Stoholm Larsen

Hang on, I'll just close here.

0:6:39.780 --> 0:6:47.20

Tim Skov Stoholm Larsen

Umm oh uh it's UM, it's because the
people are writing to.

0:6:48.510 --> 0:6:52.230

Teodora Viktoria Tibori

This now you get to see all Tim's
messages.

0:6:50.500 --> 0:6:53.370

Tim Skov Stoholm Larsen

And yeah, I don't want it.

0:6:53.380 --> 0:6:54.670

Tim Skov Stoholm Larsen

Yeah, I don't want to do that.

0:6:56.720 --> 0:7:1.200

Tim Skov Stoholm Larsen

No, I think maybe for a lot of people, it's a
bit long.

0:7:1.870 --> 0:7:2.50

Teodora Viktoria Tibori

Yeah.

0:7:1.460 --> 0:7:13.730

Tim Skov Stoholm Larsen

I I I did discover that the at some point on
the two it said if you wanna shorten the trip
go to this and and and that is a good idea.

0:7:14.80 --> 0:7:17.480

Tim Skov Stoholm Larsen

So umm, thumbs up for that?

0:7:19.330 --> 0:7:20.320

Tim Skov Stoholm Larsen

But maybe.

0:7:21.520 --> 0:7:28.990

Tim Skov Stoholm Larsen

And I know people can decide whether
they wanna, you know, complete the whole
tool or not.

0:7:29.70 --> 0:7:33.630

Tim Skov Stoholm Larsen

But it's difficult to know what what you
wanna see and what you don't want to see.

0:7:34.390 --> 0:7:34.630

Teodora Viktoria Tibori

Uh-huh.

0:7:36.670 --> 0:7:36.830

Teodora Viktoria Tibori

Yeah.

0:7:35.660 --> 0:7:38.610

Tim Skov Stoholm Larsen

So, so and what did I like the most?

0:7:39.360 --> 0:7:45.0

Tim Skov Stoholm Larsen

I actually liked, you know, the things with
the backyards, the.

0:7:50.370 --> 0:7:50.680

Teodora Viktoria Tibori

Yeah.

0:7:47.280 --> 0:7:50.980

Tim Skov Stoholm Larsen

The place where we had coffee, you know,
uh little.

0:7:50.690 --> 0:7:52.700

Teodora Viktoria Tibori

Yeah, the garden.

0:7:53.180 --> 0:7:58.380

Tim Skov Stoholm Larsen

Yeah, the little spots and you know, I
actually went home.

0:7:58.980 --> 0:7:59.510

Tim Skov Stoholm Larsen

Uh.

0:7:59.640 --> 0:8:4.670
Tim Skov Stoholm Larsen
And although I didn't walk the tour, I did the rest of the points just to know what it was.
0:8:11.200 --> 0:8:11.580
Teodora Viktoria Tibori
Mm-hmm.
0:8:5.40 --> 0:8:13.900
Tim Skov Stoholm Larsen
And I and I did like all the information about the what it looked like before, there were a lot of pictures, which is nice.
0:8:15.220 --> 0:8:15.320
Teodora Viktoria Tibori
Yes.
0:8:16.240 --> 0:8:20.310
Tim Skov Stoholm Larsen
The quest is also it's funny but.
0:8:22.390 --> 0:8:32.160
Tim Skov Stoholm Larsen
Sometimes you wonder about why Christians, and I think if you're a foreigner and that is, you know, perhaps that's the way it is with quizzes.
0:8:32.170 --> 0:8:38.490
Tim Skov Stoholm Larsen
But if you're a foreigner, some of them would be impossible to answer.
0:8:39.330 --> 0:8:39.530
Teodora Viktoria Tibori
Uh-huh.
0:8:42.40 --> 0:8:42.270
Teodora Viktoria Tibori
Yeah.
0:8:38.820 --> 0:8:43.60
Tim Skov Stoholm Larsen
So you just guess, you just guess so.
0:8:43.470 --> 0:8:51.380
Tim Skov Stoholm Larsen
So I don't know if the in the if the quiz is different when you do it in Danish, maybe not.
0:8:51.470 --> 0:8:52.190
Tim Skov Stoholm Larsen
It's the same, right?
0:8:52.250 --> 0:8:53.770
Teodora Viktoria Tibori
That I also don't know.

0:8:54.440 --> 0:8:54.660
Tim Skov Stoholm Larsen
OK.
0:8:56.370 --> 0:8:59.640
Teodora Viktoria Tibori
I don't really speak that much Danish so.
0:8:57.610 --> 0:9:0.20
Tim Skov Stoholm Larsen
But they could distinguish between it.
0:9:5.440 --> 0:9:5.640
Teodora Viktoria Tibori
Uh-huh.
0:9:0.110 --> 0:9:11.470
Tim Skov Stoholm Larsen
No, but it could be possible, if not to distinguish between the English speaking people and you know motorius like so.
Yeah.
0:9:9.570 --> 0:9:12.490
Teodora Viktoria Tibori
That makes sense actually, yeah.
0:9:11.540 --> 0:9:13.470
Tim Skov Stoholm Larsen
Yeah, because I think Danes.
0:9:19.30 --> 0:9:19.250
Teodora Viktoria Tibori
Yeah.
0:9:14.90 --> 0:9:21.250
Tim Skov Stoholm Larsen
Danes know a little bit more about Copenhagen or or have a different understanding at least.
0:9:22.250 --> 0:9:23.0
Teodora Viktoria Tibori
Yeah.
0:9:23.150 --> 0:9:23.890
Teodora Viktoria Tibori
Yeah, of course.
0:9:25.240 --> 0:9:27.400
Teodora Viktoria Tibori
OK, that is super nice.
0:9:25.210 --> 0:9:29.150
Tim Skov Stoholm Larsen
Umm so the quiz could could could differ.
0:9:29.260 --> 0:9:29.440
Tim Skov Stoholm Larsen
Yeah.
0:9:30.260 --> 0:9:40.610
Tim Skov Stoholm Larsen
Yeah, but I I like the backyards, the allies

and and also the old pictures of what it looked like before.
0:9:40.620 --> 0:9:44.210
Tim Skov Stoholm Larsen
And why is the pistol strede named pistol strede?
0:9:44.220 --> 0:9:45.250
Tim Skov Stoholm Larsen
You know things like that.
0:9:45.560 --> 0:9:45.980
Tim Skov Stoholm Larsen
Umm.
0:9:46.100 --> 0:9:47.910
Teodora Viktoria Tibori
Yeah, like the small details.
0:9:46.500 --> 0:9:51.540
Tim Skov Stoholm Larsen
So yeah, so I learned a lot myself.
0:9:51.650 --> 0:9:56.300
Tim Skov Stoholm Larsen
I didn't know why pistol strede was named pistol strede for instance, stuff like that.
0:9:56.450 --> 0:10:4.830
Tim Skov Stoholm Larsen
So and I actually recommended the to to some of my friends and say if you want to know Copenhagen from a different side, go do this so.
0:10:5.190 --> 0:10:5.370
Teodora Viktoria Tibori
Yeah.
0:10:5.820 --> 0:10:7.110
Tim Skov Stoholm Larsen
Can so.
0:10:7.560 --> 0:10:8.570
Tim Skov Stoholm Larsen
So I liked it.
0:10:9.100 --> 0:10:10.510
Tim Skov Stoholm Larsen
Yeah. Umm.
0:10:10.360 --> 0:10:12.50
Teodora Viktoria Tibori
OK, that is nice.
0:10:12.520 --> 0:10:16.740
Teodora Viktoria Tibori
And do you have experience with traditional guided tours?
0:10:18.530 --> 0:10:18.870
Tim Skov Stoholm Larsen
Umm.

0:10:18.580 --> 0:10:22.440
Teodora Viktoria Tibori
Like with the group and with the tour guide and in person.
0:10:24.80 --> 0:10:24.400
Tim Skov Stoholm Larsen
And.
0:10:23.350 --> 0:10:26.350
Teodora Viktoria Tibori
Uh, following each other around.
0:10:28.340 --> 0:10:33.650
Tim Skov Stoholm Larsen
And I haven't really been on a a guided tour in Copenhagen.
0:10:33.660 --> 0:10:34.740
Tim Skov Stoholm Larsen
I've been on, you know.
0:10:39.310 --> 0:10:39.570
Teodora Viktoria Tibori
Mm-hmm.
0:10:36.570 --> 0:10:40.590
Tim Skov Stoholm Larsen
On tours with the homeless people, do you know those tours? Yeah.
0:10:42.210 --> 0:10:42.820
Tim Skov Stoholm Larsen
Where
0:10:43.90 --> 0:10:57.140
Tim Skov Stoholm Larsen
Where you see Copenhagen from a homeless point of view, and I've been on canal tours and but I I don't think I've been on a Copenhagen walk with the guide, a local guide.
0:11:0.830 --> 0:11:1.30
Tim Skov Stoholm Larsen
Yeah.
0:11:3.90 --> 0:11:6.160
Tim Skov Stoholm Larsen
Yeah, yeah, yeah, yeah.
0:10:57.80 --> 0:11:9.530
Teodora Viktoria Tibori
It's also fine with the with other cities, so it's more about the concept of the group guided tour and like in comparison to this one, uh.
0:11:12.300 --> 0:11:12.510
Tim Skov Stoholm Larsen
Umm.

0:11:9.960 --> 0:11:19.380
 Teodora Viktoria Tibori
 So the main point would be here to find I I
 would like to hear how you think these two
 are different from each other.
 0:11:29.100 --> 0:11:29.370
 Tim Skov Stoholm Larsen
 Umm.
 0:11:30.20 --> 0:11:30.290
 Tim Skov Stoholm Larsen
 Umm.
 0:11:29.440 --> 0:11:31.740
 Teodora Viktoria Tibori
 This uh Copenhagen local walk?
 0:11:31.750 --> 0:11:33.140
 Teodora Viktoria Tibori
 Then what would you say to that?
 0:11:35.970 --> 0:11:36.980
 Tim Skov Stoholm Larsen
 Yeah.
 0:11:37.230 --> 0:11:38.210
 Tim Skov Stoholm Larsen
 What's the difference?
 0:11:39.760 --> 0:11:53.590
 Tim Skov Stoholm Larsen
 Well, of course is always like if you have a
 a guide you can always ask questions and
 they do know a lot about Copenhagen that
 that are not on the tour, but they can also
 tell you a lot about, you know, backyards.
 0:11:53.600 --> 0:12:4.560
 Tim Skov Stoholm Larsen
 I know there is a actually a guided tour
 where you can see alleys and backyards as
 well and but and well it's different.
 0:12:4.570 --> 0:12:10.760
 Tim Skov Stoholm Larsen
 Doing it yourself is a little bit like going to
 a museum and you put a put on an audio.
 0:12:11.660 --> 0:12:11.900
 Teodora Viktoria Tibori
 Mm-hmm.
 0:12:11.710 --> 0:12:13.700
 Tim Skov Stoholm Larsen
 Uh hearing gear and this.
 0:12:13.770 --> 0:12:16.360
 Tim Skov Stoholm Larsen
 And then do the rounds yourself.
 0:12:20.800 --> 0:12:24.700
 Tim Skov Stoholm Larsen

Instead of just buying a guided tour that
 will take you to.
 0:12:27.630 --> 0:12:30.840
 Tim Skov Stoholm Larsen
 Is and I guess if it's a self guided tour.
 0:12:30.970 --> 0:12:32.850
 Tim Skov Stoholm Larsen
 Uh, you spend more time on it.
 0:12:35.410 --> 0:12:35.580
 Teodora Viktoria Tibori
 Yeah.
 0:12:33.390 --> 0:12:37.530
 Tim Skov Stoholm Larsen
 Actually I think and, but it's.
 0:12:37.540 --> 0:12:38.590
 Tim Skov Stoholm Larsen
 Uh, it's also.
 0:12:39.290 --> 0:12:42.750
 Tim Skov Stoholm Larsen
 It's also interesting finding finding your
 own way.
 0:12:51.850 --> 0:12:52.30
 Teodora Viktoria Tibori
 Yeah.
 0:12:42.800 --> 0:12:57.110
 Tim Skov Stoholm Larsen
 I like that instead of just following the
 group so you get to experience the city in a
 different way when you have to find your
 own way and you have to look for a
 specific trades and things.
 0:13:0.300 --> 0:13:0.500
 Teodora Viktoria Tibori
 No.
 0:12:57.120 --> 0:13:3.470
 Tim Skov Stoholm Larsen
 And from the thought, I still think you
 should include the the Agneta and the
 merman.
 0:13:4.500 --> 0:13:6.490
 Teodora Viktoria Tibori
 Umm yes.
 0:13:3.560 --> 0:13:10.500
 Tim Skov Stoholm Larsen
 I still think that should be included cause
 not not many people know about it, not
 even copenhageners, yeah.
 0:13:15.390 --> 0:13:16.150
 Tim Skov Stoholm Larsen
 Yeah, yeah.

0:13:18.210 --> 0:13:18.370
 Tim Skov Stoholm Larsen
 You.
 0:13:20.260 --> 0:13:20.790
 Tim Skov Stoholm Larsen
 Yeah.
 0:13:11.290 --> 0:13:22.380
 Teodora Viktoria Tibori
 Yeah, I mean, it's easy enough to know about it because it's like it's not something you see when you walk there, so yes.
 0:13:20.860 --> 0:13:23.70
 Tim Skov Stoholm Larsen
 Yeah, but I think it is.
 0:13:23.80 --> 0:13:28.640
 Tim Skov Stoholm Larsen
 It is different, you know, walking around with a friend or a group of friends on a self guided tour.
 0:13:30.40 --> 0:13:34.30
 Tim Skov Stoholm Larsen
 You get information, especially when it's alternative.
 0:13:34.400 --> 0:13:43.360
 Tim Skov Stoholm Larsen
 You get information you didn't know, and then again there are other types of information that you miss.
 0:13:44.570 --> 0:13:45.960
 Teodora Viktoria Tibori
 Uh-huh. Yes.
 0:13:48.130 --> 0:13:49.140
 Teodora Viktoria Tibori
 That is really true.
 0:13:51.860 --> 0:13:52.600
 Teodora Viktoria Tibori
 OK.
 0:13:51.140 --> 0:13:53.630
 Tim Skov Stoholm Larsen
 So, but it's a, yeah.
 0:13:53.700 --> 0:14:2.370
 Tim Skov Stoholm Larsen
 But you know the the big choice things are, you can find yourself and you can read about online.
 0:14:2.380 --> 0:14:4.710
 Tim Skov Stoholm Larsen
 You can Google them, you can look them up.

0:14:4.940 --> 0:14:11.160
 Tim Skov Stoholm Larsen
 The other things are a bit more difficult to know anything about, so that's nice, yeah.
 0:14:11.690 --> 0:14:11.870
 Teodora Viktoria Tibori
 Yeah.
 0:14:13.970 --> 0:14:14.900
 Teodora Viktoria Tibori
 OK.
 0:14:15.20 --> 0:14:17.940
 Teodora Viktoria Tibori
 And what about the digital elements?
 0:14:17.950 --> 0:14:24.660
 Teodora Viktoria Tibori
 Like the pictures, the videos, the map and everything that was like integrated digitally.
 0:14:24.750 --> 0:14:33.380
 Teodora Viktoria Tibori
 Do you feel that it enriched your exploration of the city or it didn't really make a difference?
 0:14:34.630 --> 0:14:35.790
 Tim Skov Stoholm Larsen
 No, I I I.
 0:14:34.940 --> 0:14:38.610
 Teodora Viktoria Tibori
 Or there should be more or like what do you think of that?
 0:14:38.60 --> 0:14:45.220
 Tim Skov Stoholm Larsen
 Ah, I I think definitely the pictures were helpful, especially pictures of old Copenhagen.
 0:14:45.660 --> 0:14:53.670
 Tim Skov Stoholm Larsen
 Umm, I'm not sure all of the points had pictures, right?
 0:14:54.260 --> 0:14:56.340
 Tim Skov Stoholm Larsen
 I think the spoken English were really good.
 0:14:57.410 --> 0:14:57.590
 Teodora Viktoria Tibori
 Uh-huh.
 0:14:56.850 --> 0:14:57.760
 Tim Skov Stoholm Larsen
 Umm.

0:14:58.540 --> 0:15:3.570
Tim Skov Stoholm Larsen
And some of the information were, you know, funny.
0:15:4.970 --> 0:15:8.830
Tim Skov Stoholm Larsen
If you're a Copenhagen and you're like, OK.
0:15:9.820 --> 0:15:14.660
Tim Skov Stoholm Larsen
Am I guess it worked fairly OK.
0:15:14.670 --> 0:15:16.300
Tim Skov Stoholm Larsen
Yeah, it it.
0:15:16.310 --> 0:15:24.80
Tim Skov Stoholm Larsen
It's not that I I I thought this is not true or this is a strange or I I understood it.
0:15:27.300 --> 0:15:28.470
Tim Skov Stoholm Larsen
And thought it was a.
0:15:28.940 --> 0:15:30.890
Tim Skov Stoholm Larsen
Yeah, basically interesting.
0:15:32.250 --> 0:15:32.530
Teodora Viktoria Tibori
OK.
0:15:33.10 --> 0:15:34.840
Tim Skov Stoholm Larsen
There was probably one or two word thought.
0:15:34.850 --> 0:15:35.370
Tim Skov Stoholm Larsen
Hmm.
0:15:35.410 --> 0:15:38.70
Tim Skov Stoholm Larsen
OK, but that is normal, isn't it?
0:15:38.370 --> 0:15:38.960
Tim Skov Stoholm Larsen
Yeah.
0:15:39.190 --> 0:15:39.740
Teodora Viktoria Tibori
Yeah.
0:15:39.230 --> 0:15:41.570
Tim Skov Stoholm Larsen
So it has to be.
0:15:39.810 --> 0:15:41.780
Teodora Viktoria Tibori
Yeah. OK.

0:15:41.620 --> 0:15:47.420
Tim Skov Stoholm Larsen
It has to be different to please, you know, not only me, but a lot of different people.
0:15:47.630 --> 0:15:47.770
Tim Skov Stoholm Larsen
Yeah.
0:15:49.560 --> 0:15:49.780
Teodora Viktoria Tibori
Yeah.
0:15:49.560 --> 0:15:50.270
Tim Skov Stoholm Larsen
Is it helpful?
0:15:50.280 --> 0:15:52.70
Tim Skov Stoholm Larsen
What I'm saying does it?
0:15:52.120 --> 0:15:53.10
Tim Skov Stoholm Larsen
Does it make sense?
0:15:53.20 --> 0:15:53.510
Tim Skov Stoholm Larsen
OK, good.
0:15:51.830 --> 0:15:54.160
Teodora Viktoria Tibori
Yeah. Yeah, yeah.
0:15:54.170 --> 0:15:55.720
Teodora Viktoria Tibori
Yeah, it does, of course.
0:15:56.210 --> 0:15:56.410
Tim Skov Stoholm Larsen
Yeah.
0:15:57.860 --> 0:15:59.660
Teodora Viktoria Tibori
OK. Uh.
0:15:59.100 --> 0:16:9.470
Tim Skov Stoholm Larsen
But something that could have been interesting could also have been, you know, you are now passing the oldest cafe in town, or the oldest building in town.
0:16:9.720 --> 0:16:13.380
Tim Skov Stoholm Larsen
Because I know there is, you know, the oldest building stuff like that.
0:16:14.560 --> 0:16:16.440
Teodora Viktoria Tibori
Yeah, just like small things.
0:16:13.970 --> 0:16:16.740
Tim Skov Stoholm Larsen
Uh or or things about.

0:16:16.830 --> 0:16:25.680
Tim Skov Stoholm Larsen
Yeah, things about traditional Danish building style for houses, something like that could be interesting as well, yeah.
0:16:25.990 --> 0:16:26.390
Teodora Viktoria Tibori
Yeah.
0:16:26.400 --> 0:16:37.190
Teodora Viktoria Tibori
And do you think that could be like not a separate spot but while you are work walking there could be like an audio guide thing?
0:16:37.380 --> 0:16:41.590
Tim Skov Stoholm Larsen
It it could be, yeah, it could be like like you have a quiz.
0:16:44.520 --> 0:16:44.820
Teodora Viktoria Tibori
Uh-huh.
0:16:41.600 --> 0:16:45.890
Tim Skov Stoholm Larsen
You could also have like fun facts or extra facts if people want extra.
0:16:46.560 --> 0:16:47.650
Tim Skov Stoholm Larsen
I'm just sorry.
0:16:47.660 --> 0:16:49.760
Tim Skov Stoholm Larsen
I'm just opening the app, yeah.
0:16:52.290 --> 0:16:55.610
Tim Skov Stoholm Larsen
But but for instance.
0:16:57.770 --> 0:17:2.330
Tim Skov Stoholm Larsen
I thought uh, the statue of Christian the 4th.
0:17:3.890 --> 0:17:4.30
Teodora Viktoria Tibori
Yeah.
0:17:2.340 --> 0:17:4.480
Tim Skov Stoholm Larsen
Do you remember the statue of person?
0:17:4.900 --> 0:17:5.600
Tim Skov Stoholm Larsen
I was living.
0:17:12.710 --> 0:17:12.900
Teodora Viktoria Tibori
Uh-huh.

0:17:5.610 --> 0:17:21.720
Tim Skov Stoholm Larsen
Hmm, that's a bit out of character because you could have read on the statue what kind of guy it was, and then you would need more information about Christian the 4th a if I remember correctly.
0:17:28.430 --> 0:17:29.120
Teodora Viktoria Tibori
Yeah, of course.
0:17:22.430 --> 0:17:29.130
Tim Skov Stoholm Larsen
Umm, let me just is it OK if I just log in on the app?
0:17:29.140 --> 0:17:30.50
Tim Skov Stoholm Larsen
Is that OK now?
0:17:32.900 --> 0:17:41.370
Tim Skov Stoholm Larsen
English and then story hunt have we met signed in to save your data?
0:17:41.660 --> 0:17:44.720
Tim Skov Stoholm Larsen
Yeah, I do have to sign in, though.
0:17:44.730 --> 0:17:45.540
Tim Skov Stoholm Larsen
I don't have to sign in.
0:17:44.880 --> 0:17:45.570
Teodora Viktoria Tibori
You can.
0:17:46.60 --> 0:17:50.970
Teodora Viktoria Tibori
Now there is a button in the bottom uh to continue as a guest.
0:17:52.690 --> 0:17:56.480
Tim Skov Stoholm Larsen
Ohh see that is where that says a lot about.
0:17:56.490 --> 0:17:57.640
Tim Skov Stoholm Larsen
Unlike what?
0:17:57.790 --> 0:17:59.540
Tim Skov Stoholm Larsen
Why do you have to sign in?
0:18:0.470 --> 0:18:0.670
Teodora Viktoria Tibori
Yeah.
0:18:0.90 --> 0:18:8.260
Tim Skov Stoholm Larsen
And so so from a user perspective it is a little bit confusing.

0:18:9.130 --> 0:18:9.520
 Teodora Viktoria Tibori
 Umm.
 0:18:9.400 --> 0:18:12.550
 Tim Skov Stoholm Larsen
 So all you have to go all the way to hang on.
 0:18:12.900 --> 0:18:15.330
 Tim Skov Stoholm Larsen
 I keep coming back. So.
 0:18:16.320 --> 0:18:18.580
 Tim Skov Stoholm Larsen
 So you're so wise when you start.
 0:18:18.620 --> 0:18:20.480
 Tim Skov Stoholm Larsen
 It's for me anyway.
 0:18:21.520 --> 0:18:23.860
 Teodora Viktoria Tibori
 Umm, no, it's not just you.
 0:18:21.370 --> 0:18:24.940
 Tim Skov Stoholm Larsen
 It's a it's a little bit OK.
 0:18:25.170 --> 0:18:32.10
 Teodora Viktoria Tibori
 I had a I got this feedback from other people as well, so don't worry.
 0:18:32.20 --> 0:18:32.780
 Teodora Viktoria Tibori
 It's not just you.
 0:18:34.230 --> 0:18:37.640
 Tim Skov Stoholm Larsen
 No, and I'm a bit a little bit cause now I think I'm in the.
 0:18:37.680 --> 0:18:38.300
 Tim Skov Stoholm Larsen
 Yeah.
 0:18:38.470 --> 0:18:42.130
 Tim Skov Stoholm Larsen
 Now I I mean the paid section and that's not what I want.
 0:18:43.360 --> 0:18:45.550
 Tim Skov Stoholm Larsen
 Umm, so how do?
 0:18:44.990 --> 0:18:47.940
 Teodora Viktoria Tibori
 You have to search for local Volk.
 0:18:48.690 --> 0:18:49.110
 Tim Skov Stoholm Larsen
 Hmm.

0:18:51.100 --> 0:18:51.340
 Teodora Viktoria Tibori
 Uh-huh.
 0:18:49.150 --> 0:18:51.850
 Tim Skov Stoholm Larsen
 See, that's why local walks.
 0:18:52.420 --> 0:18:56.760
 Tim Skov Stoholm Larsen
 So when you get it wrong, you get confused on how to.
 0:18:59.610 --> 0:19:0.320
 Teodora Viktoria Tibori
 It's OK.
 0:18:59.390 --> 0:19:1.360
 Tim Skov Stoholm Larsen
 It keeps and claim tour.
 0:19:1.470 --> 0:19:3.660
 Tim Skov Stoholm Larsen
 Uh, no, I haven't.
 0:19:4.450 --> 0:19:7.420
 Tim Skov Stoholm Larsen
 Let me just say local walks. Umm.
 0:19:7.610 --> 0:19:12.520
 Teodora Viktoria Tibori
 Without the S, because if you write walks then it won't find it.
 0:19:14.500 --> 0:19:14.720
 Teodora Viktoria Tibori
 Mm-hmm.
 0:19:12.690 --> 0:19:16.60
 Tim Skov Stoholm Larsen
 Ohh God yeah, local walk.
 0:19:23.200 --> 0:19:28.440
 Tim Skov Stoholm Larsen
 And what do you oppress after I typed in local walk, what do I press?
 0:19:34.270 --> 0:19:35.620
 Tim Skov Stoholm Larsen
 Yeah. Good.
 0:19:28.770 --> 0:19:37.30
 Teodora Viktoria Tibori
 Uh, if you Scroll down there should be like the city center one and you just click on that one and then it will open.
 0:19:35.690 --> 0:19:37.220
 Tim Skov Stoholm Larsen
 Yep, Yep.
 0:19:37.290 --> 0:19:37.920
 Tim Skov Stoholm Larsen
 English.

0:19:37.930 --> 0:19:38.620
Tim Skov Stoholm Larsen
Yep.
0:19:39.50 --> 0:19:41.420
Tim Skov Stoholm Larsen
And I just say continue tour right.
0:19:42.900 --> 0:19:43.130
Teodora Viktoria Tibori
Well.
0:19:45.70 --> 0:19:45.390
Tim Skov Stoholm Larsen
Uh.
0:19:47.920 --> 0:19:53.940
Tim Skov Stoholm Larsen
They're just saying, let me go down to
Christian the 4th. I'm.
0:19:53.830 --> 0:19:54.190
Teodora Viktoria Tibori
What?
0:20:0.300 --> 0:20:4.190
Teodora Viktoria Tibori
I think it should be around the like the 9th
or 10th.
0:20:0.420 --> 0:20:4.910
Tim Skov Stoholm Larsen
Then yeah, I found it. Yeah.
0:20:6.950 --> 0:20:9.380
Tim Skov Stoholm Larsen
In front of the statue of the king.
0:20:10.980 --> 0:20:12.950
Tim Skov Stoholm Larsen
Uh, but then it says more about.
0:20:14.830 --> 0:20:19.130
Tim Skov Stoholm Larsen
Well, it so sometimes the text.
0:20:21.270 --> 0:20:25.920
Tim Skov Stoholm Larsen
As I remember it, the text and the speak is
not a totally the same.
0:20:27.160 --> 0:20:28.180
Teodora Viktoria Tibori
No. Yeah.
0:20:28.920 --> 0:20:30.580
Tim Skov Stoholm Larsen
And that's a little bit confusing as well.
0:20:31.70 --> 0:20:32.290
Teodora Viktoria Tibori
Uh-huh. Yeah.

0:20:32.60 --> 0:20:33.30
Tim Skov Stoholm Larsen
Do you know why?
0:20:33.160 --> 0:20:33.740
Tim Skov Stoholm Larsen
Do you know why?
0:20:36.360 --> 0:20:36.580
Tim Skov Stoholm Larsen
OK.
0:20:35.40 --> 0:20:39.250
Teodora Viktoria Tibori
No, but I mean it's also not like completely
different.
0:20:39.570 --> 0:20:39.950
Tim Skov Stoholm Larsen
No, no.
0:20:43.270 --> 0:20:43.430
Tim Skov Stoholm Larsen
No.
0:20:39.520 --> 0:20:48.460
Teodora Viktoria Tibori
So it's not like it gives the separate
information, it's just I think the text is just
shortened compared to the speaking part.
0:20:47.290 --> 0:20:49.630
Tim Skov Stoholm Larsen
OK, OK.
0:20:49.700 --> 0:20:50.820
Tim Skov Stoholm Larsen
Yeah, yeah.
0:20:49.400 --> 0:20:53.50
Teodora Viktoria Tibori
Uh, so yeah, but.
0:20:55.170 --> 0:20:55.370
Teodora Viktoria Tibori
Yeah.
0:20:57.370 --> 0:20:57.490
Tim Skov Stoholm Larsen
Yeah.
0:20:59.200 --> 0:21:1.270
Tim Skov Stoholm Larsen
So OK, it says something about.
0:21:1.320 --> 0:21:4.380
Tim Skov Stoholm Larsen
Yeah, King Christian, it does.
0:21:4.630 --> 0:21:7.200
Tim Skov Stoholm Larsen
It was more like you are now in front of
the statue.

0:21:7.530 --> 0:21:15.620
 Tim Skov Stoholm Larsen
 It's on Børsen and then depicting a
 Bishop Absalon and then you know, just
 further down.
 0:21:15.630 --> 0:21:17.940
 Tim Skov Stoholm Larsen
 And now you're gonna learn something
 about Christian the fourth.
 0:21:18.330 --> 0:21:18.690
 Teodora Viktoria Tibori
 Umm.
 0:21:18.50 --> 0:21:20.420
 Tim Skov Stoholm Larsen
 Yeah, so sometimes.
 0:21:22.450 --> 0:21:24.450
 Tim Skov Stoholm Larsen
 Too much information can also be too
 much.
 0:21:26.100 --> 0:21:26.320
 Teodora Viktoria Tibori
 Yeah.
 0:21:28.670 --> 0:21:28.890
 Teodora Viktoria Tibori
 Yeah.
 0:21:34.940 --> 0:21:35.120
 Teodora Viktoria Tibori
 Uh-huh.
 0:21:35.200 --> 0:21:37.310
 Teodora Viktoria Tibori
 Yeah. Uh-huh.
 0:21:35.190 --> 0:21:38.670
 Tim Skov Stoholm Larsen
 And the same because what happens?
 0:21:38.680 --> 0:21:42.920
 Tim Skov Stoholm Larsen
 Actually what you do is ohh sorry and
 what you do.
 0:21:43.750 --> 0:21:45.80
 Tim Skov Stoholm Larsen
 Uh. When?
 0:21:45.590 --> 0:21:49.380
 Tim Skov Stoholm Larsen
 Sometimes you're also following the text
 because you know then you understand
 better.
 0:21:49.390 --> 0:21:59.80
 Tim Skov Stoholm Larsen
 Then you just listen and hear, and then
 when you're reading on and suddenly

something else happens in your ear, then
 your mind is it's it's natural.
 0:21:59.90 --> 0:22:9.330
 Tim Skov Stoholm Larsen
 Your mind get confused and you start and
 you start doing ohh OK what happened and
 you scroll and you do stuff and then you
 don't really listen anymore.
 0:22:9.680 --> 0:22:10.190
 Teodora Viktoria Tibori
 Mm-hmm.
 0:22:10.240 --> 0:22:11.210
 Teodora Viktoria Tibori
 Yeah, yeah.
 0:22:13.270 --> 0:22:14.240
 Teodora Viktoria Tibori
 Yeah, that is true.
 0:22:10.540 --> 0:22:25.930
 Tim Skov Stoholm Larsen
 And so either the text should be so either
 the text should be different and and just say
 summary or something so you know that is
 not the voice over you hear or it should be.
 0:22:28.430 --> 0:22:29.50
 Teodora Viktoria Tibori
 The same.
 0:22:26.880 --> 0:22:29.410
 Tim Skov Stoholm Larsen
 Umm yeah, it could.
 0:22:31.960 --> 0:22:32.220
 Teodora Viktoria Tibori
 Yep.
 0:22:38.750 --> 0:22:38.970
 Teodora Viktoria Tibori
 Yeah.
 0:22:29.580 --> 0:22:40.660
 Tim Skov Stoholm Larsen
 It could be extra information or or resume
 or no for people who want you know, a
 shorter version and then the voice maybe.
 0:22:40.670 --> 0:22:41.50
 Tim Skov Stoholm Larsen
 I don't know.
 0:22:44.620 --> 0:22:45.530
 Teodora Viktoria Tibori
 Yeah, definitely.
 0:22:45.540 --> 0:22:46.540
 Teodora Viktoria Tibori
 That could be something.

0:22:47.560 --> 0:22:49.200
Tim Skov Stoholm Larsen
Also, I did like the quiz.
0:22:49.660 --> 0:22:52.730
Tim Skov Stoholm Larsen
I'm at to begin.
0:22:58.320 --> 0:22:58.890
Teodora Viktoria Tibori
Umm.
0:22:52.740 --> 0:22:59.30
Tim Skov Stoholm Larsen
When I I thought that the question would
be something about, you know what I
heard her tell me.
0:22:59.180 --> 0:23:3.210
Tim Skov Stoholm Larsen
But then I discovered it wasn't, and that's
OK.
0:23:5.280 --> 0:23:5.490
Teodora Viktoria Tibori
Uh-huh.
0:23:3.500 --> 0:23:7.580
Tim Skov Stoholm Larsen
I think that's OK and but at first I just
heard.
0:23:7.590 --> 0:23:8.150
Tim Skov Stoholm Larsen
Ohh OK.
0:23:10.690 --> 0:23:18.480
Tim Skov Stoholm Larsen
The only thing is when when you have the
app, you actually have to scroll to find out
there's a quiz.
0:23:19.50 --> 0:23:19.170
Teodora Viktoria Tibori
Yes.
0:23:18.570 --> 0:23:20.450
Tim Skov Stoholm Larsen
So some people will never find out.
0:23:21.120 --> 0:23:21.240
Teodora Viktoria Tibori
Yes.
0:23:30.910 --> 0:23:32.950
Teodora Viktoria Tibori
Yeah, yeah, definitely.
0:23:21.110 --> 0:23:36.120
Tim Skov Stoholm Larsen
So so the quiz should be marked higher up,
so it's clear for everybody because I'm not

sure everybody does this so or at at or at
the beginning of the tour.
0:23:42.320 --> 0:23:42.500
Teodora Viktoria Tibori
Yeah.
0:23:36.360 --> 0:23:42.570
Tim Skov Stoholm Larsen
They could say remember to to do the quiz
as well, just for fun.
0:23:42.580 --> 0:23:43.320
Tim Skov Stoholm Larsen
No, just.
0:23:47.150 --> 0:23:48.70
Tim Skov Stoholm Larsen
If that makes sense.
0:23:48.970 --> 0:23:50.560
Teodora Viktoria Tibori
Yeah, it really does.
0:23:52.110 --> 0:23:52.930
Teodora Viktoria Tibori
It really does.
0:23:54.260 --> 0:23:54.900
Teodora Viktoria Tibori
OK.
0:23:55.610 --> 0:23:56.370
Teodora Viktoria Tibori
Umm.
0:23:57.230 --> 0:24:15.330
Teodora Viktoria Tibori
Then I would like to hear your opinion
about the concept of the Copenhagen local
walks as a tool to get tourists out of the
main attractions of the city.
0:24:16.480 --> 0:24:16.980
Teodora Viktoria Tibori
Umm.
0:24:25.800 --> 0:24:26.40
Tim Skov Stoholm Larsen
Umm.
0:24:17.340 --> 0:24:27.170
Teodora Viktoria Tibori
And to to learn about Copenhagen from a
more authentic perspective and through
that.
0:24:29.550 --> 0:24:33.20
Teodora Viktoria Tibori
Encourage more sustainable tourism
practices in the city.
0:24:33.870 --> 0:24:50.920
Tim Skov Stoholm Larsen

Umm, I think uh UM, the city center tour, uh, won't get any tourist out of the main attractions cause it is you are within the main attractions basically.
 0:24:51.970 --> 0:24:52.250
 Teodora Viktoria Tibori
 Uh-huh.
 0:24:51.960 --> 0:24:58.430
 Tim Skov Stoholm Larsen
 So the city tour is is just the different places but but but you do the same walk.
 0:24:58.440 --> 0:25:0.470
 Tim Skov Stoholm Larsen
 Basically, don't you you?
 0:25:0.290 --> 0:25:0.530
 Teodora Viktoria Tibori
 Uh-huh.
 0:25:0.480 --> 0:25:2.470
 Tim Skov Stoholm Larsen
 You go to Strøget, The Walking street.
 0:25:2.480 --> 0:25:8.50
 Tim Skov Stoholm Larsen
 You go around the Parliament, you do things like that and where you'll find the choice anyway.
 0:25:8.300 --> 0:25:16.430
 Tim Skov Stoholm Larsen
 So, but the other ones, the Nørrebro, the Vesterbro and the Amager, I find really interesting for people who want to.
 0:25:20.860 --> 0:25:21.120
 Teodora Viktoria Tibori
 Uh-huh.
 0:25:17.960 --> 0:25:24.300
 Tim Skov Stoholm Larsen
 Discover other neighborhoods in instead of just, you know, the the medieval town.
 0:25:24.430 --> 0:25:25.690
 Tim Skov Stoholm Larsen
 Yeah, if that makes sense.
 0:25:26.300 --> 0:25:26.530
 Teodora Viktoria Tibori
 Uh-huh.
 0:25:27.270 --> 0:25:35.950
 Tim Skov Stoholm Larsen
 So I think that's a good idea, but the city center I I think even though it's, you know different things but you are still in the choice district basically.

0:25:36.100 --> 0:25:38.240
 Teodora Viktoria Tibori
 Umm yeah, that is true.
 0:25:40.270 --> 0:25:40.750
 Teodora Viktoria Tibori
 OK. That is true.
 0:25:43.590 --> 0:25:50.320
 Teodora Viktoria Tibori
 Alrighty then, I think that is kind of all.
 0:25:51.530 --> 0:25:51.750
 Tim Skov Stoholm Larsen
 OK.
 0:25:51.290 --> 0:25:56.700
 Teodora Viktoria Tibori
 Do you have anything else in your mind that you would like to share regarding the walks?
 0:25:56.750 --> 0:26:0.160
 Teodora Viktoria Tibori
 The concept you're experience, it can be whatever.
 0:26:1.40 --> 0:26:4.590
 Tim Skov Stoholm Larsen
 Umm, I do think as well that.
 0:26:12.760 --> 0:26:13.300
 Teodora Viktoria Tibori
 Umm.
 0:26:5.140 --> 0:26:13.840
 Tim Skov Stoholm Larsen
 Do you remember when we started and I was looking for the direction the arrow on the map to appear and which direction,
 0:26:13.850 --> 0:26:15.310
 Tim Skov Stoholm Larsen
 Ways that you have to zoom.
 0:26:15.360 --> 0:26:20.320
 Tim Skov Stoholm Larsen
 Actually, I think that's a little bit, uh, it could.
 0:26:20.330 --> 0:26:22.610
 Tim Skov Stoholm Larsen
 It should be zoomed from the beginning, shouldn't it?
 0:26:22.270 --> 0:26:23.770
 Teodora Viktoria Tibori
 Mm-hmm. Yeah.
 0:26:23.490 --> 0:26:25.280
 Tim Skov Stoholm Larsen
 It's just a if if if you're.

0:26:25.290 --> 0:26:29.840
 Tim Skov Stoholm Larsen
 If the arrow doesn't show up, then people like doesn't work.
 0:26:30.720 --> 0:26:31.920
 Teodora Viktoria Tibori
 Yeah, yeah.
 0:26:31.500 --> 0:26:33.90
 Tim Skov Stoholm Larsen
 I know some will soon as well.
 0:26:33.100 --> 0:26:37.410
 Tim Skov Stoholm Larsen
 I would probably eventually have zoomed as well, but maybe.
 0:26:36.690 --> 0:26:37.640
 Teodora Viktoria Tibori
 Yeah, but that's it.
 0:26:42.140 --> 0:26:43.90
 Tim Skov Stoholm Larsen
 Figure out.
 0:26:43.160 --> 0:26:44.440
 Tim Skov Stoholm Larsen
 Yeah, true.
 0:26:46.580 --> 0:26:46.940
 Tim Skov Stoholm Larsen
 So.
 0:26:37.650 --> 0:26:49.760
 Teodora Viktoria Tibori
 Again, something that the user has to figure out first and yeah, and that is something that can be a.
 0:26:48.680 --> 0:26:50.210
 Tim Skov Stoholm Larsen
 Maybe better.
 0:26:50.220 --> 0:26:54.870
 Tim Skov Stoholm Larsen
 Better instructions as well as to you can click on.
 0:26:54.880 --> 0:26:59.460
 Tim Skov Stoholm Larsen
 You can also click on the umm pictures.
 0:26:59.970 --> 0:27:3.760
 Tim Skov Stoholm Larsen
 You know, people will today people will find that out themselves.
 0:27:3.770 --> 0:27:10.300
 Tim Skov Stoholm Larsen
 I know, but, but maybe a little instruction on how how, how the app is, how to use yeah app.

0:27:11.170 --> 0:27:14.960
 Teodora Viktoria Tibori
 Yeah, yeah, that is. That is good.
 0:27:16.280 --> 0:27:18.450
 Teodora Viktoria Tibori
 I agree. OK.
 0:27:17.890 --> 0:27:19.740
 Tim Skov Stoholm Larsen
 Yeah, yeah.
 0:27:21.70 --> 0:27:22.980
 Teodora Viktoria Tibori
 All right, I will.
 0:27:22.130 --> 0:27:25.590
 Tim Skov Stoholm Larsen
 I guess right now that is all I think right now, yeah.
 0:27:26.850 --> 0:27:29.40
 Teodora Viktoria Tibori
 OK, that is completely fine.
 0:27:29.770 --> 0:27:31.180
 Tim Skov Stoholm Larsen
 Umm do do.
 0:27:32.910 --> 0:27:33.640
 Tim Skov Stoholm Larsen
 OK, good.
 0:27:34.210 --> 0:27:34.720
 Tim Skov Stoholm Larsen
 Yeah.
 0:27:34.910 --> 0:27:35.580
 Tim Skov Stoholm Larsen
 Do you know any?
 0:27:30.0 --> 0:27:37.50
 Teodora Viktoria Tibori
 You you said plenty of things that are a valuable and yeah.
 0:27:37.120 --> 0:27:37.750
 Tim Skov Stoholm Larsen
 Yeah.
 0:27:37.860 --> 0:27:41.180
 Tim Skov Stoholm Larsen
 Do you know anything about how many people use this?
 0:27:41.560 --> 0:27:44.290
 Tim Skov Stoholm Larsen
 How many people use the app and how many?
 0:27:44.460 --> 0:27:47.730
 Tim Skov Stoholm Larsen
 Does only the city center just do the other neighborhoods?

0:27:49.460 --> 0:27:49.690
 Tim Skov Stoholm Larsen
 Is.
 0:27:48.940 --> 0:27:56.760
 Teodora Viktoria Tibori
 Uh, I do have a back when I started. Umm.
 0:27:56.330 --> 0:27:59.720
 Tim Skov Stoholm Larsen
 You don't have to have the exam figure
 figure the exact figure.
 0:27:59.730 --> 0:28:2.640
 Tim Skov Stoholm Larsen
 I'm just curious if you know vegetable
 noble.
 0:28:2.650 --> 0:28:8.780
 Tim Skov Stoholm Larsen
 The other neighborhoods are actually also
 chosen, or if it's mainly city center.
 0:28:8.700 --> 0:28:9.980
 Teodora Viktoria Tibori
 They are.
 0:28:15.130 --> 0:28:15.780
 Tim Skov Stoholm Larsen
 Yeah.
 0:28:10.40 --> 0:28:17.230
 Teodora Viktoria Tibori
 But uh, the city center one is what most
 people start at least.
 0:28:15.870 --> 0:28:18.270
 Tim Skov Stoholm Larsen
 Yeah, yeah, yeah, yeah.
 0:28:17.570 --> 0:28:20.940
 Teodora Viktoria Tibori
 And then 90% of the people don't finish it.
 0:28:21.780 --> 0:28:21.960
 Tim Skov Stoholm Larsen
 Yeah.
 0:28:34.570 --> 0:28:34.710
 Tim Skov Stoholm Larsen
 Yeah.
 0:28:38.30 --> 0:28:38.150
 Tim Skov Stoholm Larsen
 Yeah.
 0:28:41.960 --> 0:28:42.250
 Tim Skov Stoholm Larsen
 It.
 0:28:48.140 --> 0:28:49.900
 Tim Skov Stoholm Larsen
 OK. Yep.

0:28:21.520 --> 0:28:59.810
 Teodora Viktoria Tibori
 Uh Tim gave me a like a screenshot of a
 like the different to like the how many
 people or open the tour based on the
 different routes and how many don't finish
 it and yeah, so that is one thing that I am
 trying to improve with my research to get
 people to actually umm put more interest
 in the tour and not just like yeah.
 0:29:0.190 --> 0:29:8.720
 Tim Skov Stoholm Larsen
 Yeah, I also know that when you go to
 especially Nørrebro, and Vesterberbro I
 must admit I haven't done the tours.
 0:29:9.420 --> 0:29:13.520
 Tim Skov Stoholm Larsen
 Uh, but probably some graffiti things could
 be nice as well.
 0:29:14.540 --> 0:29:14.700
 Teodora Viktoria Tibori
 Yeah.
 0:29:21.760 --> 0:29:22.0
 Teodora Viktoria Tibori
 Yeah.
 0:29:14.330 --> 0:29:23.500
 Tim Skov Stoholm Larsen
 Umm, you know some where they have
 big murals, for instance, could be part of
 the the tour, but they are a bit more funky,
 right?
 0:29:23.550 --> 0:29:25.100
 Tim Skov Stoholm Larsen
 It's a maybe.
 0:29:26.910 --> 0:29:27.70
 Tim Skov Stoholm Larsen
 Yeah.
 0:29:28.320 --> 0:29:28.900
 Tim Skov Stoholm Larsen
 What do you think?
 0:29:33.630 --> 0:29:33.880
 Tim Skov Stoholm Larsen
 No.
 0:29:31.360 --> 0:29:34.230
 Teodora Viktoria Tibori
 I also haven't been on those tours.
 0:29:34.310 --> 0:29:35.30
 Tim Skov Stoholm Larsen
 Oh.

0:29:34.560 --> 0:29:35.240
 Teodora Viktoria Tibori
 It's on.
 0:29:35.90 --> 0:29:41.110
 Tim Skov Stoholm Larsen
 Ohh Dori, you must have all the tours to understand, right?
 0:29:40.380 --> 0:29:43.330
 Teodora Viktoria Tibori
 I know, I know. I will.
 0:29:47.40 --> 0:29:48.170
 Tim Skov Stoholm Larsen
 You have to walk the dog.
 0:29:43.400 --> 0:29:48.460
 Teodora Viktoria Tibori
 Uh, it's just my focus is on the central one.
 0:29:49.30 --> 0:29:51.100
 Tim Skov Stoholm Larsen
 OK, you have to walk the dog and then.
 0:29:52.60 --> 0:29:54.330
 Teodora Viktoria Tibori
 I yeah. She tiny.
 0:29:54.340 --> 0:29:55.410
 Teodora Viktoria Tibori
 Talk that much?
 0:29:55.420 --> 0:29:56.80
 Teodora Viktoria Tibori
 She's tiny.
 0:29:57.60 --> 0:30:9.610
 Teodora Viktoria Tibori
 Uh, but it's really like I plan to go on the tours and I think that's gonna be one thing that I will add then because I need to submit my thesis within the next three weeks.
 0:30:9.610 --> 0:30:10.590
 Tim Skov Stoholm Larsen
 Umm yeah.
 0:30:18.120 --> 0:30:18.480
 Tim Skov Stoholm Larsen
 OK.
 0:30:19.630 --> 0:30:21.10
 Tim Skov Stoholm Larsen
 Yeah, yeah.
 0:30:11.320 --> 0:30:22.60
 Teodora Viktoria Tibori
 So after that in June, I will have to come up with something new, something like a new perspective for my oral exam, for my defense.

0:30:22.70 --> 0:30:26.300
 Teodora Viktoria Tibori
 And that is one thing that I am planning for that one umm.
 0:30:26.170 --> 0:30:26.750
 Tim Skov Stoholm Larsen
 I know.
 0:30:26.790 --> 0:30:29.300
 Tim Skov Stoholm Larsen
 Yeah, I know.
 0:30:51.570 --> 0:30:51.710
 Teodora Viktoria Tibori
 Yeah.
 0:30:29.920 --> 0:30:52.590
 Tim Skov Stoholm Larsen
 I know we do have here at the center, some some local guys, graffiti guys that you know you can do on bike and walk where they can do best of all and nerve or for instance, but it could be pretty cool to have a local walk tour at Nørrebro and Vestrebro where you have the graffiti cause young people ask about it, they'll be more and more interested.
 0:30:52.600 --> 0:30:52.760
 Tim Skov Stoholm Larsen
 Yeah.
 0:30:56.600 --> 0:30:56.780
 Teodora Viktoria Tibori
 Yeah.
 0:30:53.690 --> 0:31:5.210
 Tim Skov Stoholm Larsen
 So that could be maybe an idea too that that would be a totally different, umm tour, but the easy to find and you know a lot of them are on bike.
 0:31:7.640 --> 0:31:7.760
 Teodora Viktoria Tibori
 Yes.
 0:31:5.220 --> 0:31:17.120
 Tim Skov Stoholm Larsen
 Perhaps it could be useful, so I think that I think a graffiti tour fits this type of and sightseeing well.
 0:31:18.210 --> 0:31:18.600
 Tim Skov Stoholm Larsen
 I don't know.
 0:31:18.610 --> 0:31:19.480
 Tim Skov Stoholm Larsen
 What do you think? But.

0:31:17.730 --> 0:31:20.680
 Teodora Viktoria Tibori
 Yeah, it does.
 0:31:20.790 --> 0:31:21.560
 Teodora Viktoria Tibori
 It really does.
 0:31:22.380 --> 0:31:22.870
 Tim Skov Stoholm Larsen
 Umm.
 0:31:22.420 --> 0:31:29.490
 Teodora Viktoria Tibori
 And also it's a it's there are a lot of graffiti
 art in those neighborhoods.
 0:31:28.470 --> 0:31:32.320
 Tim Skov Stoholm Larsen
 Hmm is really.
 0:31:37.540 --> 0:31:38.110
 Tim Skov Stoholm Larsen
 Yeah.
 0:31:38.170 --> 0:31:39.820
 Tim Skov Stoholm Larsen
 Yeah. Cool.
 0:31:38.210 --> 0:31:41.520
 Teodora Viktoria Tibori
 Like explaining I'm like.
 0:31:39.890 --> 0:31:41.700
 Tim Skov Stoholm Larsen
 Yeah, saying, hey, I I'm.
 0:31:41.770 --> 0:31:42.430
 Tim Skov Stoholm Larsen
 I'm the artist.
 0:31:42.440 --> 0:31:44.760
 Tim Skov Stoholm Larsen
 Yeah, that could be that could be really
 cool.
 0:31:44.870 --> 0:31:45.700
 Tim Skov Stoholm Larsen
 Yeah, yeah, yeah.
 0:31:45.460 --> 0:31:45.700
 Teodora Viktoria Tibori
 Yeah.
 0:31:45.830 --> 0:31:50.920
 Tim Skov Stoholm Larsen
 And then you could learn about them and
 follow them cause cause that first of all
 and also nerve.
 0:31:50.930 --> 0:31:51.630
 Tim Skov Stoholm Larsen
 All you have.

0:31:51.640 --> 0:31:53.620
 Tim Skov Stoholm Larsen
 Great. Great Graffiti street art.
 0:31:53.560 --> 0:31:53.760
 Teodora Viktoria Tibori
 Yeah.
 0:31:53.670 --> 0:31:54.280
 Tim Skov Stoholm Larsen
 Yeah.
 0:31:54.830 --> 0:32:0.660
 Tim Skov Stoholm Larsen
 So I think that kind of toys would fit very
 well with this local walk, yeah.
 0:32:1.90 --> 0:32:1.810
 Teodora Viktoria Tibori
 Yeah.
 0:32:1.930 --> 0:32:2.650
 Teodora Viktoria Tibori
 Yeah, it's good.
 0:32:3.380 --> 0:32:3.770
 Tim Skov Stoholm Larsen
 Thank.
 0:32:4.310 --> 0:32:5.80
 Teodora Viktoria Tibori
 It makes sense.
 0:32:6.610 --> 0:32:7.90
 Teodora Viktoria Tibori
 OK.
 0:32:9.490 --> 0:32:10.310
 Teodora Viktoria Tibori
 Thank you so much.
 0:32:7.970 --> 0:32:10.930
 Tim Skov Stoholm Larsen
 Yep, I would take no more of your time.
 0:32:11.300 --> 0:32:12.360
 Tim Skov Stoholm Larsen
 Thank you, Dori.
 0:32:12.410 --> 0:32:16.80
 Teodora Viktoria Tibori
 No, I am the one taking your time.
 0:32:15.630 --> 0:32:16.380
 Tim Skov Stoholm Larsen
 OK good.
 0:32:16.450 --> 0:32:17.290
 Tim Skov Stoholm Larsen
 I hope it was helpful.
 0:32:16.630 --> 0:32:20.30
 Teodora Viktoria Tibori
 So it was it really was.

0:32:20.780 --> 0:32:21.60
Tim Skov Stoholm Larsen
Good.
0:32:20.600 --> 0:32:27.800
Teodora Viktoria Tibori
Uh, and it was also a nice experience to get to know you, really.
0:32:27.350 --> 0:32:29.400
Tim Skov Stoholm Larsen
It was nice to get to know you.
0:32:29.550 --> 0:32:35.400
Tim Skov Stoholm Larsen
Ohh, I went home and I thought ohh she went home and she thought ohh those two crazy ladies HUH.
0:32:36.970 --> 0:32:37.880
Teodora Viktoria Tibori
No, it was.
0:32:38.110 --> 0:32:39.180
Teodora Viktoria Tibori
It was fun.
0:32:39.630 --> 0:32:40.640
Teodora Viktoria Tibori
It was really fun.
0:32:42.270 --> 0:32:43.170
Teodora Viktoria Tibori
So that is nice.
0:32:39.900 --> 0:32:45.180
Tim Skov Stoholm Larsen
Yeah, but likewise here.
0:32:51.10 --> 0:32:51.190
Teodora Viktoria Tibori
Yeah.
0:32:45.470 --> 0:32:52.920
Tim Skov Stoholm Larsen
So OK, I guess I'll have to get back at the counter at the center to sell some more stuff.
0:32:54.160 --> 0:32:55.110
Teodora Viktoria Tibori
Yes, go ahead.
0:32:55.720 --> 0:32:55.940
Tim Skov Stoholm Larsen
Yep.
0:33:1.100 --> 0:33:1.300
Teodora Viktoria Tibori
Yeah.
0:32:57.310 --> 0:33:9.190
Tim Skov Stoholm Larsen
So no final question I think and we have

the postcard, but I think it's really important to promote these tours in a better way.
0:33:9.200 --> 0:33:12.410
Tim Skov Stoholm Larsen
I know you have your focus as well on that. Yeah.
0:33:12.710 --> 0:33:12.960
Teodora Viktoria Tibori
Yes.
0:33:13.240 --> 0:33:20.670
Tim Skov Stoholm Larsen
So umm, because I think right now it's it's a, it's a little secret even for Copenhageners.
0:33:24.380 --> 0:33:24.480
Teodora Viktoria Tibori
Yes.
0:33:28.190 --> 0:33:28.310
Teodora Viktoria Tibori
Yes.
0:33:20.680 --> 0:33:30.160
Tim Skov Stoholm Larsen
I asked my friends and I didn't know anything about it, so I will do my best to promote it in my circles in my network, yeah.
0:33:30.860 --> 0:33:31.770
Teodora Viktoria Tibori
Definitely.
0:33:38.70 --> 0:33:39.830
Tim Skov Stoholm Larsen
Yeah, yeah, yeah.
0:33:41.130 --> 0:33:42.40
Tim Skov Stoholm Larsen
To know about it.
0:33:32.100 --> 0:33:44.850
Teodora Viktoria Tibori
I also think that that is one thing that uh, that needs to be improved the most to get get it out there, get people to know about it because in the visitors service there are those Flyers.
0:33:44.860 --> 0:33:49.300
Teodora Viktoria Tibori
But like there are thousand other Flyers as well.
0:33:50.450 --> 0:33:52.590
Teodora Viktoria Tibori
So it's it's like.

0:34:0.530 --> 0:34:0.650
 Teodora Viktoria Tibori
 Yes.
 0:33:50.300 --> 0:34:4.470
 Tim Skov Stoholm Larsen
 You are right and and you easily you easily
 get confused because you have local
 works, local walk and local walks with the
 guide and they are also called local walks.
 0:34:4.660 --> 0:34:5.430
 Tim Skov Stoholm Larsen
 So it's a bit confusing.
 0:34:6.470 --> 0:34:6.690
 Teodora Viktoria Tibori
 Yeah.
 0:34:16.310 --> 0:34:17.690
 Teodora Viktoria Tibori
 Yeah, definitely.
 0:34:6.990 --> 0:34:17.750
 Tim Skov Stoholm Larsen
 So actually, so this has to be it has to
 specifically mark out that they are self
 guided and and free you know and without
 a guide.
 0:34:22.830 --> 0:34:23.50
 Teodora Viktoria Tibori
 Yeah.
 0:34:18.680 --> 0:34:23.220
 Tim Skov Stoholm Larsen
 So I think people easily confuse those two.
 Umm.
 0:34:29.70 --> 0:34:29.270
 Tim Skov Stoholm Larsen
 Yeah.
 0:34:37.90 --> 0:34:37.250
 Tim Skov Stoholm Larsen
 Yeah.
 0:34:41.220 --> 0:34:43.270
 Tim Skov Stoholm Larsen
 Umm yeah.
 0:34:24.280 --> 0:34:45.350
 Teodora Viktoria Tibori
 And also a bit more online presence
 because I've been trying to find something
 about it online and there is only those two
 sentences in both the Copenhagen website,
 the wonderful Copenhagen website and the
 visitor Service's website.

0:34:45.190 --> 0:34:45.350
 Tim Skov Stoholm Larsen
 Yeah.
 0:34:51.410 --> 0:34:51.660
 Tim Skov Stoholm Larsen
 Umm.
 0:34:52.550 --> 0:34:56.170
 Tim Skov Stoholm Larsen
 Yeah, yeah, yeah.
 0:34:45.360 --> 0:34:58.720
 Teodora Viktoria Tibori
 And then like those two sentences like go
 experience Copenhagen from an authentic
 perspective with the local walks, story hunt
 period and that's it.
 0:34:57.200 --> 0:34:59.500
 Tim Skov Stoholm Larsen
 Yep. True.
 0:34:59.700 --> 0:35:0.320
 Tim Skov Stoholm Larsen
 True. Yeah.
 0:34:59.230 --> 0:35:0.960
 Teodora Viktoria Tibori
 So there is nothing about.
 0:35:1.70 --> 0:35:3.880
 Teodora Viktoria Tibori
 There is nothing on wherever.
 0:35:5.850 --> 0:35:6.90
 Tim Skov Stoholm Larsen
 No.
 0:35:3.890 --> 0:35:6.160
 Teodora Viktoria Tibori
 I couldn't find anything on Google.
 0:35:12.190 --> 0:35:13.650
 Tim Skov Stoholm Larsen
 No, no.
 0:35:6.310 --> 0:35:15.420
 Teodora Viktoria Tibori
 I couldn't find anything on the different
 reviewing sites like TripAdvisor and stuff,
 so it's not there.
 0:35:13.940 --> 0:35:21.230
 Tim Skov Stoholm Larsen
 If you cook, if you Google it, if you
 Google it, you get you get reference to a
 guided tours. Yeah.
 0:35:21.670 --> 0:35:22.850
 Teodora Viktoria Tibori
 Yeah, yeah.

0:35:22.560 --> 0:35:25.770
Tim Skov Stoholm Larsen
So, so yeah, true.
0:35:30.980 --> 0:35:31.240
Tim Skov Stoholm Larsen
It.
0:35:25.180 --> 0:35:33.820
Teodora Viktoria Tibori
So it needs to be more out there because
people look online for what they they
should do in Copenhagen.
0:35:34.290 --> 0:35:34.720
Tim Skov Stoholm Larsen
True.
0:35:34.40 --> 0:35:35.260
Teodora Viktoria Tibori
So yeah.
0:35:35.110 --> 0:35:37.550
Tim Skov Stoholm Larsen
True that. Yeah.
0:35:39.790 --> 0:35:40.50
Teodora Viktoria Tibori
OK.
0:35:39.390 --> 0:35:40.80
Tim Skov Stoholm Larsen
That's it.
0:35:40.150 --> 0:35:41.500
Tim Skov Stoholm Larsen
I'm not gonna say anymore.
0:35:44.150 --> 0:35:44.750
Teodora Viktoria Tibori
OK.
0:35:46.370 --> 0:35:47.110
Teodora Viktoria Tibori
Thank you.
0:35:44.140 --> 0:35:48.70
Tim Skov Stoholm Larsen
So thank you very much for pleasant trip.
Yep.
0:35:48.0 --> 0:35:51.860
Teodora Viktoria Tibori
Thank you and have fun with selling
everything.
0:35:52.10 --> 0:35:56.190
Tim Skov Stoholm Larsen
I think my best I'll see you next time here
in center.
0:35:56.200 --> 0:35:57.380
Teodora Viktoria Tibori
Yes, yes.

0:35:57.330 --> 0:35:57.570
Tim Skov Stoholm Larsen
Yeah.
0:35:58.820 --> 0:35:59.270
Tim Skov Stoholm Larsen
OK.
0:35:59.980 --> 0:36:0.280
Tim Skov Stoholm Larsen
Bye bye.
0:36:1.310 --> 0:36:1.880
Teodora Viktoria Tibori
Bye.
0:36:2.190 --> 0:36:4.650
Teodora Viktoria Tibori
You have a nice day. Bye.
0:36:3.100 --> 0:36:4.920
Tim Skov Stoholm Larsen
Yeah, you too. Bye.

Interview #10 (4 participants) – 27.04.2024

0:1:3.983 --> 0:1:5.323
Teodora Viktoria Tibori
So welcome everyone.
0:1:5.623 --> 0:1:14.243
Teodora Viktoria Tibori
Thank you so much for participating in this
interview and also for taking the time to go
on the tour with me.
0:1:15.833 --> 0:1:21.223
Teodora Viktoria Tibori
First, can you tell me a little bit about
yourselves, where you are from?
0:1:21.233 --> 0:1:23.243
Teodora Viktoria Tibori
But are you doing in Copenhagen?
0:1:23.253 --> 0:1:27.353
Teodora Viktoria Tibori
How well do you know the city and just
your background a little bit?
0:1:31.543 --> 0:1:31.863
Dóri
OK.
0:1:31.873 --> 0:1:33.353
Dóri
Then I guess I'll start.
0:1:33.923 --> 0:1:40.333
Dóri

So hi, my name is Dori and I've been living in Copenhagen for almost a year now.

0:1:40.543 --> 0:1:51.393

Dóri

I came here for work and I'm working at an IT company as an account receivable specialist and I don't.

0:1:51.403 --> 0:2:4.203

Dóri

I wouldn't say that I know much about the city yet, so this was a great tour, for instance, to just check some places I haven't seen, but there's a lot more to explore.

0:2:5.563 --> 0:2:5.823

Teodora Viktoria Tibori

Mm-hmm.

0:2:10.403 --> 0:2:13.763

Mate

Yes, I can go next, then yes, I'm from Hungary, of course.

0:2:15.913 --> 0:2:16.103

Mate

Yeah.

0:2:16.333 --> 0:2:16.943

Mate

What else?

0:2:16.953 --> 0:2:18.843

Mate

Well, I gave here to study to Denmark.

0:2:18.853 --> 0:2:25.23

Mate

And then of course, I live in Copenhagen for like 2 years now, and working also in SAS IT.

0:2:25.33 --> 0:2:27.963

Mate

Company uh, it sales. Generally.

0:2:27.973 --> 0:2:36.83

Mate

I would say that I kind of know the city well, but I mean there architecture and some places, but history wise not really and not at.

0:2:36.93 --> 0:2:44.463

Mate

All so for me, I think the tour was also kind of educational to learn a bit more about the the city and of course get to see more places that I haven't before.

0:2:47.43 --> 0:2:47.513

Szalai Peter

OK.

0:2:47.413 --> 0:2:47.663

Teodora Viktoria Tibori

Umm.

0:2:47.523 --> 0:2:48.873

Szalai Peter

Hi, my name is Peter.

0:2:48.933 --> 0:2:49.913

Szalai Peter

I'm from Hungary.

0:2:50.203 --> 0:2:52.453

Szalai Peter

I'm working here in the industrial zone.

0:2:53.103 --> 0:2:58.803

Szalai Peter

I didn't know the situation, so the tour was really good for me and yeah, that's it.

0:3:0.483 --> 0:3:0.703

Teodora Viktoria Tibori

Umm.

0:3:0.713 --> 0:3:3.823

Lilla

Hi my name is Lila and I'm also from Hungary.

0:3:5.993 --> 0:3:12.653

Lilla

And I'm here for work and I don't know the city so well.

0:3:12.663 --> 0:3:15.963

Lilla

So it was a great experience for me.

0:3:17.323 --> 0:3:17.563

Teodora Viktoria Tibori

Mm-hmm.

0:3:18.443 --> 0:3:19.93

Teodora Viktoria Tibori

OK.

0:3:19.303 --> 0:3:20.93

Teodora Viktoria Tibori

Thank you.

0:3:20.263 --> 0:3:26.713

Teodora Viktoria Tibori

And then can you tell me a little bit about your general experience with the Copenhagen local walks?

0:3:26.723 --> 0:3:33.613

Teodora Viktoria Tibori

So without the specifics, just what was

your impression about the whole concept of the walks?

0:3:33.823 --> 0:3:37.793

Teodora Viktoria Tibori

If you would have to describe it in one sentence, let's say, what would you say?

0:3:41.973 --> 0:3:43.203

Mate

I think I can start with that.

0:3:43.213 --> 0:3:55.993

Mate

So just it I should described in one sentence, I will say that I was sceptical about it and it wasn't really eager to try it, but it turned out to be a quite positive experience better than expected.

0:3:57.623 --> 0:3:57.853

Teodora Viktoria Tibori

Mm-hmm.

0:3:59.393 --> 0:4:1.963

Lilla

Yes, it was an interesting activity.

0:4:3.303 --> 0:4:14.683

Lilla

Uh, because I never had a sightseeing in Copenhagen and now next to the beautiful views I had opportunity to learn new informations.

0:4:15.833 --> 0:4:16.143

Teodora Viktoria Tibori

Umm.

0:4:18.53 --> 0:4:18.903

Dóri

Yeah, I think so too.

0:4:18.913 --> 0:4:29.123

Dóri

So it was great to see the places and and be able to read some interesting stuff or or hear some some interesting stuff about it.

0:4:29.133 --> 0:4:31.133

Dóri

So it was a nice experience.

0:4:32.783 --> 0:4:33.13

Teodora Viktoria Tibori

Mm-hmm.

0:4:33.53 --> 0:4:35.83

Szalai Peter

The overall I like the tour.

0:4:35.133 --> 0:4:43.893

Szalai Peter

We want too many places where I have never been before and it is possible that the local people don't even know about these beautiful places.

0:4:45.203 --> 0:4:45.523

Teodora Viktoria Tibori

Mm-hmm.

0:4:46.483 --> 0:4:47.103

Teodora Viktoria Tibori

That is true.

0:4:48.973 --> 0:4:49.663

Teodora Viktoria Tibori

OK.

0:4:49.743 --> 0:4:58.573

Teodora Viktoria Tibori

And what motivated you to participate in this tour other than helping your dear friend with the thesis research?

0:4:59.813 --> 0:5:0.33

Lilla

You.

0:5:2.303 --> 0:5:3.23

Teodora Viktoria Tibori

Other than that.

0:5:7.593 --> 0:5:8.83

Teodora Viktoria Tibori

... No one?

0:5:10.543 --> 0:5:12.333

Mate

Well, what motivated me?

0:5:12.743 --> 0:5:20.123

Mate

I guess is just to and trying organized tour in the city because I never really had that.

0:5:20.183 --> 0:5:22.803

Mate

And they never really had organized tools before anywhere.

0:5:23.113 --> 0:5:27.13

Mate

So I guess it was also a bit of a motivating factor to try something like that.

0:5:27.783 --> 0:5:36.763

Mate

Uh, and I was in generally interested in seeing how kind of a digital tour is different than than than classic regular guided tours.

0:5:38.633 --> 0:5:38.973
 Teodora Viktoria Tibori
 OK.
 0:5:38.713 --> 0:5:41.683
 Lilla
 Yes, I think it's an interesting program with friends.
 0:5:43.313 --> 0:5:43.583
 Teodora Viktoria Tibori
 Mm-hmm.
 0:5:43.653 --> 0:5:45.993
 Szalai Peter
 My motivation is the money, of course.
 0:5:46.983 --> 0:5:47.103
 Dóri
 HAHA
 0:5:48.303 --> 0:5:49.223
 Teodora Viktoria Tibori
 Of course.
 0:5:50.463 --> 0:5:52.143
 Szalai Peter
 No, it was a joke.
 0:5:52.183 --> 0:5:57.223
 Szalai Peter
 So I really wanted to get to know the city and it's history better.
 0:5:58.673 --> 0:5:58.883
 Teodora Viktoria Tibori
 Mm-hmm.
 0:5:59.613 --> 0:6:0.163
 Dóri
 Yeah.
 0:6:0.173 --> 0:6:14.143
 Dóri
 And I think it was great to like have a kind of guided tour without a guide and we were able to like dictate our, our, our tempo and our our time on how much we wanna spend on each places.
 0:6:14.153 --> 0:6:15.733
 Dóri
 So yeah, it was good.
 0:6:17.413 --> 0:6:23.273
 Teodora Viktoria Tibori
 Umm, OK uh, then Mate already started this topic a little bit.
 0:6:23.943 --> 0:6:30.153
 Teodora Viktoria Tibori
 Do you have experience with the

traditional guided tours and by traditional guided tour here
 0:6:30.163 --> 0:6:41.323
 Teodora Viktoria Tibori
 I mean, when you go with the group and then you have a person who is guiding you is telling you all about the the specific places in the city and showing you around.
 0:6:41.333 --> 0:6:42.653
 Teodora Viktoria Tibori
 Do you have experience with that?
 0:6:44.533 --> 0:6:46.3
 Dóri
 Personally, I don't.
 0:6:48.23 --> 0:6:48.313
 Teodora Viktoria Tibori
 Mm-hmm.
 0:6:50.423 --> 0:6:51.43
 Lilla
 I have a few.
 0:6:53.613 --> 0:6:54.563
 Teodora Viktoria Tibori
 OK, Peti?
 0:6:55.793 --> 0:6:59.173
 Szalai Peter
 I don't have too much experience with traditional guided tours.
 0:7:0.273 --> 0:7:0.573
 Teodora Viktoria Tibori
 OK.
 0:7:0.643 --> 0:7:1.873
 Mate
 Yeah, same for me.
 0:7:1.883 --> 0:7:2.863
 Mate
 It's said before.
 0:7:4.43 --> 0:7:18.683
 Teodora Viktoria Tibori
 And what about like if we are not talking about city tours, but in a smaller scale, like for example when you go into an attraction and there you have a guide who is showing you around, for example a castle or something like that.
 0:7:19.953 --> 0:7:22.223
 Teodora Viktoria Tibori
 Uh, have you tried that before?
 0:7:24.993 --> 0:7:25.253
 Lilla
 No.

0:7:26.433 --> 0:7:28.773

Dóri

No, I I cannot recall anything like that.

0:7:30.353 --> 0:7:32.673

Teodora Viktoria Tibori

OK, OK, that is fine.

0:7:34.263 --> 0:7:41.323

Teodora Viktoria Tibori

But maybe you have a, uh, a way of thinking about these stores.

0:7:42.103 --> 0:7:52.893

Teodora Viktoria Tibori

Uh, what do you think is the biggest difference between these traditional guided tours and the Copenhagen local walks?

0:7:53.303 --> 0:7:55.613

Teodora Viktoria Tibori

So like a digital concept.

0:7:57.803 --> 0:8:18.233

Dóri

I think for like the normal guided tours, there are strict plans that we have to follow like a strict time and with this one we can we can decide if we wanna skip a place or we wanna take some more time at some other places.

0:8:19.573 --> 0:8:19.783

Teodora Viktoria Tibori

Uh-huh.

0:8:18.243 --> 0:8:20.633

Dóri

So that's the main difference I think.

0:8:23.403 --> 0:8:23.583

Teodora Viktoria Tibori

Yeah.

0:8:23.443 --> 0:8:24.113

Lilla

Yeah.

0:8:24.203 --> 0:8:27.673

Lilla

And you can listen the audio as many times as you want.

0:8:28.773 --> 0:8:34.423

Lilla

So if there anything is not totally clear for you at first, you have more chance.

0:8:35.533 --> 0:8:35.763

Teodora Viktoria Tibori

Mm-hmm.

0:8:36.573 --> 0:8:37.293

Lilla

It's a nice thing.

0:8:39.343 --> 0:8:39.783

Teodora Viktoria Tibori

It is.

0:8:40.803 --> 0:8:48.113

Szalai Peter

Yeah, I could go and walk the route according to my own needs and my own pace.

0:8:49.473 --> 0:8:55.273

Teodora Viktoria Tibori

Umm do you mean like maybe skipping some places that you are not really interested about?

0:8:54.663 --> 0:8:55.703

Szalai Peter

Yeah, yeah.

0:8:56.313 --> 0:8:57.553

Teodora Viktoria Tibori

OK, OK.

0:9:1.303 --> 0:9:1.713

Mate

Yes.

0:9:1.793 --> 0:9:3.283

Mate

I would also say flexibility.

0:9:3.293 --> 0:9:8.693

Mate

Probably the biggest difference for me as well as I could imagine and and maybe.

0:9:11.443 --> 0:9:21.353

Mate

Yeah, I mean the the lack of, like human, the possibility of four human feedback because what I let's say would miss from a guided to like this with local tours

0:9:21.363 --> 0:9:36.693

Mate

Copenhagen is, if I have questions that I won't like to ask, I have no possibility for that, and compared to versus with the traditional guided tour with the knowledgeable person who can actually answer questions that could make it more tailored and the experience.

0:9:36.703 --> 0:9:42.913

Mate

So I would say that in that case, traditional

guided to is maybe more well for some people could be more tailored experience.
0:9:43.773 --> 0:9:44.73
Teodora Viktoria Tibori
Mm-hmm.
0:9:46.983 --> 0:9:47.773
Teodora Viktoria Tibori
OK.
0:9:48.63 --> 0:9:51.233
Teodora Viktoria Tibori
And then I just have a quick question regarding this.
0:9:51.383 --> 0:10:1.33
Teodora Viktoria Tibori
Would you like to have the option to ask questions while you are on the on a digital guided tour?
0:10:1.43 --> 0:10:11.693
Teodora Viktoria Tibori
So for example, there could be an option to send in some questions and then those questions would be answered to you within the next two weeks.
0:10:17.293 --> 0:10:17.433
Mate
Yes.
0:10:11.703 --> 0:10:19.653
Teodora Viktoria Tibori
Let's say from someone at the Copenhagen visitor service, do you think that could be something to improve the app?
0:10:20.723 --> 0:10:20.943
Lilla
Yeah.
0:10:21.3 --> 0:10:22.943
Mate
Yes, I would appreciate something like that, yes.
0:10:23.943 --> 0:10:24.203
Teodora Viktoria Tibori
OK.
0:10:23.923 --> 0:10:29.733
Dóri
I think uh, well, I have a different opinion if I wanna know something, I think I would just Google it.
0:10:30.573 --> 0:10:31.53
Szalai Peter
Yeah, yeah.

0:10:29.743 --> 0:10:32.73
Dóri
So I don't think that's necessary.
0:10:33.763 --> 0:10:35.33
Teodora Viktoria Tibori
Yeah, that is true.
0:10:35.123 --> 0:10:37.813
Teodora Viktoria Tibori
That is really true. Umm.
0:10:36.693 --> 0:10:37.963
Szalai Peter
Google is my friend, you know.
0:10:38.653 --> 0:10:38.863
Dóri
Yeah.
0:10:41.493 --> 0:10:41.793
Teodora Viktoria Tibori
OK.
0:10:43.633 --> 0:10:50.203
Teodora Viktoria Tibori
Uh, OK, then did you can complete the entire tour?
0:10:52.23 --> 0:10:52.263
Dóri
No.
0:10:53.283 --> 0:10:53.523
Mate
No.
0:10:52.883 --> 0:10:53.723
Lilla
No, just the part.
0:10:55.293 --> 0:10:56.43
Teodora Viktoria Tibori
Mm-hmm.
0:10:56.83 --> 0:11:1.633
Teodora Viktoria Tibori
And uh, what made you skip parts of the tour or not complete it at all?
0:11:3.673 --> 0:11:8.333
Szalai Peter
You didn't have too much time, and I actually preferred beer more.
0:11:11.463 --> 0:11:11.813
Lilla
No.
0:11:11.823 --> 0:11:14.923
Lilla
So it was a bit long for one afternoon, I think.

0:11:16.173 --> 0:11:16.473
 Teodora Viktoria Tibori
 Umm.
 0:11:18.723 --> 0:11:18.923
 Mate
 Yeah.
 0:11:17.933 --> 0:11:19.233
 Dóri
 Yeah, we were short on time.
 0:11:20.993 --> 0:11:21.353
 Teodora Viktoria Tibori
 OK.
 0:11:21.413 --> 0:11:23.663
 Mate
 Yes, probably it was a bit of a poor planning.
 0:11:23.673 --> 0:11:25.743
 Mate
 It was, yeah, we were short on time.
 0:11:26.233 --> 0:11:30.63
 Mate
 Probably it was also bit too cold to complete the three four hour walking tour.
 0:11:30.813 --> 0:11:31.133
 Teodora Viktoria Tibori
 Mm-hmm.
 0:11:30.403 --> 0:11:32.693
 Mate
 I would have preferred to to have it actually a bit shorter.
 0:11:34.73 --> 0:11:34.373
 Teodora Viktoria Tibori
 OK.
 0:11:36.943 --> 0:11:37.543
 Teodora Viktoria Tibori
 Uh.
 0:11:38.183 --> 0:11:41.453
 Teodora Viktoria Tibori
 Then I told you about the tour before we went.
 0:11:42.283 --> 0:11:49.803
 Teodora Viktoria Tibori
 What were your expectations towards this experience and where they actually met after going on the tour?
 0:11:52.723 --> 0:11:52.843
 Lilla
 Yes.

0:11:56.213 --> 0:11:57.683
 Dóri
 Yeah, I think so too.
 0:11:57.693 --> 0:12:5.223
 Dóri
 Like I expected to see some hidden places like some not so famous places and also some famous places as well.
 0:12:5.233 --> 0:12:6.453
 Dóri
 And I did.
 0:12:7.483 --> 0:12:7.783
 Teodora Viktoria Tibori
 Mm-hmm.
 0:12:11.603 --> 0:12:21.973
 Mate
 Where we would say it over exceeded expectations because I thought that it was going to be just the biggest like the most well-known buildings and places and just generally sightseeing.
 0:12:22.363 --> 0:12:23.413
 Mate
 Yeah, places.
 0:12:24.63 --> 0:12:25.433
 Mate
 And what is that?
 0:12:25.443 --> 0:12:28.773
 Mate
 It showed us, or at least showed me places that I I didn't really know.
 0:12:28.783 --> 0:12:31.293
 Mate
 They exist, so it was something very new.
 0:12:31.403 --> 0:12:36.973
 Mate
 So for me it was also it's the app itself was more engaging than I thought it would be.
 0:12:36.983 --> 0:12:39.503
 Mate
 So for me it was a better than expected.
 0:12:40.753 --> 0:12:46.743
 Teodora Viktoria Tibori
 Umm, OK then a little bit on the technical side.
 0:12:48.863 --> 0:12:55.143
 Teodora Viktoria Tibori
 Do you think that the digital elements like the pictures, the videos, the?

0:12:56.383 --> 0:13:3.753
 Teodora Viktoria Tibori
 Interactivity of the whole application
 enriched your exploration of the city center
 of Copenhagen
 0:13:3.763 --> 0:13:6.333
 Teodora Viktoria Tibori
 Or it didn't really add too much?
 0:13:15.143 --> 0:13:26.513
 Mate
 For me personally, I think it was nice,
 especially the, let's say, a couple of pictures
 related to like what historical pictures, how
 the place used to look like versus how it
 looks today.
 0:13:29.903 --> 0:13:30.123
 Teodora Viktoria Tibori
 Mm-hmm.
 0:13:26.823 --> 0:13:30.493
 Mate
 So I think it was pretty interesting to see,
 for example.
 0:13:30.503 --> 0:13:45.313
 Mate
 So I think yes, for historical comparison
 purposes and the education, it was really,
 really nice and it made it a bit more
 engaging again to actually listen and kind
 of imagine how the place was while also
 having something to help you visualize it.
 0:13:45.483 --> 0:13:47.113
 Teodora Viktoria Tibori
 Uh-huh. OK.
 0:13:47.143 --> 0:13:53.673
 Szalai Peter
 Yeah, it will be very able to see all the
 pictures and we could imagine the past
 little better.
 0:13:53.723 --> 0:13:54.343
 Szalai Peter
 So yeah.
 0:13:56.573 --> 0:13:56.833
 Teodora Viktoria Tibori
 OK.
 0:13:56.863 --> 0:13:57.883
 Dóri
 Yeah, I agree.
 0:13:58.993 --> 0:13:59.733
 Lilla
 Yes, me too.

0:14:1.743 --> 0:14:2.83
 Teodora Viktoria Tibori
 OK.
 0:14:4.313 --> 0:14:6.483
 Teodora Viktoria Tibori
 Now a little bit about the Story.
 0:14:6.493 --> 0:14:15.63
 Teodora Viktoria Tibori
 Hunt app itself, did you encounter any
 challenges while using the app on the tour
 and it could be like anything small, big
 scale?
 0:14:26.323 --> 0:14:26.533
 Teodora Viktoria Tibori
 Uh-huh.
 0:14:34.813 --> 0:14:34.953
 Teodora Viktoria Tibori
 Uh.
 0:14:17.543 --> 0:14:36.753
 Dóri
 Well, uh, I think that the questions that
 were umm as in each places were not
 necessarily related to the the things that we
 we heard or we we read on the app or at
 least that was my impression.
 0:14:38.773 --> 0:14:39.33
 Teodora Viktoria Tibori
 Mm-hmm.
 0:14:41.913 --> 0:14:44.443
 Mate
 Yes, my mine too because it was called the
 quiz.
 0:14:44.453 --> 0:14:50.483
 Mate
 So obviously the purpose of the quiz is to
 test the knowledge based on what you have
 heard or read previously.
 0:14:50.493 --> 0:14:50.913
 Mate
 Right?
 0:14:51.473 --> 0:14:57.403
 Mate
 But it was a completely unrelated question,
 and for a text so it could have been called
 differently.
 0:15:4.983 --> 0:15:5.283
 Teodora Viktoria Tibori
 Mm-hmm.
 0:14:57.733 --> 0:15:7.3
 Mate

For example, fun fact or whatever, or if it's a quiz that it should be related to the text that was one thing that was actually a bit bothering.

0:15:7.273 --> 0:15:17.623

Mate

Other than that, I would say like small glitches with the app, but that's, I would say I would guess that it's and common with every other app, so probably it's not much to do about.

0:15:22.763 --> 0:15:23.123

Teodora Viktoria Tibori

OK.

0:15:26.23 --> 0:15:27.513

Szalai Peter

I didn't do the quiz, so I don't know.

0:15:29.213 --> 0:15:32.523

Teodora Viktoria Tibori

But not just with the quiz, but like the whole app.

0:15:32.623 --> 0:15:38.233

Teodora Viktoria Tibori

And like user experience, uh, whatever you can think of.

0:15:39.343 --> 0:15:42.293

Szalai Peter

Umm, everything was good and wonderful.

0:15:43.973 --> 0:15:44.463

Teodora Viktoria Tibori

OK.

0:15:44.933 --> 0:15:45.913

Teodora Viktoria Tibori

You're a good customer.

0:15:46.923 --> 0:15:47.993

Szalai Peter

Yeah, haha.

0:15:49.233 --> 0:15:51.513

Lilla

I didn't have a problem, no.

0:15:51.963 --> 0:15:52.213

Teodora Viktoria Tibori

OK.

0:15:54.893 --> 0:15:55.603

Teodora Viktoria Tibori

All right.

0:15:55.703 --> 0:16:0.663

Teodora Viktoria Tibori

Uh, what parts of the tour did you enjoy the most?

0:16:1.573 --> 0:16:3.593

Teodora Viktoria Tibori

If you would have to share your favorite

0:16:4.303 --> 0:16:9.823

Teodora Viktoria Tibori

A spot or a favorite moment?

0:16:9.913 --> 0:16:14.743

Teodora Viktoria Tibori

Or just anything related to the walks.

0:16:14.753 --> 0:16:18.533

Teodora Viktoria Tibori

What was your best favorite thing?

0:16:23.43 --> 0:16:33.893

Dóri

I don't remember the name of that palace that, but we went to a palace and it had a beautiful garden and a kind of a leak or fountain or something.

0:16:33.903 --> 0:16:38.653

Dóri

And I think it was really nice and I've never been there and it was in a hidden place.

0:16:39.503 --> 0:16:39.783

Teodora Viktoria Tibori

Umm.

0:16:38.943 --> 0:16:45.173

Dóri

So I have never went there if it wasn't for this application, I think.

0:16:46.103 --> 0:16:46.693

Teodora Viktoria Tibori

Umm.

0:16:46.993 --> 0:16:47.173

Lilla

Yeah.

0:16:47.143 --> 0:16:48.193

Teodora Viktoria Tibori

Is it the?

0:16:48.543 --> 0:16:51.793

Teodora Viktoria Tibori

Sorry, is it the a library garden?

0:16:52.343 --> 0:16:52.923

Dóri

Yes, yes.

0:16:53.153 --> 0:16:53.293

Szalai Peter

Yeah.

0:16:52.553 --> 0:16:54.373
 Teodora Viktoria Tibori
 Just right next to the, OK.
 0:16:54.973 --> 0:16:55.113
 Dóri
 Yeah.
 0:16:56.573 --> 0:16:57.463
 Teodora Viktoria Tibori
 Yes, Lilla.
 0:16:58.683 --> 0:16:59.53
 Lilla
 Yeah.
 0:16:59.103 --> 0:17:1.83
 Lilla
 I just said that because my favorite too.
 0:17:2.833 --> 0:17:3.193
 Teodora Viktoria Tibori
 OK.
 0:17:5.703 --> 0:17:6.663
 Szalai Peter
 Everything was wonderful.
 0:17:8.403 --> 0:17:8.653
 Mate
 OK.
 0:17:8.833 --> 0:17:9.203
 Teodora Viktoria Tibori
 OK.
 0:17:11.73 --> 0:17:23.643
 Mate
 For me as well, the library garden was the nicest and also I also like the pistol Street especially the fact that it gave a little bit of a background that it was a slam and it showed some pictures how bad it looked.
 0:17:23.973 --> 0:17:32.663
 Mate
 But then versus how it looks today and it's of course close to the business center or like generally in the center of Copenhagen, one of the nicest places.
 0:17:32.673 --> 0:17:38.873
 Mate
 So I think it was very interesting place to compare, let's say from a city development perspective.
 0:17:38.883 --> 0:17:39.533
 Mate
 I liked that a lot.

0:17:40.553 --> 0:17:42.623
 Teodora Viktoria Tibori
 OK, that is nice.
 0:17:43.943 --> 0:17:51.233
 Teodora Viktoria Tibori
 Alright then I have one question regarding the purpose of this whole concept.
 0:17:51.663 --> 0:17:58.83
 Teodora Viktoria Tibori
 So it would be to show Copenhagen from a more authentic perspective.
 0:17:58.833 --> 0:18:7.503
 Teodora Viktoria Tibori
 Uh to show a bit more of Copenhagen than just Nyhavn and The Little Mermaid and stuff like that.
 0:18:8.363 --> 0:18:26.123
 Teodora Viktoria Tibori
 Uh, So what do you think of a tour like a digital tour that is free like this as a tool to encourage more deep exploration of cities, not just necessarily Copenhagen, but in general?
 0:18:28.553 --> 0:18:30.153
 Dóri
 Yeah, I think it would be a great idea.
 0:18:32.563 --> 0:18:32.763
 Teodora Viktoria Tibori
 Umm.
 0:18:37.953 --> 0:18:38.313
 Mate
 Yeah.
 0:18:38.323 --> 0:18:40.483
 Mate
 I also think it could be a good idea.
 0:18:41.433 --> 0:18:49.383
 Mate
 Yeah, but somehow I think it also needs to, like somehow involve the famous places for tourists, right?
 0:18:49.393 --> 0:18:54.833
 Mate
 If there's, let's say, spend all your week or two in a city, then of course the most famous famous things they want to see.
 0:18:55.193 --> 0:19:2.523
 Mate
 So maybe if you focus on the small things and showcase places where there are basically you could like hidden gems.

0:19:3.293 --> 0:19:3.493
 Teodora Viktoria Tibori
 Mm-hmm.
 0:19:3.253 --> 0:19:21.743
 Mate
 I think it could be more targeted towards, let's say expects or or people who just recently moved to the city have seen the the the most famous places and would like to explore the city more, understand the culture better rather than visit rather than target tourists who, let's say owning, spend a couple of days in the city.
 0:19:22.993 --> 0:19:23.203
 Teodora Viktoria Tibori
 Mm-hmm.
 0:19:23.443 --> 0:19:25.293
 Mate
 So I think it's a different target audience.
 0:19:26.443 --> 0:19:27.73
 Mate
 Uh, yeah.
 0:19:26.683 --> 0:19:27.83
 Teodora Viktoria Tibori
 OK.
 0:19:31.643 --> 0:19:32.713
 Teodora Viktoria Tibori
 Any other comments?
 0:19:35.453 --> 0:19:36.543
 Szalai Peter
 Umm, not really.
 0:19:38.33 --> 0:19:38.373
 Teodora Viktoria Tibori
 OK.
 0:19:41.723 --> 0:19:46.903
 Teodora Viktoria Tibori
 OK, then what else? Uh.
 0:19:49.373 --> 0:19:56.733
 Teodora Viktoria Tibori
 Is there any areas where you think this concept could be improved?
 0:19:57.523 --> 0:20:3.903
 Teodora Viktoria Tibori
 Like any ideas that you might have other than the ones that we have already talked about?
 0:20:6.593 --> 0:20:6.993
 Szalai Peter
 Umm.

0:20:7.813 --> 0:20:11.233
 Szalai Peter
 In my opinion, everything was perfect, so not really.
 0:20:12.543 --> 0:20:12.843
 Teodora Viktoria Tibori
 OK.
 0:20:16.53 --> 0:20:19.123
 Dóri
 Yeah, I can't think of anything right now.
 0:20:20.333 --> 0:20:20.563
 Mate
 Yeah.
 0:20:20.753 --> 0:20:21.53
 Teodora Viktoria Tibori
 OK.
 0:20:22.23 --> 0:20:31.213
 Mate
 Yeah, maybe I don't know how like possibilities to do it from a from an app development purpose, but maybe it would be.
 0:20:31.663 --> 0:20:38.33
 Mate
 It would be nice to have the possibility to start the tour from different places rather than start it from 1 central given place.
 0:20:38.483 --> 0:20:50.713
 Mate
 So you could just go somewhere and get started there and just go uh, that way or I don't know if it's possible, but that that would be nice or maybe it could also be good if you could give a that's a specific time frame.
 0:20:50.773 --> 0:20:51.153
 Mate
 That OK.
 0:20:51.163 --> 0:20:53.883
 Mate
 Now I have one hour, 1 1/2 hour to spend on this.
 0:20:54.333 --> 0:20:56.333
 Mate
 I would like to see some places in this area.
 0:20:56.343 --> 0:21:6.653
 Mate
 Then it would like loads or like give you kind of, yeah, put together a quick tour

based on based on this requirement of of
yours so that that would be nice I think.
0:21:11.763 --> 0:21:12.193
Teodora Viktoria Tibori
OK.
0:21:6.723 --> 0:21:13.373
Mate
So you could tailor, tailor your time and
location a bit better for what you want to
see.
0:21:12.203 --> 0:21:14.203
Teodora Viktoria Tibori
So like more personalization.
0:21:15.33 --> 0:21:16.283
Mate
Yeah, a couple of yeah.
0:21:16.293 --> 0:21:18.13
Mate
Features for more personalization, yes.
0:21:19.93 --> 0:21:20.153
Teodora Viktoria Tibori
OK, OK.
0:21:21.653 --> 0:21:30.63
Teodora Viktoria Tibori
Uh, would you recommend a Copenhagen
local walks to other people, both tourists
and local people in the city?
0:21:31.463 --> 0:21:31.763
Szalai Peter
Yeah. So.
0:21:31.373 --> 0:21:32.643
Dóri
Yes, definitely.
0:21:32.813 --> 0:21:33.433
Dóri
Ohh sorry yeah.
0:21:36.443 --> 0:21:36.753
Szalai Peter
Yeah.
0:21:36.763 --> 0:21:37.883
Szalai Peter
Yes, of course. Sorry.
0:21:39.293 --> 0:21:39.553
Teodora Viktoria Tibori
OK.
0:21:42.883 --> 0:21:43.313
Teodora Viktoria Tibori
Uh.

0:21:42.823 --> 0:21:44.963
Mate
Yes, I would definitely.
0:21:47.263 --> 0:21:47.583
Teodora Viktoria Tibori
OK.
0:21:49.303 --> 0:21:56.513
Teodora Viktoria Tibori
Do you plan on go to check out the other
neighborhoods that are included in this
tour?
0:21:56.763 --> 0:22:4.873
Teodora Viktoria Tibori
So either Nørrebro or Amager or Vesterbro
do you plan on doing that?
0:22:5.993 --> 0:22:7.23
Lilla
Maybe some areas?
0:22:10.483 --> 0:22:11.233
Dóri
Yeah, I can.
0:22:11.323 --> 0:22:14.743
Dóri
I I think I will try it later this year.
0:22:16.613 --> 0:22:18.883
Mate
Yeah, I also see myself giving it a try.
0:22:19.213 --> 0:22:22.433
Mate
To try out like Nørrebro or Vesterbro one
of them or maybe both of them.
0:22:22.443 --> 0:22:26.563
Mate
Mostly when the weather gets a bit better
for longer and walks, yes.
0:22:26.993 --> 0:22:27.193
Teodora Viktoria Tibori
Mm-hmm.
0:22:28.443 --> 0:22:29.773
Szalai Peter
Yes, maybe in the summer.
0:22:30.113 --> 0:22:30.303
Szalai Peter
Yeah.
0:22:31.383 --> 0:22:31.783
Teodora Viktoria Tibori
OK.
0:22:33.423 --> 0:22:37.323
Teodora Viktoria Tibori
OK then from my side, that was it.

0:22:38.83 --> 0:22:40.713
 Teodora Viktoria Tibori
 Uh, I just have one last question.
 0:22:40.763 --> 0:22:46.803
 Teodora Viktoria Tibori
 Uh, if you have anything else in your mind
 that you would like to share regarding the
 walks.

 0:22:52.223 --> 0:22:53.123
 Teodora Viktoria Tibori
 I'll take that as a no.
 0:22:54.703 --> 0:22:55.903
 Mate
 No, not much really.
 0:22:56.543 --> 0:22:56.853
 Dóri
 Yeah.
 0:22:57.923 --> 0:22:58.413
 Teodora Viktoria Tibori
 OK.
 0:22:58.583 --> 0:23:6.133
 Teodora Viktoria Tibori
 Then thank you once again for your time
 and inputs and and Yep, that was it.
 0:23:7.103 --> 0:23:7.493
 Mate
 Perfect.
 0:23:7.503 --> 0:23:11.373
 Mate
 And just one more thing, actually, I just
 came to my mind to actually share
 something.
 0:23:11.383 --> 0:23:18.333
 Mate

So of course this app I think all of us have
 heard it from, from you because you are
 involved in such a project.
 0:23:18.423 --> 0:23:23.963
 Mate
 What I would point out is that since I live
 in Copenhagen for like 2 years, I have
 never heard of this opportunity.
 0:23:24.463 --> 0:23:31.753
 Mate
 So of course not something that I was
 looking for actively, but I'm not sure how
 marketing works with these kind of tools.
 0:23:32.453 --> 0:23:32.653
 Teodora Viktoria Tibori
 Mm-hmm.
 0:23:32.143 --> 0:23:36.343
 Mate
 But yeah, point is that I have zero
 knowledge about such tool existing.
 0:23:36.973 --> 0:23:46.33
 Mate
 So without of course, someone actually
 telling me about it, I would never have
 found it so that that could be something to
 to improve on, I would say.
 0:23:47.433 --> 0:23:48.213
 Teodora Viktoria Tibori
 Yes, definitely.
 0:23:52.233 --> 0:23:58.263
 Teodora Viktoria Tibori
 OK, then we are done and I'm going to
 stop this.

Appendix nr. 3 – Overview of the coding analysis of the interviews

<https://docs.google.com/spreadsheets/d/1RT0lcF-a87F10amnvcwykLjMsTzmaPtNXyD9TIG7uqM/edit?usp=sharing>

Appendix nr. 4 – Online survey

<https://forms.gle/SGV7kEBwZS4HZRWj6>

Appendix nr. 5 – Online survey responses

https://docs.google.com/spreadsheets/d/1IPkCPrKAp-a0wvohZHpOPLKKTl47uOqhJ_dYsYY7Arc/edit?usp=sharing