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1 Resume

Formålet med denne kandidatafhandling er at udvikle en strukturel model, som klarlægger hvilke faktorer der har indflydelse på en persons beslutningsproces når det kommer til ferie destinationsvalg. Modellen skal kunne bruges af organisationer som VisitDenmark til at præge den danske turist til i højere grad at vælge ferie i Danmark, frem for i udlandet.

Den udarbejdede strukturelle model er baseret på Theory of Planned behaviour modellen, der viser hvordan en persons overbevisninger og holdninger kan føre til handling.

Det teoretiske fundament for udarbejdelsen af modellen er fundet i litteratur fra områder som turisme og forbrugeradfærd samt digitaliseringens indflydelse på disse. Relevante aspekter fra litteraturen er konverteret til latente variable i modellen.

Denne litteratur har ligeledes ført til udarbejdelsen af et kvantitativt spørgeskema, hvorfra der er indsamlet data til den strukturelle model, idet der ud fra hver enkelt latent variabel er udarbejdet en række udsagn som har til formål at belyse det givne aspekt.

Modellen viser, at det mest afgørende for intentionen om at tage på ferie i Danmark er, at den potentielle turist er positivt stemt, altså har en positiv attitude, overfor dette. Et aspekt som en lav pris på en ferie til Danmark kan ligeledes positivt påvirke beslutningen om at vælge Danmark som destination. Samtidig har den normative påvirkning fra personer i turistens netværk (udover positivt at kunne tilføre til intentionen om at tage på ferie i Danmark) en mulighed for at mindske ”risikoen” for at turisten vælger internationale destinationer i stedet. Denne risiko for at vælge internationale alternativer er signifikant for beslutningsprocessen og bl.a. ønsket om sikkerhed for godt vejr er mærkbar blandt de danske turister.

På baggrund af de indsamlede data er respondenterne af spørgeskemaet, vha. en K-means cluster analyse, inddelt i tre segmenter; ”de danske rejsende,” ”de internationale rejsende” og ”tvivlerne”. Tvivlerne står som det mest relevante segment for VisitDenmark at fokusere på, da disse har en positiv attitude mod, samt præference for ferien i Danmark, men dog ofte vælger internationale alternativer, f.eks. charter- eller storbyferier i stedet. Segmentet skal bl.a. nås gennem kommunikation på sociale medier og ved generering af word of mouth.

Denne afhandling viser, at det er muligt at kombinere teori fra forskellige fagområder til at belyse et emne som indenlands turisme og gennem dette udarbejde en model, der står som et redskab for VisitDenmark til kommunikativt at kunne arbejde for at øge indenlands turismen. Dette på trods af, at VisitDenmark på nuværende tidspunkt i størstedelen af sin kommunikation kun henvender sig til et internationalt publikum.

2 Introduction

As human beings, and modern consumers in today's society, we are forced to make a large amount of purchasing decisions every day. Some of these we make consciously, based upon what we consider a sound, reasonable and informed ground, and some we make subconsciously without thinking further about it.

We are forced to make these decisions and choose some products, services, and brands while discarding others, because an enormous amount of alternatives exists. The choices we make are of course 100 % up to us, however, they are influenced by an innumerable amount of factors, some of which we control, and others we don't¹.

A large, and to many important decision is the choice of how to spend vacation-time. This decision is important because vacation-time by many is considered the nicest time of the year (Toader, Brad, Sambotin, Hurmuzache, & Martin, 2014).

Like any other purchasing decision, a large variety of aspects influence the choice we make in regards to where and how to spend our vacation. Those aspects can be everything from our own previous experiences, inputs from people in our networks or on social media, online reviews, advertisements and much more (Sparks & Pan, 2009).

As Toader et. al define it, (Toader, Brad, Sambotin, Hurmuzache, & Martin, 2014) choosing the vacation destination is a dynamic, rational process where, based on proper information, we choose an action plan from a certain number of alternatives in order to obtain the specific result or goal, we have with our vacation. This might be relaxation, discovering new places etc.

When making this decision of how to pass vacation time, one of the first things that are to be determined is whether to travel abroad or go on a domestic vacation.

In this thesis, some main influential aspects will be analysed to clarify whether or not they have an impact on Danes' destination choice when going on vacation. These are (1) the impact of social media, (2) the transportation cost of going on vacation, (3) the convenience of a domestic vacation and (4) the importance of being able to pass an eco-friendly vacation in Denmark. Furthermore, it is (5) analysed which main competitive influencers might prevent Danes from going on a domestic vacation. These analysed aspects are chosen on basis of recognized literature in the tourism field, which create the foundation for the elaborated model, will be discussed in section 3.6.

¹ The theoretical scientific approach in this thesis is, as discussed in section 5, critical rationalism, which was mainly developed by Karl Raimund Popper. Popper's view on human decision-making and the free will, will be elaborated in section 5.

2.1 Purpose

The overall purpose of this thesis is to develop a model that clarifies the main influencers affecting Danes' decision-making process in regards to tourism destination-choice.

On basis of that, the aim is to clarify how VisitDenmark can attract Danish tourists and influence them to pass their vacation in Denmark rather than travelling internationally. The model should be seen as a tool for VisitDenmark and potentially other organisations or companies in the Danish tourism industry, to determine which communicative initiatives could have a positive effect on attracting Danish tourists.

The literature on domestic tourism in Denmark is limited, which means, that this thesis also has the purpose of creating a foundation for further research on the subject.

2.2 Relevance

One of the most central objectives in economic politics is generating economic growth (Nissan, Galindo, & Méndez, 2011). Research has shown, that tourism to a large extend has a positive influence on economic growth and entrepreneurship in a country (Nissan, Galindo, & Méndez, 2011). Furthermore, in an international view, tourism exports have become an important sector in many countries as a growing source of foreign exchange-earnings. In addition to that, tourism helps alleviate the balance of payment problems within a country; it creates employment and contributes significantly to the increase of income, savings, investment and economic growth (Seddighi & Theocharous, 2002).

When more specifically considering a Danish context, the benefits of tourism are likewise evident. The Danish tourism industry is in growth and of high importance to the economy (Erhvervs- og Vækstministeriet, 2015). With an annual turnover of around 82 billion DKK, the tourism industry accounts for approximately 4,4 % of Denmark's total GDP². The industry provides the full-time employment of 120.000 people in Denmark, and apart from that creates a large amount of part time- and seasonal positions (Erhvervs- og Vækstministeriet, 2015).

As Jie Zhang et. al. (Zhang, Madsen, & Jensen-Butler, 2007) points out, tourism generates large revenue streams in Denmark and is of high importance, not only to the national economy, but also to the regional areas of Denmark. In Denmark, the absolute generated economic impact of tourism is considerably larger in urban regions, mainly because these receive a much larger amount of tourists than rural areas (Zhang, Madsen, & Jensen-Butler, 2007). In spite of that however, seen in relative terms, tourism is more important in the rural

² Denmark's total GDP in 2014 was (according to Danmarks Statistik) approximately 1886 billion DKK
 $82/1886 \cdot 100 = 4,4 \%$

regional economies than in the urban economies. This is because at the times when a lot of tourists visit rural areas of Denmark a large increase of revenue for local companies is created (Zhang, Madsen, & Jensen-Butler, 2007).

To a country or area, the most visible benefit of tourism is increased employment within hotels, restaurants etc., a less visible benefit is increased earnings and employment in supporting industries that indirectly have a connection to tourism (Kotler, 2002). A third benefit of tourism is created with the *multiplier effect*, which means that the money spent by tourists in an area can be “recycled” and create growth in non-tourism related areas of the society (ibid).

With these economic considerations in mind, it is hard to neglect the importance of tourism to a national economy. Although the importance of attracting international tourists is obvious due to the mentioned generation of foreign exchange, it simultaneously makes sense to work for attracting a large amount of Danes. This should be done in order to maintain some of the money spent by Danish tourists within the country. In that way, the money spent by Danish tourists will not influence the balance of payments negatively (Blichfeldt, 2004).

Denmark as a tourist destination however faces various challenges e.g. in regards to the cold climate and a low cultural and natural variation between regions, which will be elaborated in section 3.6.4.

However many the constraints or threats might be for Denmark as a domestic tourism destination, a large amount of Danes every year choose to go on vacation in Denmark instead of travelling abroad. This tendency shows an indication of a positive view amongst Danes, of Denmark as a vacation destination.

In 2014, the largest amount of nights since 2003 was booked at Danish commercial places providing overnight accommodation³. 47 million nights were registered, of these 23.7 million nights were booked by Danes (Visit Denmark 9, 2015). This means that although the growth-rate of foreign nights booked in Denmark has increased with 7.5 % from 2013-2014 (which is considerably more than the growth of Danish nights booked which was 3.5 % in the same period) the domestic vacation market is of large importance to the Danish tourism industry, since Danes account for approximately half the booked nights.

These numbers show that a considerable domestic tourism market already exists. In spite of that, neither VisitDenmark, nor any other Danish organization focuses on marketing Denmark and the domestic vacation towards the Danes.

³ This number only includes nights spent in hotels, summerhouses, inns etc. private lodging e.g. with family or friends, or the use of services such as AirBNB are not included

On the basis of that, it is relevant to investigate the following:

2.3 Problem Statement

How can VisitDenmark communicatively work to increase the amount of Danes who go on vacation in Denmark?

- Which segment is most relevant for VisitDenmark to focus on in their communication?
- What communicative content is beneficial for VisitDenmark to focus on, in order to attract Danish tourists?
- Which are the main barriers/competitive forces that keep Danes from going on a domestic vacation?
- To which extend will it be effective for VisitDenmark to focus on social media in order to attract potential tourists?

2.4 Structure

This thesis is divided into three overall sections illustrated in model 1. The first part will elaborate and discuss the theoretical foundation for the analysis, and its relevance and influence in regards to the used quantitative method and actual elaboration of the executed survey creating the groundwork for the structural equation modelling. This theoretical discussion is built around the Theory of planned behaviour (TPB) framework.

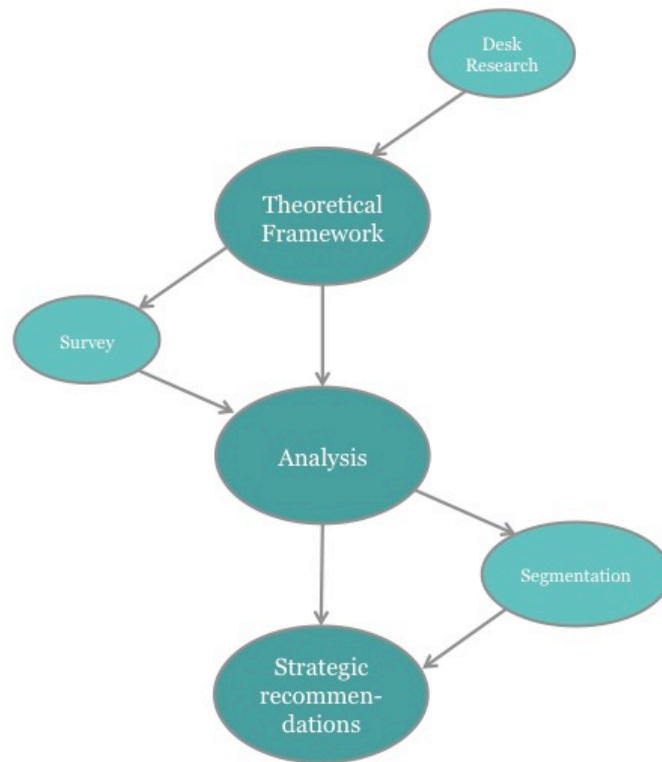
The second part contains an analysis of Danes' decision-making process when it comes to vacation destination-choice. This analysis is based on quantitative findings from the executed survey. Using the programs SPSS 22.0 and later AMOS 22.0, the data found in the survey is processed to elaborate a structural equation model on basis of the theory of planned behaviour model.

The elaborated model is to create the point of departure for the third and final part, the strategic recommendations for VisitDenmark. These recommendations are given in regards to increasing domestic tourism, where the most relevant target group for VisitDenmark to approach is defined through a K-means cluster analysis and a brief communication plan on how to attract this group is presented.

The used terms will be defined consecutively.

The model below displays the structure of this thesis.

Model 1: Structure



Source: Own construct

T heoretical framework

3 Theoretical Framework

3.1 Pleasure Vacation Travel

The travel market can be divided into four overall groupings: (1) personal business travel, (2) government or corporate business travel, (3) visiting friends or family and (4) pleasure vacation travel (Nesbit, 1973). The objective of this thesis is to analyse the market for pleasure vacation travel in Denmark, meaning people going on vacation on their own initiative and in a private context (ibid). Therefore, when mentioning “The tourism industry” in this thesis, only the area of pleasure vacation travel is considered.

3.2 Motivation for going on vacation

A general assumption is that the purpose of going on vacation is to “escape” from everyday routines, get a break from daily life, and spend a recreational time with family or friends (Toader, Brad, Sambotin, Hurmuzache, & Martin, 2014).

Some of the most recognized research within the area of motivation for going on vacation, is done by John L. Crompton (1979). Crompton identifies the motives people going on vacation have, which influence their choice of destination. He states, that apart from being able to relax and get a break from daily routines, many consider going on vacation an opportunity to experience something “new and different,” which could not be achieved by staying at home (Crompton, 1979). To obtain this feeling of relaxation or novelty it is not necessarily crucial, that a vacation be of a long period of time, or very far away from home (Crompton, 1979).

Although motivation is only one amongst several variables to explain tourism behaviour, it is often considered a crucial one, due to it being the convincing and influential force behind most behaviour (Berkman & Gilson, 1986).

When considering reasons- or motivators for going on vacation, it is relevant to distinguish between two overall categories of motivation; the *push* and *pull* factors. The push factors for going on vacation are the socio-psychological factors that arise from within the individual (Crompton, 1979), those can be inner wishes or dreams of going on vacation (ibid). The pull-factors however, are the motives that arise from the destination, rather than from the tourist (ibid). These pull factors are the attributes, benefits, or outcomes that might come from visiting a certain destination, which may attract tourists (Crompton, 1979).

In the context of this thesis, because the overall theme is tourism destination choice, it is mainly relevant to consider the pull factors, such as benefits and outcomes of visiting a certain destination.

The concept of motivation however, is multidimensional, and the presence of one type of motivator does not necessarily exclude another (Crompton, 1979). On the contrary, the motivators will often be interrelated and most commonly, several will be present when making decisions in regards to vacation (Crompton, 1979).

This means, that motivation is crucial to destination choice. The tourist evaluates the possibility to go on vacation on basis of both needs, wants and preferences, but also upon expected outcomes, which means the tourist will seek to choose the destination, which he or she think they (to them personally) will get the most out of (Ryan & Glendon, 1998).

When basing assumptions upon e.g. literature by Crompton (1979), it is important to bear in mind, that the time for this research is markedly different from today. The standard of life has changed, and to many Danes (as discussed in section 3.3), travelling has become more accessible than previously. Furthermore, today's society is marked by a much-increased possibility for information sharing, which adds new aspects to the trip-planning process and potential creators of motivation etc., compared to how it was in the 1970's. It can be argued however that when it comes to motivation for going on vacation, many aspects remain comparable, e.g. Crompton's argument of motivation being multidimensional.

3.3 Danes as Tourists – and domestic tourists

According to official figures, Denmark had a population of 5.6 million people in 2014 (Danmarks Statistik, 2014). Because a considerable amount of Danes (every second according to Ritzau 2014) prefer to go on vacation in Denmark, a large market for domestic tourism exists.

Furthermore, Danes tend to spend a relatively large part of their budget on going on vacation, since it by many is considered a high priority (Dansk Erhverv, 2014). Whereas the recent economic crisis has impacted Danes to save money in some aspects of their daily life, this has not to the same extend been the case within travelling and going on vacation (ibid). That tendency might be caused by the view that travelling and going on vacation is no longer considered a luxury, but on the contrary an important part of family life. Furthermore, travelling has become relatively accessible to most Danes (ibid).

A survey made by Dansk Erhverv (2014) showed that 27 % of Danish households planned to spend more than 10.000 DKK per person on going on vacation(s) in 2015 (ibid), and furthermore, 44 % of the contestants stated, that they intend to pass their longest vacation (the

summer vacation) in Denmark (ibid). These figures indicate a positive attitude amongst Danes towards the domestic vacation.

Although the domestic vacation is popular amongst Danes, Denmark as vacation-destination, as mentioned in the introduction, faces a number of challenges, or “competing” alternatives. One of these is the charter vacation. Since the 1960’s, charter tourism has become an important factor in the expansion of international tourist markets (Lauring, 2013). Charter tourism consists of a package of prearranged tourist services, including transport, accommodation, and often meals and options for associated activities (Lauring, 2013). By offering this type of package tours at competitive prices, guaranteeing customer safety, and reducing the individual’s need to organize the holiday, charter tourist agencies have opened up a growing number of destinations for the average consumer (ibid). Previously many might have viewed it as too complex to organize a vacation to a foreign destination where they might not speak the language (ibid). Charter tourism is particularly popular in Northern European countries where individuals seek to avoid the long, cold, and dark winters by travelling “south” (Lauring, 2013).

3.3.1 Danish domestic tourism

Limited academic literature on Danish domestic tourism and the destination decision-making process within such is available. Bodil Stilling Blichfeldt, researcher at the University of Southern Denmark however, has conducted a study focused on Danish domestic caravan tourism, and argues that it is worth distinguishing between the notions of ‘going on vacation’ and ‘to travel’ (Blichfeldt, 2004). Primarily, she argues that it seems reasonable to discriminate between these two because although travel and vacation may qualify as interdependent entities in relation to most types of tourism, conflicts between the two may arise. As an example, vacation has to do with being free to do what one wishes to do, whereas travelling mostly relates to meeting time schedules etc. (Blichfeldt, 2004)

In relation to “home” tourists it might be argued that the ‘travelling dimension’ is reduced as much as possible, meaning both travel time and distances are reduced to minimums (at least in e.g. a Danish context) (Blichfeldt, 2004).

Blichfeldt furthermore argues, that when it comes to decision-making amongst Danish caravan tourists, they are to a large degree influenced by the sharing of personal experiences from people in their network. Besides from that, she states that Danes staying at a Danish caravan site do not engage extensively in evaluation of alternatives, what is important to them

is to a larger degree that the sight they decide upon has activities for their children (Blichfeldt, 2004).

3.4 About VisitDenmark

VisitDenmark has existed since 1964 (previously under the name Danmarks turistråd). It is, as a part of the Danish Ministry of Business and Growth, Denmark's national tourism organisation. VisitDenmark is an organisation that works in collaboration with the Danish tourism industry, towards assuring positive growth of tourism in Denmark (Visit Denmark 2, 2015).

Previously VisitDenmark worked actively to increase both national and international vacation held in Denmark. Currently however, VisitDenmark only focuses its initiatives and communication towards an international audience, with a large focus on the German market, which accounts for 60 % of all international commercial nights in Denmark (Visit Denmark 3, 2015).

The reason for this shift of focus is, according to the manager of digital media in VisitDenmark Agnete Sylvest (see appendix 1 for Agnete Sylvest's full answers), due to a governmental decision, which required the organisation to primarily focus on the international market and prioritize this communication above communication to Danish recipients (Folketinget, 2010).

However, with the apparent positive attitude and behaviour of Danish tourists in regards to choosing Denmark as vacation-destination, combined with the large potential economic gain for the country due to domestic tourism. It seems relevant to investigate the opportunities for an organization as VisitDenmark to also direct its communication towards a Danish audience, with the aim of increasing the amount of domestic tourism in Denmark.

3.5 Tourism and the Internet

As elaborated in section 3.5.3, the Internet plays an increasingly large role in the tourism industry. This influence appears in many stages of the tourist's process, right from the trip planning, where many seek information about destination etc. online, just as an increased amount of people buy their trips online. The digital influence continues all the way to the evaluation of a trip, which for many is done on online review-sites, or by the sharing of experiences with friends and family, which is likely to happen on social media. The reasons for, and consequences of, this impact of the Internet in a tourism context will be elaborated in the following.

3.5.1 WEB 2.0

The term web 2.0 was invented by Tim O'Reilly and is the second generation of web services. Web 2.0 is about creating relations between people online by using social software (O'Reilly, 2007). The term covers a wide range of communicative tools such as blogs and chats. An overall characteristic of these services is that they are dynamic and interactive and (as opposed to the more static web pages) are updated continuously (ibid).

3.5.2 Defining social media

As a result of the many opportunities with web 2.0, a large number of social media have appeared. The precise definition of social media has been thoroughly discussed in literature (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). The disagreement about the precise definition of the term is probably due to the fact that a very large variety of media exists, which all can be categorized "social media". As an example, within social media we find media sharing-sites such as YouTube and Flickr, which focus on shared videos and photos (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Although these are considered social media, it is also possible to use them without contributing actively (e.g. by only watching videos on YouTube without posting any (Youtube, 2015)). Meanwhile, media accessible for the general mass such as Facebook and Google+, which have millions of users worldwide, are also categorised as social media, just as LinkedIn is, which is focussed on professional networks (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

Besides the fact that the large existing variety of social media makes it hard to precisely define the term, another aspect that adds to the complexity is the development, or evolution, of social media, which has happened and continues to do so. A clear example is the evolution of Facebook, which started out as a niche internal college network in 2004, but which during the last 11 years has undergone such a large development that it today stands as one of the largest social networks in the world (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

Based on the research by (Kaplan & Haenlein, 2010), Social media in this thesis is defined as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content."

Kaplan and Haenlein categorize social media in regards to how high a degree of self-disclosure and social presence the media "demands" from its users, ranging from "collaborative projects" with a low degree of both elements such as Wikipedia, to virtual social worlds e.g. Second Life which both require high self-disclosure and social presence (Kaplan & Haenlein, 2010).

Considering this, relatively broad definition of social media, online rating- and review-sites such as Tripadvisor (Tripadvisor, 2015) will in this thesis be considered as within the term social media, due to these sites' nature of content sharing and interaction.

3.5.3 The role of social media in a tourism context

The Internet plays an increasingly large role in tourists' and travellers information search and in the planning process of their trips (Iancu, Pospecu, Pospecu, & Vasile, 2013). 10 years ago, only 10 % of the Europeans booked their trip online – in 2014 that number increased to 75 % (Visit Denmark 4, 2015).

Furthermore, a very commonly used online tool for tourists to gather information about sights, restaurants, hotels etc. while being on vacation is to use online search engines such as Google (Xiang & Gretzel, 2010). However, the online tourism domain with which a potential tourist is met, after e.g. a search on Google, is very complex and provides him or her with a widespread variety of information sources such as primary sources (the tourist companies own web-sites), intermediaries (e.g. travel agencies putting together the “package” of a trip), peer-to-peer (P2P) review-sites, and social media (ibid). Besides from that, the tourists will likewise be met with numerous online advertisements directed towards them (ibid).

Furthermore, research shows, that user-generated web pages, or social media, such as YouTube and Flickr, and social networks e.g. Facebook are to an increased degree appearing as top results when searching for tourist-destinations etc. on search engines (Xiang & Gretzel, 2010). Besides from adding to the complexity of the online search sphere, this indicates an importance of including social media when aiming communication towards potential tourists.

3.6 Travel intentions - Theory of planned behaviour

In order to investigate which travel intentions tourists hold, Ajzens' attitude theory; the theory of planned behaviour (TPB) (Ajzen, 1991) is useful.

This theory can help enlighten which impact perceptions or attitudes towards a certain type of behaviour can have on the intention, and later actual choice of executing that behaviour. At the same time, it takes into consideration the key norm influences and constraints of realizing that target behaviour (Ajzen, 1991).

TPB is an extension of the theory of reasoned action (TRA). Central to TRA is the concept of intention, which Ajzen and Fishbein (1980) describe as an individual's motivation to, in his or her own decision, make an effort to performing a specific behaviour.

According to TRA, most human behaviours are to some extent predictable based on a person's intention to execute that certain behaviour, because people, in their decision

processes, possess a high degree of volitional control over their actions, and thereby make reasoned choices among alternatives (Ajzen & Fishbein, 1980).

Within TRA, behavioural intention is namely a function of two factors; attitude towards performing the behaviour and subjective norm (ibid). These two predictors of behavioural intention are correspondingly associated with behavioural and normative beliefs (ibid).

TPB is an extension of TRA (Ajzen, 1991). The major difference between these two theories is that TPB incorporates an additional dimension of perceived behavioural control as a further determinant of behavioural intention. This dimension is correspondingly related to control beliefs (Ajzen, 1991). This means that TPB expands the framework of TRA, which is purely concerned with volitional control, as it incorporates an influential aspect, which to some extent comes from outside the individual (Ajzen, 1991). However, the perceived behavioural control is not merely the influences, which come from outside the individual. It is to a larger extent the perceptions an individual has of how outside influences could impact the success of the person's actions, which will be further elaborated in section 3.6.4.

The theory of planned behaviour has become a well-established theoretical approach used to explain the relationship between a consumer's beliefs, attitudes, and behaviour (ibid).

Since a tourist's vacation destination choice is influenced by numerous factors of both volitional and non-volitional character, TPB seems more applicable than TRA. As an example, a person might have a positive attitude towards going on vacation in Denmark, e.g. based on previous experiences. However, if the weather forecast shows a risk of bad weather, it might cause the potential tourist to think that he or she will not enjoy the vacation as much and is therefore likely to choose an international alternative instead.

Therefore, TPB is the conceptual theoretical framework applied in this study.

TPB has been applied on numerous studies on social behaviour, including matters regarding travel intentions (e.g. Sparks and Wen Pan (2009) found that TPB provides a good model fit for potential Chinese tourists doing outbound travelling to Australia). Model 2 displays the basic framework, usually applied in studies of theory of planned behaviour.

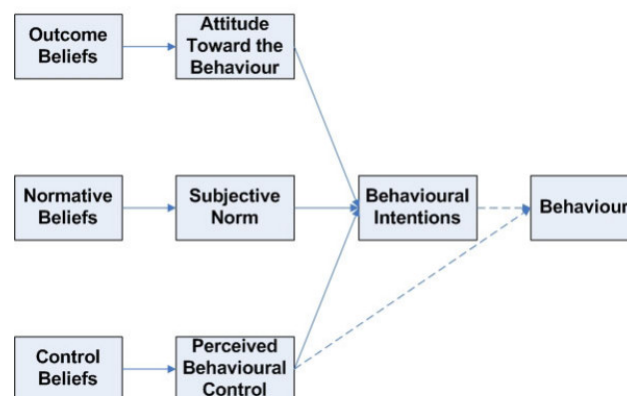
According to Ajzen (1991), behaviour is a function of salient information, or beliefs, relevant to the behaviour. People can hold a great amount of beliefs about any given behaviour, but they can only attend to a relatively small number of those at any given moment.

TPB provides a foundation for predicting behaviour by understanding three salient belief categories. It is, according to the theory, these salient beliefs that are considered to be the

prevailing determinants of a person's intentions and actions. These beliefs are (1) behavioural/outcome beliefs, which are the beliefs a person holds about the outcome of a certain behaviour (such as going on vacation in Denmark) which are assumed to influence the attitudes towards a certain behaviour. (2) The normative beliefs being the expectations from others, e.g. friends and family (here mainly those expressed through social media are considered) which can lead to social pressure or subjective norm influence, and (3) the control beliefs which can be facilitators or constraints of the target behaviour. Control beliefs provide the basis for perceptions of behavioural control and thereby contribute to the overall evaluation and action (Ajzen, 1991).

Since all parts of the TPB model are initiated by personal beliefs, some extend of overlapping or interdependency is likely to appear (Ajzen, 1991).

Model 2: Theory of Planned Behaviour



Source: Ajzen (1991)

With the purpose of reducing the complexity of the model, which is to be composed, and due to overlapping, some factors in the model have been merged to one, examples are the “normative beliefs” which have been included in “subjective norm” and the “control beliefs” which are merged with “perceived behavioural control” Furthermore, the actual behaviour is not considered in the constructed model, since this is not analysed through the survey.

A justification of making such modifications can be found in other academic research using TPB, which also to some extent simplify the framework in order to fit a given study. An example from a tourism context is the study by Han, Hsu & Sheu (2009) regarding the

“Application of the Theory of Planned Behavior to green hotel choice,” where some of the above mentioned changes have likewise been made.

Drawing on attitude theory, this dissertation seeks to strengthen the understanding of factors that influence Danes in determining whether to go on a domestic vacation. This is done in order to clarify how VisitDenmark, by using social media, can increase the amount of Danes going on domestic vacation(s). In this context, the TPB model is to account for three of the points in the problem statement, divided as follows:

- The outcome beliefs, which are divided into three sections, seek to enlighten which beliefs have a positive influence on potential domestic tourists’ attitude towards going on vacation in Denmark. This has the aim of creating a content foundation for VisitDenmark of what to communicate in order to assure that the tourist will hold a positive attitude towards the intended target behaviour, and thereby be more likely to perform it.
- The relevance of communicating on social media will be clarified through the subjective norm influence where the aim is to clarify to which extend Danes are influenced by opinions expressed via social media, when it comes to choosing vacation destinations. This is included in order to determine whether having an active social media strategy is a relevant communicative means for VisitDenmark to utilize in order to attract the Danes.
- The constraints in the model are here seen as competing alternatives to the domestic vacation which might have a negative effect on Danes’ attitudes and intentions towards going on vacation.

3.6.1 Outcome beliefs

Outcome beliefs can to a large degree influence a person’s attitude towards a certain behaviour, and thereby also that person’s behavioural intentions and actual actions (Ajzen, 1991).

According to TPB, attitudes develop reasonably from the beliefs people hold about the object of the attitude (Ajzen, 1991), in this case going on a domestic vacation. This happens, because we form beliefs about an object by associating it with certain attributes, e.g., with other objects, characteristics, or events (ibid). In the case of attitudes towards a specific behaviour, each belief links the behaviour to a certain outcome (ibid).

Most consumption decisions are influenced by numerous factors and will include the evaluation of a range of product attributes before making a decision, just as an evaluation of gains and losses – or outcomes – will be made of that specific consumption (Kahneman & Tversky, 1984). These considerations can be made consciously or subconsciously and are of great influence to a person's final decisions (ibid).

Since vacation time by many is considered one of the nicest times of year, the evaluation process within this area can be particularly complex (Toader, Brad, Sambotin, Hurmuzache, & Martin, 2014). When it comes to tourism, the potential tourist has thousands of destinations to choose from, and they will automatically be drawn towards the destinations that (for them individually) offer the largest value (Kotler & Gertner, 2004). This value can be in regards to a low price, good accessibility, new experiences etc. (Kotler & Gertner, 2004). Due to that, it is relevant to investigate why tourists choose certain destinations while leaving other out of consideration in order to later be able to segment the market and direct communication towards a certain target group (Kotler, 2002). In the following, three of the (in recent literature from the tourism field) most predominant influencing factors to the evaluation process are discussed.

3.6.1.1 Price

Income and price are fundamental elements of economic theory and the law of demand. Therefore, these also have an influence on a person's decision-making when it comes to tourism and destination choice in particular (Crouch, 1992).

When it comes to decision-making within tourism, destination-choice is a multi-step process, in which one of the main determinants of whether to go on a domestic or an international vacation, is the purchasing power of the potential tourist (Seddighi & Theocharous, 2002). When travelling domestically, the tourist will have an increased range of alternatives of means of transportation, compared to when travelling internationally. This implies that the domestic tourist, by travelling a shorter distance, to a larger degree than the international tourist has the possibility to choose a cheaper kind of transportation, if price is a relevant factor; it is e.g. possible to travel by bike, train, or car (Seddighi & Theocharous, 2002). Furthermore, some studies show an indication that tourists travelling "close to home" are less likely to spend a lot of money on going on vacation than someone who chooses to travel far from home (Etzel & Woodside, 1982).

It is generally viewed as important to tourists to achieve what they perceive as "value for money" when going on vacation (Sánchez, Callarisa, Rodríguez, & Moliner, 2006). This

means, that although Danes, as mentioned in section 3.3, to a large extent prioritize going on vacation and spend a lot of money on it, it is still important to them, to get the most possible out of the money spent, and some can be price-sensitive (Sánchez, Callarisa, Rodríguez, & Moliner, 2006). Therefore, feeling that a domestic vacation in Denmark is worth the money spent on it is an important outcome belief in this context, and it might affect the attitude- and intention towards going on a domestic vacation.

However important the aspect of the price of a vacation is described as being, Nicolau and Más (Nicolau & Más, 2006), argue, that e.g. the motivation of obtaining a new experience can moderate the price sensibility of potential tourists. This means, that if the tourist is sufficiently motivated to visit a specific destination or get a cultural experience, the economic expense of such becomes less important (Nicolau & Más, 2006).

3.6.1.2 Convenience

Convenience can be defined as the ability to reduce consumers' non-monetary costs (time, energy, effort etc.) when purchasing or using goods and services (Chang & Polonsky, 2012). The perceived importance of convenience is likely to vary across services and will also differ according to the specific consumer segments; those who e.g. see themselves as time-poor are likely to place a greater value on convenience (Chang & Polonsky, 2012). The aspect of convenience can be applied to the tourism industry in the sense that some might consider a short transportation time a positive attribute of a vacation destination.

Previous research shows, that the accessibility of a destination influences the attractiveness of that specific destination (Hankinson, 2005), and that a potential tourist tends to view a destination with easy access more positively than one which is remotely located and with poor infrastructural access (Mazanec, 2007).

The short transportation time to a domestic vacation in Denmark is (in a survey made by Ritzau) one of the factors mentioned by many as a determinant to why they chose to go on vacation in Denmark (Ritzau, 2014). Especially when it comes to families with young children, the aspect of convenience is important (Ritzau, 2014), and parents with young children tend to prioritize a short travelling time and easy accessibility above other benefits (Larsen, 2010). Furthermore, many Danes tend to keep to their own region when going on domestic vacation, in order to minimize transportation time (ibid).

Many tourists travelling close to home value the possibility to be able to travel by car and the benefit of being able to transport e.g. a large family with young children in a flexible way (Etzel & Woodside, 1982). Furthermore, a "close to home traveller" does not necessarily pass

fewer vacations per year than a long-distance traveller, and the motives for going on vacation are to a large degree the same, e.g. relaxation (Etzel & Woodside, 1982).

Based on these studies, the ease or convenience, of going on vacation in Denmark is considered an important outcome belief within tourism.

3.6.1.3 *Eco-Tourism*

During the past decades, increased focus has been put on sustainability and behaving in an environmentally friendly manner (Han, Hsu, & Sheu, 2010). Consumers have realized what impact their purchasing behaviours have on the environment, and an increasing number of consumers who are alert to environmental issues are now seeking to buy eco-friendly products above alternatives, often by paying more for such products (Han, Hsu, & Sheu, 2010). This inclination towards wanting to pass an eco-friendly vacation is likewise evident in the tourism sector, e.g. in the lodging industry, where customers' demand for green establishments have been gradually increasing (ibid). Many tourists, who are aware of the environmental damages connected with the tourism industry (emissions released into the air, water, and soil etc.) and the wasting/harming of environmental resources caused by hotels (e.g., excessive consumption of non-durable goods, energy, and water), now look for hotels that follow eco-friendly practices (Han, Hsu, & Sheu, 2010).

The upcoming tendency of being environmentally friendly when it comes to travelling is clear by the appearance of travel agencies and web sites providing eco-friendly holidays (responsibletravel.com, 2015). It is likewise a matter which is in focus in Denmark, where VisitDenmark has a section on their website which is dedicated to "travel green" (Visit Denmark 5, 2015) and furthermore, sites that provide overviews of where to go on e.g. an eco-friendly farm-holiday exist (Eco Tourism, 2015).

However increasing the tendency of passing an eco-friendly vacation is, a study from Finland shows, that when it comes to decision-making based on eco-friendliness, the tourist groups are very heterogeneous. This means that although it is of high importance to some, others see it as little- or not important (Tyrväinen, Uusitalo, Silvennoinen, & Hasu, 2014). These views mainly depend on the tourist's sociocultural and national background (ibid). As an example, according to the study, tourists from Atlantic Europe (The British Isles, Iceland, Belgium, the Netherlands, the central and northern Portugal, north-western and northern Spain, the south-western and western France, western Scandinavia, and northern Germany) are more inclined towards sustainable behaviour during vacations, e.g. by minimizing water and energy

consumption and by recycling, than e.g. south- central- and eastern Europe (Tyrväinen, Uusitalo, Silvennoinen, & Hasu, 2014).

Anne Mette Hjalager (Hjalager, 2000) pointed out a gap between general awareness and preferences of tourists in regards to sustainable choices when going on vacation on the one hand, and the practices and behaviour of tourists and actors in the tourist industry on the other hand.

An aspect, which in particular was pointed out, is the lack of appropriate institutional frameworks that provide individual tourists with reliable information, which could enable them to co-ordinate their purchasing power in order to enhance the issues of environmental sustainability (Hjalager, 2000). The existence of this gap could indicate, that eco-friendliness in the tourism industry is still only an emerging concept.

In spite of these relatively different views on the importance of eco-friendliness when it comes to vacation-destination choice, being environmentally friendly is considered a relevant outcome belief to analyse.

3.6.2 Attitude's influence on intention

One of the most central elements of TPB is the aspect of attitude towards the target behaviour, which refers to the “degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question” (Ajzen, 1991).

As mentioned in section 3.6.1, attitudes are developed reasonably from the beliefs people hold about the object of the attitude. A general rule within the TPB is that the more favourable an attitude a person holds towards a certain action (here going on vacation in Denmark) the stronger that individual's intention of performing the specific action will be (Ajzen, 1991). According to Ajzen (1991), studies often show, that the aspect of attitude will stand as the most important determinant to whether an individual will have the intention of behaving in a certain way, and on the actual behaviour.

3.6.3 Subjective norm influence

In TPB, the subjective norm influence is the impact that expectations from others can have on a person's behaviour. It refers to the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991).

In this thesis, the subjective norm influence is seen in a digital context, meaning that it is the importance of expectations etc. from others expressed via social media.

Findings of previous research done on the Italian tourist market shows that tourists to an increasing degree review and recommend tourist websites and in that sense co-create the

information available to other tourists (Milano, Baggio, & Piattelli, 2011). Furthermore, findings from the study indicate, that tourists are likely to trust these reviews and recommendations (ibid).

With the integration of the Internet in the planning process of vacations, aspects that previously were not important in terms of attracting tourists to e.g. a hotel have suddenly become important (Iancu, Pospecu, Pospecu, & Vasile, 2013). An example of such is the friendliness of staff which is likely to influence a P2P review, meaning that HR and personnel training now has become an important aspect, because a negative review can cause a potential tourist to avoid a specific hotel (Iancu, Pospecu, Pospecu, & Vasile, 2013). Because the Internet and social media, as mentioned in section 3.5.3, play an increased role in a tourist's planning, the trip-planning process has fundamentally changed; a potential tourist is today able to rely on others' reviews and recommendations (Zeng & Gerritsen, 2014). This means, that the tourist is no longer limited to taking advice from people within his or her own network, or to rely on "traditional" information sources, such as travel agencies or newspaper articles (Zeng & Gerritsen, 2014). The global scope of these reviews creates an enormous base of information for the potential tourist.

Although some studies show an indication that web 2.0 media are increasingly important in the tourism industry, previous research has shown conflicting results in regards to how large a perceived trustworthiness, tourists put on user-generated reviews etc. on online media. A study from 2013 shows that Danish and Norwegian tourists travelling to Mallorca consider web sites of official tourist agencies etc. as more trustworthy than reviews and recommendations on social media (Munar & Jacobsen, 2013). Meanwhile, other research show, that social media play an important role in trip planning for tourists, because it is considered an information source of high credibility (Xiang & Gretzel, 2010).

The reason for these conflicting views of the role of social media in tourism might be, that the aspect of social media influencing tourism decisions-making is still only in its infancy (Zeng & Gerritsen, 2014) and furthermore, as mentioned in section 3.5.2, since online and social media (and the use of such) are experiencing constant and rapid change and development (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011).

3.6.4 Perceived behavioural control or constraints

As mentioned in section 3.6, the perceived behavioural control concerns the, by the individual, perceived impact of outside influence on the success or outcome of a specific behaviour.

As Ajzen (1991) describes it, people's behaviour is strongly influenced by their confidence in their ability to perform that behaviour. It is likewise influenced by the person's perception of any limitations or constraints, which may arise and which might diminish the possibility of the individual executing the behaviour, or of enjoying it. According to Ajzen (1991), the perceived behavioural control is assumed to reflect past experience as well as anticipated impediments and obstacles.

Many factors can potentially stand as constraining by being perceived as limiting to an individual when it comes to vacation choices. In this thesis, the constraints considered are elements that can influence Danes to choose an international destination instead of a domestic one. This means, that the constraining factors analysed in this model are *not* the ones that will keep the Danes from going on vacation, e.g. insufficient economical funds or time, but those that can cause them to choose international destinations instead of domestic ones.

In spite of the relatively high popularity of domestic vacations amongst Danes, Denmark as a vacation destination is influenced by factors that might cause the potential tourists to choose alternatives.

A noticeable factor here is the risk of experiencing bad weather during a vacation in Denmark. Weather being important is indicated by the preferred foreign destination choices of Danes', which are Spain and Italy (Danmarks Statistik, 2014), where (at least during the spring/summer/autumn) chances for good weather must be considered as better than in Denmark.

Climate is a key variable to take into account when investigating the capacity of domestic markets to retain tourists (Eugenio-Martin & Campos-Soria, 2010). As an example, colder regions (such as Denmark) may be attractive to foreigners as a destination for a short period in the winter months, due to other attracting points than the climate. At the same time, although the residents may also enjoy the area during their daily life, it may not be sufficiently attractive to retain them to pass their vacation time there also, which means they may prefer to experience a different climate elsewhere (Eugenio-Martin & Campos-Soria, 2010).

Furthermore, since the motivation for many to go on vacation is to experience something “new and different” (Crompton, 1979) travelling abroad might to some be a goal in itself.

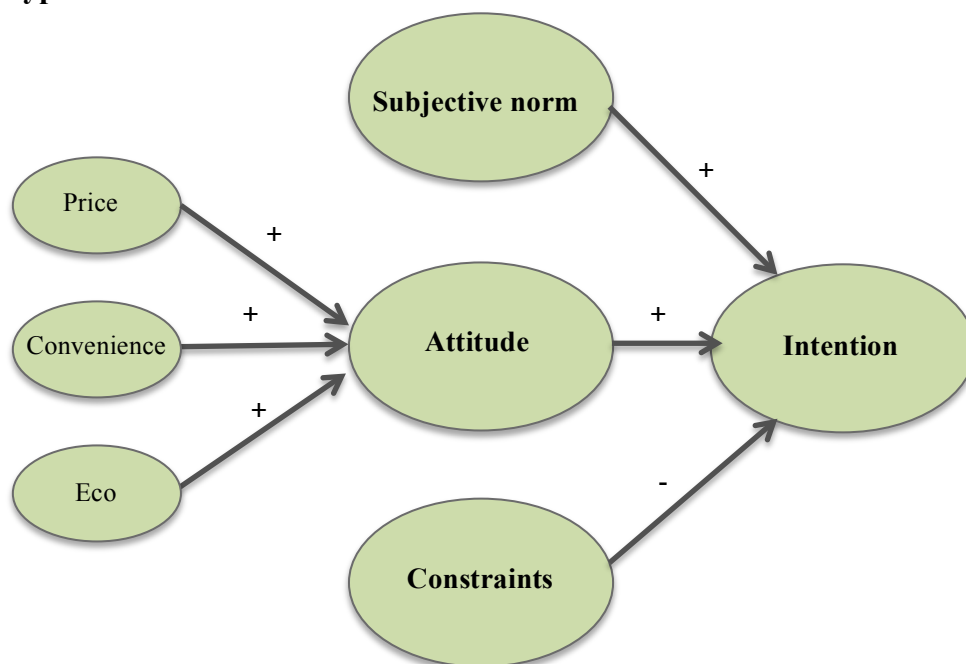
3.7 Hypothesised model

Model 3 expresses the hypothesised TPB model in regards to Danes decision-making process when it comes to tourism destination choice. This model is based on the above-mentioned theoretical considerations combined with the general rules of TPB developed by Ajzen (1991). These general rules state that the more favourable the attitude and subjective norm with respect to a specific behaviour are, the stronger should be an individual’s intention to perform the behaviour under consideration.

Ajzen also states, that in general the greater a perceived behavioural control the more likely it is that a person will behave in the planned way. In this context however, the behavioural control, or control beliefs are seen as potential threats to the domestic vacation, which means, that an influence here, negatively could impact intention.

It is important to bear in mind however, that the importance of attitude, subjective norm, and perceived behavioural control in the prediction of intention are relative aspects. Therefore these aspects are expected to vary across behaviours and situations, which means that the actual decision making process might differ from theory.

Model 3: Hypothesized model



Own construct based on Ajzen (1991).

3.8 Hypotheses

To summarize, on basis of the reviewed literature, the following hypotheses can be presented which will later be tested empirically, in order to answer the overall problem statement:

- H1 The low price of transportation to a vacation in Denmark will as an outcome belief have a positive influence on the attitude towards going on vacation in Denmark.
- H2: The convenience of a vacation in Denmark will as an outcome belief have a positive influence on the attitude towards going on vacation in Denmark.
- H3: The possibility of going on a sustainable- or eco-friendly vacation in Denmark will as an outcome belief have a positive influence on the attitude towards going on vacation in Denmark.
- H4: Positive reviews, comments etc. on social media in regards to going on vacation in Denmark will result in positive subjective norm influence and thereby positively affect the intention towards going on vacation in Denmark.
- H5: International alternatives to the domestic vacation can stand as potentially constraining factors and can, by creating a perceived behavioural control, have a negative effect on the intention of going on vacation in Denmark.
- H6: A positive attitude towards going on vacation in Denmark will have a positive influence on the intention of going on vacation in Denmark.

3.9 Relevance of using TPB

The theory of planned behaviour model is considered most applicable, when the analysed behaviour requires a high level of involvement. This is because, as the level of involvement increases, the beliefs and attitude of the consumer will increase in strength (Kotler, 2009).

A high level of involvement will usually require that the consumed good be of low purchase frequency and in a relatively high price range (Kotler, 2009). The purchase of a vacation must be considered as meeting these demands and is therefore a behaviour that requires a high level of involvement, which makes TPB highly applicable.

4 Methodology

Research methods are often divided into two main types: quantitative and qualitative. In this thesis the main methodological approach is quantitative. The quantitative research method can

be defined as: “Explaining phenomena by collecting numerical data that are analysed using mathematically based methods, in particular statistics” (Muijs, 2010).

The methodological approach of this thesis can be divided in two, since the way of accessing and utilizing quantitative data is done in two different ways; *a priori* and *a posteriori*.

The first, and dominant part is done *a priori*, which means making a conclusion based upon deductive reasoning rather than on research or calculation (Kitcher, 1980). This is the approach used when constructing the hypothesised model (presented in section 3.7) on basis of which the survey was elaborated.

A priori analysis uses logic, or theory to determine what outcomes of an event are possible in order to build hypotheses from which the actual research can take its departure. Later the collected data will be held against these hypotheses to see whether they are in accordance with each other. This approach will be further elaborated in section 5 regarding theory of science.

The second part is approached *a posteriori*, which means that knowledge is obtained on the basis of data (Kitcher, 1980). It is in other words an analysis, which takes its departure in data already collected. Later the scientist then tests and adapts the research and analyses on those findings (*ibid*).

4.1 Methodological considerations in regards to theory of planned behaviour

As mentioned above, the methodological approach in this thesis is quantitative. Many data do not naturally appear in a quantitative form. However, these can be collected in a quantitative way, if the research instruments are designed to specifically aim towards converting these phenomena into numeric data (Muijs, 2010).

Examples of such phenomena are attitudes and beliefs towards a certain aspect (*ibid*), which are a central part of the object of analysis in the survey elaborated in this thesis as explained in section 4.3.1.

A benefit of collecting this type of information quantitatively, instead of qualitatively, is that results can be analysed statistically, e.g. by cross-indexing results (*ibid*).

A way to collect this type of traditionally non-quantitative information quantitatively, is to present respondents with a limited amount of statements describing an attitude or belief towards a given fact (for example “I would enjoy going on vacation in Denmark”) and ask the respondent to rate the statements on a likert scale (e.g. a five-point scale as used in this thesis,

which ranges from “1: strongly agree”, “2: agree”, “3: neither agree nor disagree” “4: disagree” or “5: strongly disagree”) (Komorita, 1963).

The theory of planned behaviour model is constructed in such a way that it with benefit can be explored by the collection of quantitative data from a questionnaire (Ajzen 2, 2015). The reason why quantitative data is beneficial is because of the above-mentioned possibility to measure beliefs and attitudes by the use of likert scales, which can later be analysed and applied to the model (ibid).

Before constructing the quantitative questionnaire however, the use of other methods is necessary (ibid). Other methods should be included, in order to narrow down the area of investigation within the questionnaire. Furthermore, it should be done to seek to clarify some of the attitudes and beliefs that might stand behind a certain action, in order to be able to ask relevant questions within the given area (ibid). These methods can with benefit be desk research, or qualitative interviews (ibid).

4.2 Secondary data

A range of academic articles has created the theoretical foundation for the research done in this thesis, and for the development of the survey, used to gather primary data. These articles are chosen in order to provide an overview and understanding of the investigated area.

In general, a large amount of academic literature regarding the key elements of this thesis is available, such as consumer behaviour and choices, tourism, and use of online communication in the tourism industry. Academic literature concerning domestic vacations held by Danes however has shown to be limited.

Due to this lack of academic research on the subject, articles from homepages of branch of trade organizations, online media, and newspapers have been included in order to create a varied view of e.g. Danes’ travel habits.

When including such material, it is important to maintain a critical perspective, because it might not live up to generally accepted standards within representativity, reliability etc. However, since the data from the included articles have been collected by analysis research companies such as Danmarks Statistik, the inclusions of these sources have (in the lack of better alternatives) been considered acceptable.

4.3 Primary data – Quantitative questionnaire

Primary data material for this study has been generated through a quantitative questionnaire of self-report survey. The questionnaire was composed in the online survey program

SurveyXact, provided by Rambøll. Benefits of using SurveyXact are e.g. that respondents can type their answers directly and the risk of questions left unanswered is low since questions can be set to require answers. Furthermore, SurveyXact provides the researcher with the opportunity to create overviews and perform easy exports of data to programmes such as Excel and SPSS (Survey Xact, 2015).

The questionnaire was distributed in a convenience sample, which resulted in answers from 283 Danes – or potential tourists. The elaboration, design and distribution of this questionnaire will be discussed in the following.

4.3.1 Elaboration of the questionnaire

The questions in the quantitative questionnaire were composed based on secondary data described in section 4.2. The design of questions in a quantitative survey is crucial, one of the main challenges is to create questions of sufficient scope, but without making them too ambitious (Black Thomas, 1999).

When designing the questions, it is important to assure certain aspects in order to make the questionnaire efficient. According to (Boynton & Greenhalgh, 2004), the questionnaire must be (1) appropriate, which means it should be capable of providing answers to the questions being asked. (2) The questions must be intelligible, meaning that the respondent must be able to understand them. Furthermore, (3) the questions must be unambiguous, which means they must mean the same to both the person asking as well as the one answering, which likewise has an influence in regards to the reliability of a sample, which is elaborated in section 7, and (4) the questions should be designed to be omni-competent, by providing enough answer-possibilities to make the respondents able to express their opinion (ibid). This is done by the researcher trying to anticipate all possible answers, or by e.g. giving the respondent the possibility of answering “other” (ibid). Lastly (5) the coding system must be carefully checked for ambiguity and overlap. The rule here is that the answer categories should be exhaustive but mutually exclusive (Boynton & Greenhalgh, 2004).

The first part of the questionnaire asked about demographics and other “background information”, the second part about habits and preferences in regards to e.g. travelling and the use of social media. The third, and largest part of the survey consisted of 33 statements that were to be rated on a 5-point scale, stating to which degree the respondent agreed with the given statement. All statements were in regards to tourism choices and travelling behaviour. The rating went from 1 (being very strongly disagree) to 5 (very strongly agree). All

statements were related to the parts in the elaborated theory of planned behaviour model, as explained in the following.

4.3.1.1 Subjective norm influence

Statements used to measure the subjective norm influence were composed at the mentioned five-point likert scale. Five statements were given to measure the subjective norm influence, relevant to making travel decisions. These were mainly in regards to social media. Examples of statements are: “I get inspired to choose the vacation-destination by photos and posts by friends and family on social media” and “It is important to me, that my friends and family like the place I go on vacation, show interest etc.”

4.3.1.2 Outcome beliefs

In this sample, three overall groups of outcome beliefs were investigated, based on the theoretical discussion in section 3. These were in regards to price, convenience and being able to go on an eco-friendly vacation. To measure the impact of these outcome beliefs in regards to choosing a domestic vacation, 4-5 statements were elaborated within each group, for example:

- **Price:** “I often look at deal-sites such as Sweetdeal or Travelbird to find a cheap trip” and “I would consider a vacation in Denmark if I am presented with a good offer.”
- **Convenience:** “I prefer not to change means of transportation too many times to go on vacation” and “I could imagine going on vacation in Denmark due to the short travel time.”
- **Eco-friendliness:** “It is important to me that the place I stay during my vacation operates in a sustainable and environmental friendly manner” and “I am willing to pay extra during my vacation for organic products, environmental solutions etc.”

4.3.1.3 Potential constraints or control

Based upon research in articles, forecasts etc. by tourism branch of trade organizations described in section 3.6.4, 4 statements representing potentially constraining factors, which could influence Danes to go on vacation other places than in Denmark were constructed. Examples are “I prefer to go on vacation at a place where I *know* the weather will be good” and “Only a vacation abroad is a real vacation to me”

4.3.1.4 Behavioural beliefs and attitude

In this sample, the attitude towards going on vacation in Denmark was analysed via 6 statements, such as “I think I would be able to relax by going on vacation in Denmark in

2015” and “I think there are many interesting places to visit in Denmark”. These were also to be rated on the 5-point disagree-agree scale.

4.3.1.5 Intention

The final four statements in the survey were aimed towards clarifying the behavioural intention of Danes to go on vacation in Denmark. This aspect was expressed in four statements also ranked on the 5-point scale, and included statements such as “I am currently looking at possibilities to go on vacation in Denmark in 2015” and “I have already planned a vacation in Denmark in 2015.”

See the full list of questions in the survey in appendix 2.

4.3.2 Pilot Sample

According to (Boynton & Greenhalgh, 2004), a questionnaire should always be piloted before the final distribution. This should be done to detect design-flaws, unambiguity and to test whether any of the 5 points mentioned in section 4.3.1 cause issues in the survey.

Therefore, before distributing the questionnaires, a pilot sample was made amongst eight people in different age groups, and with different educational backgrounds, to test the survey. This “trial” was (besides from the aspects mentioned above) made with two main purposes (1) to make sure, the survey was sufficiently clear and understandable or whether something needed to be elaborated, and (2) to see if any further aspects should be included.

Relevant findings were made in the pilot sample, e.g. in regards to omni-competency. Therefore, in two questions the possibility of answering “other” and elaborating that was included.

Another correction made after the pilot sample was a clarification of some of the statements, e.g. two test-respondents were in doubt about what was meant with “it is important to me that the people in my network like the places I visit on my holiday.”

Also, further suggestions to “preferred vacation types” were made, e.g. active/sport vacation. Lastly, within the preferred vacation types, “vacation in Denmark” was split in two, so summerhouse vacation in Denmark would have it’s own point, since it to some was considered completely different than e.g. a vacation passed in a hotel or an inn.

4.3.3 Distribution of the questionnaire

The distribution of the questionnaire has mainly taken place at the large Danish tourism-fair *Ferie i Forum*, on the 17-18th of January 2015. The decision of distributing the surveys here was made on basis of the hypothesis that the visitants of a tourism-fair are interested in

traveling. Furthermore, it was expected that a wide variety of people would be attending creating the foundation for obtaining respondents with different backgrounds, age, income etc. in order to increase the level of representativeness of the sample. At this fair, a total amount of 161 respondents were found.

However, the average age of these respondents was 59 years, which meant that further distribution was necessary, in order to obtain a more age-nuanced picture of the analysed subject, and in general to reach a larger amount of respondents of the survey.

Further answers were obtained by distributing the survey through my personal network. As an example, the survey was distributed at the workplace of three people in my network and by using Facebook, where I shared it, and it was re-shared 4 times.

4.3.4 Limitations and benefits of distributing the questionnaire on Facebook

When distributing a survey via Facebook, some limitations in regards to obtaining a representative sample may appear. This is due to a number of reasons (1) when sharing the survey within my own Facebook network; the obtained answers will mainly be from people I know. Besides from that (2) when the subject investigated to a large degree has to do with social media, it is important to consider that naturally, a majority of contestants using Facebook will appear in the sample results - because they were found through Facebook. However, since 3.5 million Danes use Facebook every month (Christensen, Knudsen, Svenningsen, & Jensen, 2015), this matter does not represent a large risk of influencing the answers since, if they were found elsewhere, they are also likely to also be users of Facebook. A large benefit of using Facebook as distribution channel is the easy access to a large amount of potential respondents due to the sharing and re-sharing of posts.

4.4 Confirmatory Factor analysis and Structural equation modelling

In this thesis, a structural equation model is elaborated on basis of a theoretically developed theory of planned behaviour model.

In order to construct the model, initial analysis of the quantitative data is conducted in the statistical programme SPSS. Later the data is imported to AMOS, a graphic modelling tool for elaborating structural models.

Structural equation modelling (SEM) is a method to perform confirmatory factor analysis (CFA), which is a way of testing how well measured variables represent a smaller number of constructs (Hair, Black, Babin, & Anderson, 2006).

CFA differs from e.g. exploratory factor analysis (EFA) because with CFA, the researcher must specify both the number of factors that exist within a set of variables and furthermore,

which factor each variable will load highly on, before results can be computed (Hair, Black, Babin, & Anderson, 2006). This means that the technique does not assign variables to factors, this assessment the researcher needs to do before any results can be generated (ibid). SEM is then later applied to test the extend to which a researcher's hypothesised factor loadings represent the actual collected data; it helps to either confirm or reject a preconceived theory. This makes the structural equation modelling an a priori analysis as described in section 4.

SEM examines a series of dependent relationships simultaneously. It is a statistical model, which seeks to explain the relationships that exist among multiple variables by examining the structure of interrelationships expressed in a series of equations. These equations whose purpose it is to depict the relationships among constructs are similar to a series of multiple regression equations (Hair, Black, Babin, & Anderson, 2006).

In addition to the characteristic of simultaneous hypothesis testing, another noticeable characteristic of structural equation modelling is its ability to represent unobserved concepts in hypothesised relationships, and account for measurement errors in the estimation process. The unobserved concepts or latent constructs cannot be directly measured; therefore, they can only be approximated by measureable variables called manifest variables or indicators (Hair, Black, Babin, & Anderson, 2006). These indicators are designed to tease out an underlying latent concept. As mentioned in section 9.2, several indicators will often be designed to represent each latent construct, in order to assure validity.

The benefits of accessing latent constructs are that (1) it improves statistical estimation, (2) it better represents theoretical concepts, and as mentioned, (3) directly accounts for measurement errors (Hair, Black, Babin, & Anderson, 2006). The observable variables can be gathered from respondents through different data collection methods such as a quantitative survey (ibid), which is the one carried out in this study.

A large benefit of structural equation modelling therefore is its ability to assess latent constructs at the observation level (measurement model) and test the relationship between latent variables at a theoretical level (structural model) (Hair, Black, Babin, & Anderson, 2006).

Since structural equation modelling represents an analytical technique focussed on prediction, it is well suited for the purpose of answering which factors influence a Dane's choice of whether to go on vacation in Denmark.

5 Theory of Science

The scientific theoretical approach in this dissertation is the position of critical rationalism. Critical rationalism, which is mainly developed by Karl Raimund Popper (Popper, 1973), arose as a reaction to the positivistic view that knowledge can be absolute (Brier, 2006). Like positivism however, critical rationalism is positioned within empiricism, which means it is occupied with the observable (Nygaard, 2005).

At the same time, Popper draws on rationalism, because he claims that theory goes before a scientist's investigations. The critical approach arises as he states that these theories will always need to be tested (Nygaard, 2005). This leads to the method used within critical rationalism; deduction (ibid). By deduction the scientist sets forth one or a number of hypotheses or theories, which are based on e.g. previous research, observations or experience, and these hypotheses are then tested empirically (Brier, 2006). This means, that Popper's views are well aligned with the a priori approach to analysis mentioned in section 4.

According to Popper, the hypotheses or theories one sets forth can be described as the "crystallization" of a point of view (Popper, 1973). This type of hypothesis is a "temporary assumption" that helps us to select and organize facts in the world (ibid). The reason why a hypothesis is temporary or relative is that an infinite range of attributes about any given fact or phenomenon in the world exists, and we as human beings only possess a finite amount of words and ways to describe and comprehend it (ibid). That is also the reason why hypotheses can never be verified, which means it is impossible to reach an indiscussible truth, since we can never be sure that we have fully understood a fact in the world (ibid).

The hypotheses can however be falsified (ibid). If a hypothesis is tested thoroughly and through that *not falsified*, it can be considered valid (ibid). This means that the approach used in this dissertation is to validate the stated hypotheses by not having to dismiss them due to incongruity between them and the collected data.

Furthermore, according to Popper, an observation can never be objective, because in order to observe an object or fact, it is necessary to have some general assumptions about the matter, and to know within which area one wishes to observe (Popper, 1973). This means, that no theory-neutral observation exists. A scientist will always choose what to analyse, how, and from which angle (ibid). Of course, the analysed object or fact itself will also have an impact on the results, but these are to a large degree also influenced by the observer/scientist (Popper, 1973). Because no theory-neutral observation exists, Popper claims that it is meaningless to

talk about objectivity (Brier, 2006). According to him, instead of objectivity, inter-subjectivity appears amongst scientists once they “agree” on what is “true” and the general point of view (Brier, 2006).

The applicability of critical rationalism to the method used in this dissertation is specified in the following:

- Theory goes before the presented hypotheses and thereby also the model that will be generated.
- As the model is to be estimated and evaluated it is done through a series of tests, which in principle try to falsify the model. If the model can survive this testing its validity can be claimed.

An important aspect to bear in mind however is that when using a quantitative data collection method, it will be impossible to reach an unambiguous result. Clearly, not all 283 respondents will answer the same. The purpose here is to see if the composed model and defined hypotheses show as being in accordance with the results, and if the found tendencies will back up, or dismiss, these hypotheses.

5.1 Critical rationalism and TPB

As mentioned in the introduction, human choices are to a wide extend up to the individual making them, however they are influenced by a large amount of factors. As Popper describes freedom, or the freedom of choice: "freedom is not just chance but rather the result of a subtle interplay between something almost random or haphazard, and something like a restrictive or selective control." (Popper & Eccles, 2012). This means, that the choices we make, will be based upon random events or influences, combined with our own selective will. This view of decision-making harmonizes with the approach within TPB, which makes the use of critical rationalism relevant.

6 Critique

As opposed to the positivistic approach, where the scientist is to possess a neutral position towards the investigated area, one of the characteristics of critical rationalism is that theory needs to go before observations (Brier, 2006). Using the critical rational approach therefore means, that this dissertation is influenced by previous research and findings of others, because

they create the point of departure for the executed research. Thereby, the necessity for viewing the used sources of information in a critical light is created.

Karl R. Popper's approach has met a range of criticism. Amongst others, Paul Feyerabend was critical towards Popper's principals (Agassi, 2014). Fundamentally, Feyerabend argued against a scientific monism (the belief that a single methodology can produce scientific progress) (Feyerabend, 1988), and one of the main methodologies that met his critique was the principal of falsification (Agassi, 2014). He argued that no theory of interest could ever be consistent with all relevant facts. Therefore, according to him, the idea of having to dismiss theories if they are not consistent with all facts in the world would be naïve and not lead to scientific progress (Agassi, 2014).

Another point of critique of the principle of falsification comes from Imre Lakatos. Lakatos claims to present a more "rational" approach to science than what the principle of falsification stands for (Agassi, 2014). Lakatos argued that "philosophy of science without history of science is empty" (Lakatos, 1971) meaning that it is impossible to form a new scientific theory without taking previous theories into account (Agassi, 2014). He formulated a programme in an attempt to resolve the perceived conflict between Popper's falsificationism and the revolutionary structure of science described by Kuhn⁴ (Lakatos, 1971). In Lakatos' view, a theory or scientific idea is not rejected upon its falsification, but when a better alternative to it appears (Agassi, 2014).

In spite of several critiques of Popper's critical rationalism, modern science is inclined towards Popper's system of concepts, which is also the argument for using the approach in this thesis.

7 Reliability, validity and generalizability

When using structural equation modelling, and a quantitative method in general, three key aspects must be fulfilled. These are to achieve validity, reliability and generalizability within the sample.

That a sample is reliable, means that results are consistent over time and if it was to be repeated, the same results would be found (Muijs, 2010).

⁴ Kuhn's descriptions of scientific activity suggested that science was most constructive when it upheld a system of popular, or 'normal', theories, despite anomalies amongst those (Agassi, 2014)

Reliability is important within critical rationalism because the entire foundation for the approach is that hypotheses or theories can only be considered valid if they can be shown to very infrequently classify false hypotheses as true (or true hypotheses false). This means they must show to have low error probabilities and that the reached results need to be in accordance with previous as well as future research in order to be considered valid (Mayo & Spanos, 2006). To achieve reliability in a sample, it is important that the questions asked in the given survey are standardized and that all respondents are able to answer them on equal terms (Muijs, 2010). A further way to assure reliability is by ensuring that the quality of the questions asked is high and unambiguous. Unambiguous and clear questions are likely to be more reliable (Muijs, 2010). These aspects were one of the reasons for the performed pilot sample mentioned in section 4.3.2.

Another way to make a research more reliable is by measuring each hypothesis or theory with more than one item (Muijs, 2010), this means that in order for the model constructed in this thesis to be reliable, several statements representing each latent construct in the model must be constructed. When more than one item is used, individual errors that respondents can make when answering a single item (misreading a question, for example) cancel each other out (Muijs, 2010). In general, more items mean higher reliability, this however should not be taken to the extreme by e.g. asking numerous questions to each construct about the same. Doing that could damage the concentration of the respondent and thereby might increase the risk of measurement error rather than reducing it (Muijs, 2010).

Another central element in structural equation modelling is that the sample has a high level of validity. Obtaining validity means to assure that the intended area of investigation is the area actually researched, which is of particular importance when the aspects investigated can't be measured directly (Muijs, 2010).

A sub-category of validity is *content validity*, which refers to whether or not the content of the manifest variables represent a latent concept such as attitudes or beliefs (Muijs, 2010). A way to assure this is to do an extensive search of literature on the concepts investigated before constructing the survey (Muijs, 2010).

As mentioned in section 5, within critical rationalism, a fundamental aspect is that theory and hypothesis creation go before the investigation, and only on the basis of those, a conclusion can be made. This approach creates a good basis for assuring content validity in the sample.

Another sub-category of validity is *concurrent validity*, which in essence is a less stringent aspect; the question here is whether the found results “agree” with scores on other factors, to which they are expected to be related (Muijs, 2010). It relates to assuring that the found results are bound in common sense and that e.g. the constructed model seems reasonable based on common logic (Muijs, 2010). The level of validity in this sample will be further analysed in section 9.6 about construct validity.

A third, important element within structural equation modelling is that a sample has generalizability. That a sample be generalizable means that it is possible to take the results obtained and apply them to other contexts (Muijs, 2010).

Generalizability becomes highly relevant within quantitative data collection, since a researcher is forced to take a sample of the population rather than measure the entire population itself (Muijs, 2010). When doing this, the results obtained, strictly speaking only relate to that specific sample. However, the researcher will almost always want to generalize this to the entire population (ibid). One of the most central ways to assure generalizability is to obtain a large sample size.

Although many “rules of thumbs” exist in regards to determining a minimum sample size for structural equation modelling, no general consensus about the adequate size exists (Reisinger & Mavondo, 2007). According to Reisinger & Movondo (2007) however, the total sample size should be between 100-400, or at a minimum of five times more cases than the number of statements used in the survey, since the number of statements in this survey is 33, the sample size of 283 is considered acceptable in order to assure generalizability ($33 * 5$ would imply a minimum of 165 respondents) (Reisinger & Mavondo, 2007).

Another means to assure generalizability is to obtain an unbiased sample of the population, which means that the sample be representative of the population which is object of/ investigation, not skewed towards one group or another (Muijs, 2010). As an example, it would limit the representativeness of a sample if it was conducted e.g. only at CBS, targeting students, this would create a very un-nuanced picture of the Danish population, since the respondents would be likely to all be relatively young and have the same main occupation being students.

As demonstrated in appendix 3, it has been possible to collect data from respondents with different occupations, educational backgrounds, incomes, etc.

The aspect of generalizability will be further elaborated in section 11.5.

8 Delimitations

A range of delimiting choices has been made in the elaboration of this dissertation, in order to narrow down the area of investigation and use of theory and methodological approaches.

The choice of collecting new data was made because no previous studies in regards to Danes' decision-making process of whether to go on a domestic vacation were accessible. Furthermore, a benefit from generating own empiricism is that it is possible to design the research specifically to fit a given problem statement or area of investigation. The choice of collecting quantitative data was made on basis of the wish to draw overall conclusions from the sample to the Danish population and on the benefits of using the method mentioned in section 4.3. Also the coherence between a quantitative method and structural equation modelling spoke in favour of using this approach.

A delimitation of basing research on a quantitative method is that the obtained answers will be less nuanced and in depth. The respondents need to answer within the given frames, which might mean, that they are not able to provide the exact answers desired. Furthermore, if the respondent wishes to elaborate on any aspects, the opportunities of that are limited.

The benefits of the quantitative method however, are that it, within a limited amount of time, is possible to achieve a large amount of respondents and thereby create a stronger foundation for a generalization from the sample to the overall population. Furthermore, due to the standardization of questions, it is possible to compare and cross-index the provided answers to determine tendencies etc.

Consumer behaviour is a widely analysed area within marketing, and numerous theories to illustrate the matter exist. An example could be the stimulus-response model developed by Kotler (2009), which focuses on marketing- and other stimuli, which affect the buyer's purchase decision and response (Kotler, 2009). The choice however fell upon the Theory of planned behaviour, because it, through a relatively simple model, makes it possible to illustrate the complex decision making process of a consumer when it comes to purchasing choices. Apart from that, TPB is well suited for analysing quantitative data.

Also within the framework of TPB delimiting choices were made. As an example, the outcome beliefs of going on vacation in Denmark, which can affect the decision of doing so or not, are innumerable. These have, with an offset in recognized literature been narrowed down to three overall categories of beliefs which are in regards to (1) price, (2) convenience and accessibility, and (3) environmental friendliness.

Furthermore, the subjective norm influence when it comes to determining where to go on vacation could come from a large number of places; an example could be how a family might be influenced by their children's expressed wishes. With the purpose of keeping the investigation relevant in regards to the overall theme of this dissertation, which has a large focus on online communication and social media, the aspect of subjective norm influence has been delimited to focus on influences via online communication.

When considering the statistical processing of the collected data, the choice fell upon Structural equation modelling instead of other alternative methods because SEM is well-suited for the estimation of a TPB model, and has been used for such by many researchers (e.g. (Gentry & Calantone, 2002; Salleh & Albion, 2004).

This dissertation is written within the area of marketing. Therefore, although statistical methods have been used as a central element to reach the found results, it is only the use and results of such, and not the mathematic calculations behind them, which are the in focus.

A analysis

9 Data Analysis

Originally, 294 respondents answered the survey. Of those however, 11 were removed from the sample. 6 of those were due to having left more than 5 % of the questions unanswered, and further 5 because they were considered unengaged answers since the same value by them was stated to all (or almost all) 33 statements.

4 respondents had left less than 5 % of the questions or statements unanswered, these were filled with the mean value of the answers to those particular statements from the total sample. After this review of respondents, the total size of the sample resulted in 283.

9.1 Demographic Overview

Of the 283 respondents 59 % were female, and 41 % male. The respondents' age ranged from 15-77 years, and the average age was 42,8. The majority of the respondents are either married (37 %) or living with their partner (30 %), and 44 % have children who always (27 %) or sometimes (17 %) go on vacation with them. Around half of the respondents are working, and 24 % are still students. Furthermore, the majority had either a medium-length (27 %) or long (20 %) education, and the respondents' total household income vary considerably, although the largest part earns between 250.000-400.000 DKK (23 %), 550.000-700.000 DKK (19 %) or more than 700.000 DKK (20 %).

For the full demographic profile see appendix 3.

9.2 Items per construct

The aspect of deciding upon the number of indicators needed per construct can be multifaceted and depends on various factors. More items are not necessarily better, although an increased amount of items can help to fully represent a construct and maximize reliability and generalizability (Hair, Black, Babin, & Anderson, 2006). However, this will also demand a larger sample size and it might make the process of producing unidimensional factors difficult because the larger the amount of indicators the higher the risk is of overlapping and creating statements that could load highly on several constructs (ibid).

Although it in practice is possible to find confirmatory factor analysis conducted with only a single item representing some factors, a general rule of thumb is, that a minimum of three and preferably four indicators should exist per construct (Hair, Black, Babin, & Anderson, 2006). In total, 22 of the original 33 statements were used as the foundation for the structural equation model. These were selected on basis of the Cronbach's Alpha analysis and the modelling process elaborated in the following.

Except from convenience which (due to a poorer model fit and cronbach's alpha when including more indicators) ended up only pointing to two indicators, all constructs have the recommended three or four indicators. The full overview of indicators per construct can be seen in table 1.

Table 1: Statements used in model

Price	Price3	I often choose to go on vacation in Denmark because it is cheaper than going abroad
	Price4	I would consider a vacation in Denmark if I am presented with a good offer
	Int3	If it becomes possible to me (economically etc.) I will go on vacation in Denmark in 2015
Convenience	Convi1	It is important to me that it is easy to go on vacation
	Convi2	I prefer not to change means of transportation too many times to go on vacation
Eco	eco1	It is important to me to be environmental conscious when going on vacation
	eco2	I would consider a vacation in Denmark because it is more environmental friendly with a shorter journey
	eco3	During my vacation, it is important to me to be able to eat organic food etc.
	eco5	I am willing to pay extra during my vacation for organic products, environmental solutions etc.
Constraints	cons1	I prefer to go on vacation at a place where I know the weather will be good
	cons2	I prefer to travel outside Denmark when I go on vacation
	cons4	Only a vacation abroad is a real vacation to me
Subjective norm	norm1	I listen a lot to recommendations from friends and family when it comes to vacations
	norm2	I get inspired to choose vacation-destination by photos and posts by friends and family on social media
	norm5	It is important to me that my friends and family like the place I go on vacation, show interest etc.
Attitude	att1	In general I think I would enjoy going on vacation in Denmark in 2015
	att2	I think I would be able to relax by going on vacation in Denmark in 2015
	att3	I think it would be worth the money to go on vacation in Denmark in 2015
	att6	Overall, I think I would get a lot out of going on vacation in Denmark in 2015
Intention	int1	I count on going on vacation in Denmark in 2015
	int2	I am currently looking at possibilities to go on vacation in Denmark in 2015
	int4	I have already planned a vacation in Denmark in 2015

9.3 Reliability Analysis

As mentioned in section 7, it is important to achieve a high level of reliability when using structural equation modelling. Therefore, before the data material can be used to estimate the structural model, it must be analysed for internal consistency, which will be done by a reliability analysis.

Reliability analysis is an estimation of the degree of consistency between the various measurements of a variable (Hair, Black, Babin, & Anderson, 2006). Reliability analysis is used to assure that variation between the given answers to the statements used in a construct is kept at an acceptable low, to thereby assure that the latent variables be the most reliable possible (ibid).

The most widely used approach to measure the reliability of a scale is Cronbach's alpha, which relies on the variables' correlation coefficients (Hair, Black, Babin, & Anderson, 2006), and this approach will therefore be used here.

In order to use Cronbach's alpha as an analytical approach, it is a pre-requisite that all the questions of the scale are measured on an interval scale (Hair, Black, Babin, & Anderson, 2006). Furthermore, it is necessary that the scale for all statements be standardized (Hair, Black, Babin, & Anderson, 2006). As mentioned in section 4.3.1, all 33 statements of the survey are composed on 1-5 likert-scales, which means that this will not cause issues.

The general accepted lower limit for Cronbach's Alpha is 0,7, however, in some cases of exploratory research, a value of 0,6 will be considered acceptable (Hair, Black, Babin, & Anderson, 2006).

In order to assure the survey would meet the requirements, a relatively large amount of statements (4-6) to each variable were constructed in the survey. This was done, to make it possible to remove or exchange variables if one or more statements showed to give a poor indication of the construct, which it was intended to describe.

9.3.1 Calculation of Cronbach's Alpha

According to section 4.3.1, all statements in the conducted survey were constructed with the intention of them each being an indicator for one of the 7 latent constructs in the hypothesised model (model 3). As mentioned above however, in order for a model to be reliable, the degree of consistency between the various measurements of a variable must be tested (Hair, Black, Babin, & Anderson, 2006), here done by a calculation of Cronbach's Alpha, using SPSS 22.0. Initially, the consistency was calculated between all statements used for a construct. Later however, based on a "scale if item removed analysis", the statements were reduced and

coordinated in order to obtain the highest possible Cronbach's Alpha and thereby construct reliability.

The most complex of these calculations to obtain construct reliability was when calculating the Cronbach's Alpha for the construct price. As mentioned, this was initially calculated on the basis of the 5 hypothesised statements, which pointed to the construct "price." This however provided a relatively poor Cronbach's Alpha of 0,618.

Table 2: Cronbach's Alpha calculated for the construct "Price" - Hypothesised

Reliability Statistics	
Cronbach's Alpha	N of Items
0,618	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price1	11,58	13,223	0,201	0,635
Price2	12,33	12,003	0,385	0,563
Price3	13,22	9,368	0,554	0,458
Price4	12,16	10,434	0,432	0,532
Price5	12,75	10,275	0,32	0,603

Based on a "scale if item removed" analysis, statements were gradually removed, until the best Cronbach's Alpha was obtained. The level showed to be the best when only two statements (Price3 and Price4) were used as indicators, because this, as demonstrated in table 3, provided a Cronbach's Alpha with a level of 0,734.

Table 3: Cronbach's Alpha calculated for the construct "Price" – Scale if item deleted best result

Reliability Statistics	
Cronbach's Alpha	N of Items
0,734	2

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price 3	3,35	1,702	0,58	.
Price 4	2,29	1,825	0,58	.

As mentioned in section 9.2, the ideal number of statements per construct is 3-4. Therefore it was tested whether the inclusion of any other statements (which to some extent was related to the aspect of price being an important factor when determining whether to go on a domestic vacation) would be able to help increase Cronbach's Alpha for this construct. When the statement "If it becomes possible to me (economically etc.) I will go on vacation in Denmark in 2015", which originally was intended as part of the the "intention" construct, but which likewise to a large degree has to do with price, was added to the "price" construct, Cronbach's Alpha for the construct increased to 0,782.

Table 4: Cronbach's Alpha calculated for the final construct "Price"

Reliability Statistics	
Cronbach's Alpha	N of Items
0,782	3

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price3	6,37	5,739	0,669	0,651
Price4	5,32	6,283	0,598	0,728
Int3	5,64	5,572	0,598	0,734

A consequence of using “int3” for the construct of price is that the statement then cannot be used in the intention construct. However, as illustrated in appendix 4, int3 showed to be the statement, which, by its removal from the intention construct, increased cronbach’s alpha the most, which means it was the poorest of the indicators for the construct intention. This led to the cronbach’s alpha of the construct (as illustrated in table 5) ended up at 0,833, which is far above the generally accepted minimum of 0,7.

In appendix 4, Cronbach’s Alpha for the remaining six latent constructs is calculated. The final values are specified in table 5, where it is evident that all constructs except for one meet the minimum of 0,7 for Cronbach’s Alpha. However, with a difference of only 0,03, it is in the context of this thesis considered acceptable in order to assure satisfying construct reliability.

Table 5: Cronbach’s Alpha

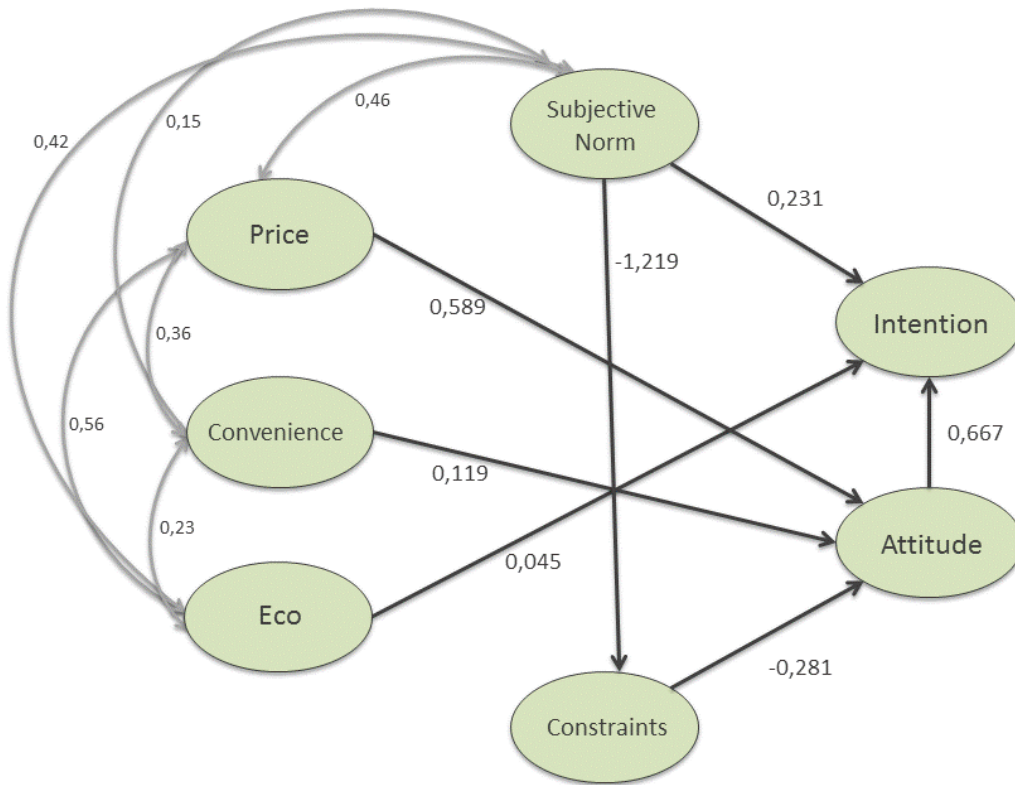
Variable	Cronbach's Alpha
Price	0,782
Convenience	0,753
Eco	0,864
Subjective norm influence	0,7
Constraints	0,67
Attitude	0,912
Intention	0,834

9.4 Model Estimation and Model Fit

After the introductory data analysis it is now possible to begin estimating the model.

The findings of the survey have resulted in the final model (model 4) presented below. This model however, is a simplification of the complete model constructed in AMOS, which can be seen in appendix 5.

Model 4: Final Model



Source: own construct

Table 6: Model Fit

		Standardized Regression Weights	Unstandardized regression weights	P
Constraints	← norm	-1,219	-0,949	***
Attitude	← Convenience	0,119	0,127	0,033
Attitude	← Price	0,589	0,563	***
Attitude	← Constraints	-0,281	-0,366	***
intention	← Attitude	0,667	0,743	***
intention	← Eco	0,045	0,068	0,482
intention	← norm	0,231	0,262	***

The decision of including this simplified version of the model, instead of the complete model, which displays a much larger amount of data, is made on basis of Edward R. Tufte's (1983) research on efficient graphical presentation.

According to Tufte, the goal when presenting statistical data graphically is to present graphics, which "consist of complex ideas communicated with clarity, precision, and

efficiency” (Tufte Edward, 1983). This means, that they should provide the most possible information, in the least complex way possible.

It should furthermore, according to Tufte be easy for the eye to compare different pieces of data, which is the reason why table 6 displays the standardised- and unstandardized regression weights and P-values for each construct right below the model, to enable the reader to easily obtain an overview of e.g. which path values are significant and which aren't.

Furthermore, a graphic presentation should only contain the necessary amount of data in order for the reader to be able to understand the model, just like the data presented should serve a reasonable and clear purpose (Tufte Edward, 1983).

9.5 Fit Indices

In table 7, some key fit indices of the model are stated. In order to consider a model as having an acceptable model fit, these indices need to live up to certain minimum standards, which are discussed below.

Table 7: Fit Indices

	Value
RMR	0,117
GFI	0,903
NFI	0,903
IFI	0,95
TLI	0,934
CFI	0,949
RMSEA	0,059

For a model to have an acceptable fit, the Bentler Bonnett normed fit index (NFI) should be approximately 0,9 in order to be considered good (Arbuckle, 2007). In this model, the NFI is 0,903 and thereby acceptable.

An incremental fit index (IFI) close to 1 likewise indicates a good fit, and the reached value of 0,95 is thereby considered acceptable. The same is the case for the Tucker Lewis index (TLI) and the Comparative fit index (CFI), where both values should likewise be close to 1 (Arbuckle, 2007). With a TLI of 0,934 and CFI of 0,949 both values are here considered as meeting the demands for an acceptable fit.

An exact model fit would require a Root mean square error of approximation (RMSEA) of 0,0 achieving this value however, is unlikely (Arbuckle, 2007). General rules of thumbs are

that a RMSEA at about 0,05 or less would indicate a close fit, even below 0,08 would indicate a reasonable error of approximation (Arbuckle, 2007). This means, that the value of 0,059 is acceptable.

In regards to the Root mean square residual (RMR), the smaller a value the better since an RMR of 0 would indicate a perfect fit (Arbuckle, 2007), a general rule of thumb however is that a value of 0,09 or below is considered a good fit (ibid). In this model however, it has only been possible to obtain an RMR of 0,117, which is considered acceptable in the context of this thesis since it is only a bit above the recommended upper limit.

Finally, the Goodness of fit index where the perfect fit requires a value of 1 is also considered ok with a value of 0,903.

Although some of the values mentioned above do not completely live up to the recommended standards, such as the RMR of 0,117, the deviation is relatively small and the overall model is therefore considered acceptable.

9.6 Construct Validity

9.6.1 Covariance amongst exogenous variables

The exogenous variables in the model are all connected with covariances, which indicate that they are inter-correlated. It is important however, to assure that the particular constructs, although they show correlation are sufficiently differentiated from one another.

Discriminant validity is achieved when the correlation between constructs differs significantly from 1, because the closer a covariance between two variables comes to 1.00, the closer the factors come to being equivalent (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008). As a rule of thumb discriminant validity can be determined by considering the covariance between the latent constructs. Here, a covariance < 0,5 would indicate construct validity (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008). The covariances between all exogenous constructs are listed in table 8.

Table 8: covariance

	Covariance	Square	AVE
Price ⇔ Norm	0,464	0,681	0,729
Price ⇔ Convenience	0,364	0,603	1,003
Price ⇔ Eco	0,565	0,752	0,793
Norm ⇔ Convenience	0,149	0,386	0,728
Eco ⇔ Norm	0,421	0,649	0,771
Eco ⇔ Convenience	0,228	0,477	0,792

Since the covariance between price and eco is > 5 (0,565), it is relevant to further analyse construct validity. This can be done by calculating that for each couple of constructs the square of the correlation between these two constructs should be smaller than their corresponding average variance extracted (AVE).

This is calculated in table 8, where it is demonstrated, that for none of the correlations the square of the correlation between the constructs is greater than the AVE. This means that the latent constructs explain its item measures better than it explains another construct, and construct validity is thereby assured (Hair, Black, Babin, & Anderson, 2006).

9.7 Convergent Validity

Convergent validity indicates the degree to which indicators of a specific construct converge, or share a high proportion of variance in common, and the extend to which different indicators of a latent variable confirm one another.

An indicator of convergent fit is, that the loading of each indicator is significant (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008); the table in appendix 6 shows this is the case here. A further condition, which determines the convergent fit, is that the correlation between each indicator and the corresponding latent variable is greater than 0,50 (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008). The values, which can be seen in appendix 6, are all above 0,50 and convergent validity is thereby assured.

9.8 Reliability

After convergent validity, reliability must be verified, because a model may be convergent valid without being reliable (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008). The construct reliability is, on basis of the formula stated below, calculated in appendix 7.

Another criterion for the reliability of a latent variable is the variance-extracted criterion. This criterion shows which part of the collective variance of the indicators may be found in the latent variable (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008). The calculations of variance extracted are likewise calculated in appendix 7.

$$\text{Composite reliability} = \frac{\left(\sum \text{standardized loadings} \right)^2}{\left(\sum \text{standardized loadings} \right)^2 + \sum \text{measurement errors}}$$

$$\text{Variance extracted} = \frac{\sum \left(\text{standardized loadings} \right)^2}{\sum \left(\text{standardized loadings} \right)^2 + \sum \text{measurement errors}}$$

Table 9: Composite reliability and Variance extracted

Variable	Composite Reliability	Variance Extracted
Price	0,782	0,546
Convenience	0,755	0,607
Eco	0,836	0,568
Constraints	0,695	0,505
Subjective Norm	0,721	0,506
Attitude	0,895	0,680
Intention	0,835	0,629

On the basis of these calculations, it can be concluded, that all of the individual indicators have been measured consistently, because the construct reliability for all of the seven constructs is greater than 0,60, and the variance extracted criteria is above 0,50 (Janssens, Wijnen, De Pelsmacker, & Van Kenhove, 2008).

To sum up, the model proves to be reliable, indicates convergent and discriminant validity and can therefore be considered suitable as basis for further analysis.

9.9 Interpretation of the model

The final model (model 4) shows, that the decision-making process for tourists in regards to destination choice is complex.

One of the most significant influencers in the process of vacation destination choice is the aspect of price, which is expressed by the high path loading of 0,589 (standardized regression weight). However, the low price of a vacation in Denmark does not directly influence the tourists' intention of going on vacation in Denmark, it is a mediated influence, because "price" influences the attitude towards going on vacation in Denmark, which then later has a significant impact on the intention of doing so.

The influence of price on attitude is significant as illustrated in table 6. The fact that the price is mediated through attitude means that a low price alone will not cause Danes to go on vacation in Denmark. The Danes will at the same time need to have a positive attitude towards doing so, in order for the price to positively influence their intention.

This leads to the most significant influence in the model; attitude. With a standardized regression weight of 0,667, a potential tourist's attitude towards going on vacation in Denmark is very important to the actual intention of doing so.

Another significant influence in the model is the negative impact which subjective norm influence has on constraints, this is an influence which was not hypothesised beforehand, but which through the modelling process showed to be significant. This influence can be interpreted in the way that positive influence through social media in terms of going on vacation in Denmark, will minimize the risks of constraining factors "threatening" a potential tourist's attitude towards going on vacation in Denmark.

The constraining factors of going on vacation in Denmark already have a significant influence on attitude with a loading of -0,281. This loading increases to -0,320 (standardized regression weights) if the path from subjective norm to constraints is removed, which can be seen in appendix 8.

The constraints in the model already have a significant negative influence on the attitude towards going on vacation in Denmark. The fact that the removal of the path from subjective norm to constraints will increase the negative influence, which the constraints have on attitude, indicates an importance of communication on social media when it comes to tourism destination choice.

This means, that besides from subjective norm influence having a significant direct positive influence on the intention of going on vacation in Denmark, the aspect is furthermore important because it can diminish the "threats" of potential tourists choosing alternate destinations.

Other paths in the model however, cannot be considered significant. One of these is being able to go on an eco-friendly vacation in Denmark, which, with a P-value of 0,482 has an insignificant influence on the intention of doing so.

Likewise, the convenience of going on vacation in Denmark only to a limited degree affects the attitude towards the domestic vacation. Although this path has a much lower P-value of 0,033, it is still not significant to the decision-making process of whether to spend a vacation in Denmark.

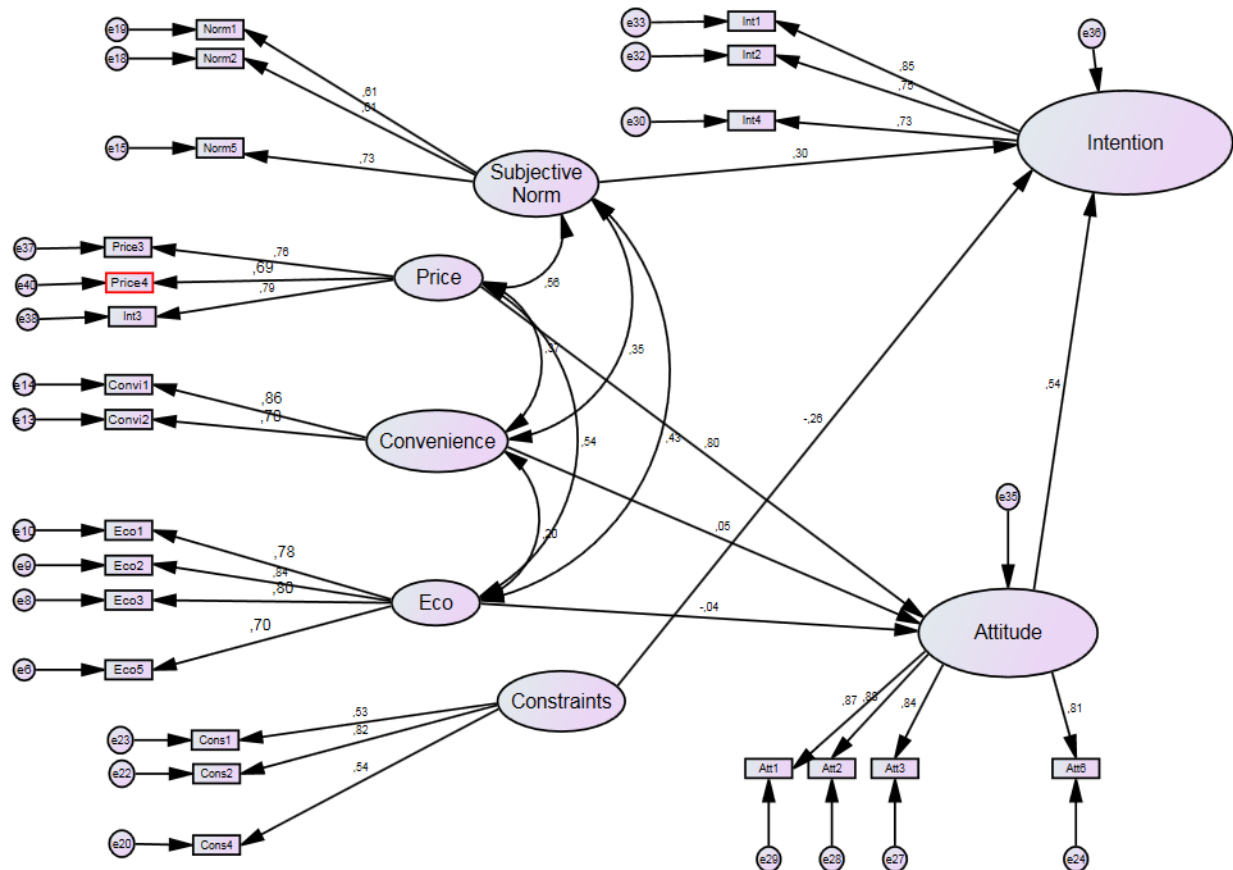
If the results are cross-indexed however, convenience shows to have a greater influence to some segments than to others, which will be elaborated in section 12.4.3. This means, that although convenience shows to be insignificant to the entire group of respondents, it might be of a higher influence to some.

9.9.1 Reaching the best obtainable model

In the process of constructing the best possible model to illustrate the results of the collected data, a wide range of different paths, connections, and combinations were tested. The final model (model 4) however, shows the best obtainable model fit.

The numerous alternate models and combinations that were tested all showed to have a poorer model fit than the final model. As an example, the first model tested was structured as the hypothesised model (model 3). This was, amongst other things a model without the path from subjective norm to constraints. The model below (model 5) is constructed on basis of this hypothesised model.

Model 5: Alternate model 1 – Hypothesised model



This model however, shows a range of strange aspects. To mention a few; the path value from eco to attitude becomes negative, with a standardized regression weight of -0,04. And also, the path value from attitude to intention decreases considerably.

Furthermore, as illustrated in table 10, this model shows a range of questionable conditions in regards to its fit indices.

As an example, the RMR of 0,216 is much above the generally accepted minimum of 0,09, and also much above the final model, which had an RMR of 0,117. Likewise, the GFI, NFI, IFI, TLI, and CFI values are all considerably worse than the ideal of being as close to one as possible, and show to differ to a large extend from the final model where these are all around 0,9 which is considered a good fit.

Table 10: Alternate model 1 - model fit

	Value	
	Final model	Alternate model 1
RMR	0,117	0,216
GFI	0,903	0,794
NFI	0,903	0,773
IFI	0,95	0,816
TLI	0,934	0,781
CFI	0,949	0,815
RMSEA	0,059	0,107

Another alternate composition of the model is to change the paths from eco and subjective norm (which in the final model both go directly to intention) so they both point towards attitude. This means that all influence on the intention to go on vacation in Denmark would be mediated through attitude.

This change seems reasonable due to e.g. the relatively low path value from subjective norm influence to intention, which is only 0,231 in the final model. The change however implied that the path value from norm to intention turned negative (-0,42) as demonstrated in model 6. With this constellation, the model fit is likewise aggravated as illustrated by the fit indices in table 11. Furthermore, the path from eco to attitude shows to become even less significant, with a standardized regression weight of 0,016 compared to 0,045 in the original model. Also, the path from subjective norm to attitude shows a negative loading.

Model 6: Alternate model 2

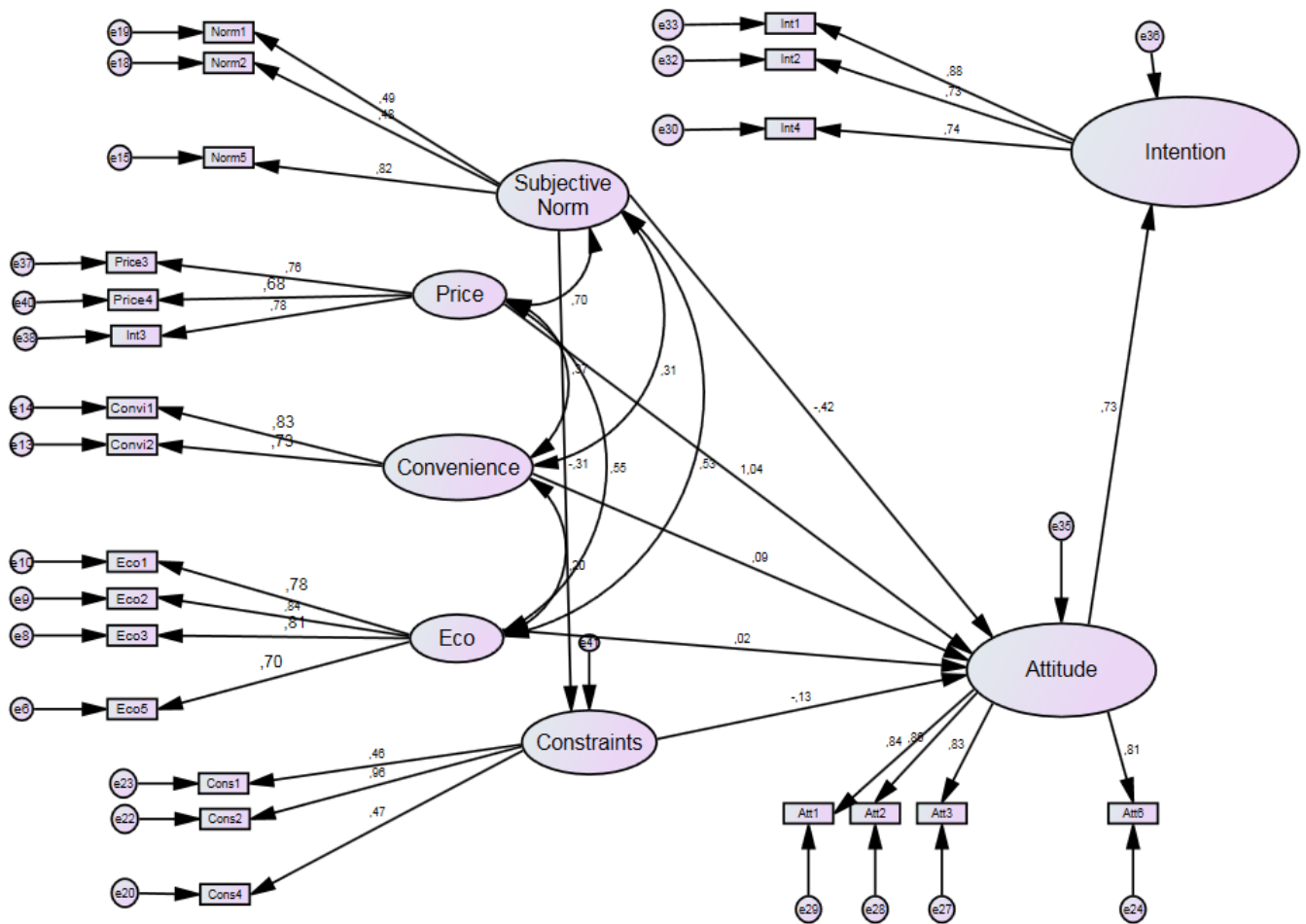


Table 11: Alternate model 2 – model fit

	Value	
	Original model	Alternate model 2
RMR	0,117	0,208
GFI	0,903	0,857
NFI	0,903	0,847
IFI	0,95	0,893
TLI	0,934	0,865
CFI	0,949	0,891
RMSEA	0,059	0,084

As demonstrated in table 11, this model shows to have a considerable worse fit than the final model (model 4). The RMR is impaired from 0,117 to 0,208, and considering that the RMR in the original model already lies on the limit of being too high (with a recommended value of 0,09 or below), 0,208 must be considered much too poor.

Likewise, the RMSEA, which according to section 9.5 in some cases can be considered acceptable below 0,08, however preferably should be around or below 0,05, is with a value of 0,084 too high. In this model, the GFI, NFI, IFI, TLI, and CFI are all poorer than in the final model since the general ideal is that they should be around 0,9 or as close to 1 as possible.

On basis of the above mentioned (and numerous other tested alternatives), the final model (model 4) was considered the most representative of the decision making process of whether to go on a domestic vacation due to its good model fit and reasonable composition of the model.

10 Results

On basis of the found results and the composed structural equations model, the following results to the in section 3.8 proposed hypotheses, which are summarised here, state as follows:

H1:	A low price positively influences attitude	→	Confirmed
H2:	Convenience positively influences attitude	→	Rejected
H3:	Opportunity for eco-vacation positively influences attitude	→	Rejected
H4:	Subjective norm influence positively influences intention	→	Confirmed
H5	Constraining factors negatively influence intention	→	Partly confirmed
H6	A positive attitude positively influences intention	→	Confirmed

H1 is confirmed because, as elaborated in section 9.9, the low price of transportation to a vacation in Denmark has a positive influence on attitude. H2 and H3 however are rejected, since neither the convenience of a vacation in Denmark nor the possibility of going on an eco-friendly vacation in Denmark has a significant influence on attitude.

H4 is confirmed, because subjective norm influence has a significant direct influence on the intention of going on vacation in Denmark. The aspect of subjective norm influence is furthermore of importance when it comes to the process of destination choice because it can have a diminishing effect on the threats of choosing international destinations. This however was not hypothesised but has shown to be an additional result from the model.

H5 can be considered partly confirmed, because international alternatives to the domestic vacation stand as potentially constraining factors to the domestic vacation. However, the influence of these constraints does not directly influence the intention of going on vacation in

Denmark, as it was hypothesised. It is, on the other hand a mediated influence through attitude, which implies that H5 can only be partly confirmed.

Finally, H6 is confirmed, because a positive attitude towards going on vacation in Denmark shows to have a significant influence on the actual intention of doing so.

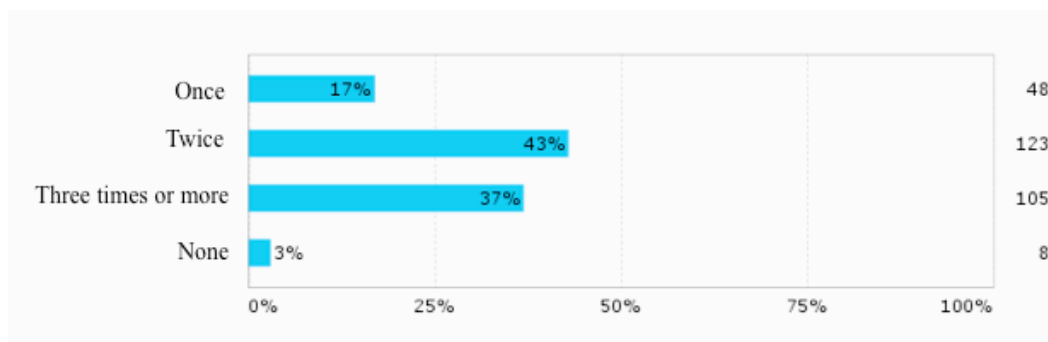
11 Interpretation of the Results

11.1 Prioritizing going on vacation

The findings of the survey clearly indicate that going on vacation is a priority to the Danes. According to model 7, only 3 % of the respondents stated, that they do not intend to go on vacation in 2015. 43 % plan to go on vacation twice in 2015, and for 37 % that number is three times or more.

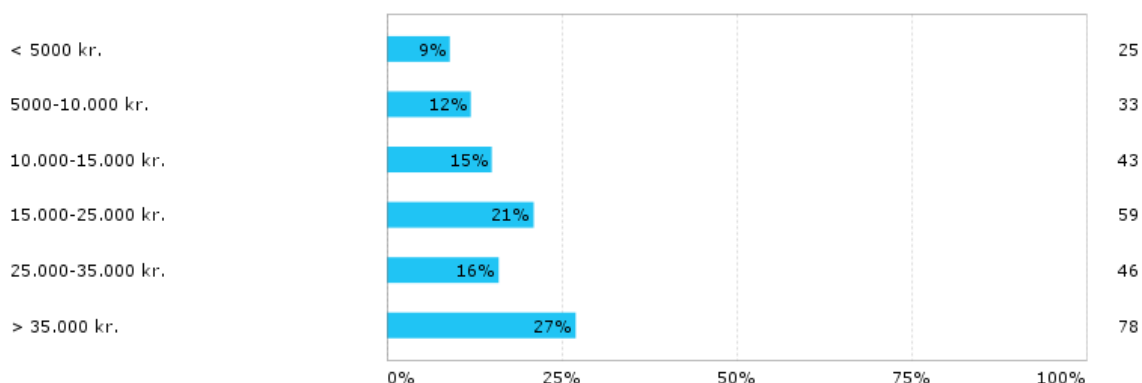
This means that 80 % of the respondents intend to go on vacation twice or more times in 2015, which underlines that going on vacation is a priority.

Model 7: Amount of times to go on vacation in 2015



Another evident result from the survey, which likewise indicates that going on vacation is a priority by Danes, is that the respondents plan to use a considerable amount of money on vacations in 2015. According to model 8, 27% of the respondents state that their household plans to spend more than 35.000 DKK, on vacation(s) in 2015, while only 21 % intend to spend less than 10.000 DKK.

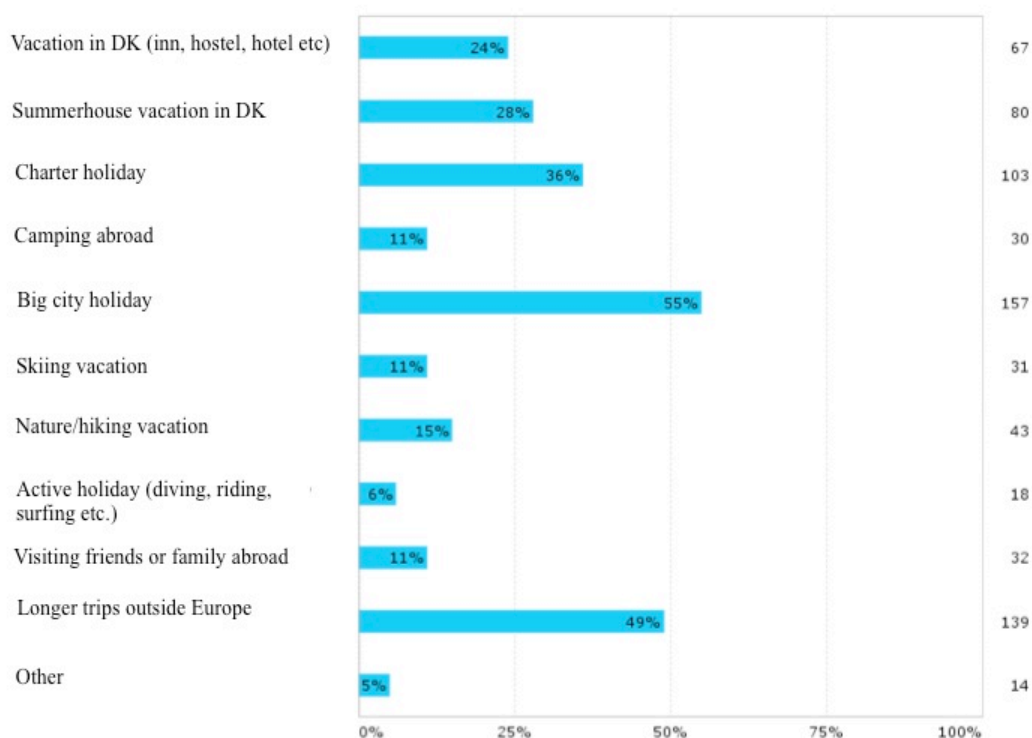
Model 8: Expected household expenses to go on vacation in 2015



11.2 Going on vacation in Denmark

According to the survey, it is clear that Danes in general have a positive view of going on vacation in Denmark. When asked about their preferred vacation types, 28 % of the respondents stated that one of their preferences is to go on a summerhouse vacation in Denmark. For a vacation in a hotel, inn etc. in Denmark that number is 24 % (see the full overview of preferred vacation type in model 9).

Model 9: Preferred vacation type



In connection with this, relatively large preference for the Danish vacation, “only” 22 % of the respondents agree or strongly agree with the statement “only a vacation outside Denmark is a real vacation for me” (see enclosure 3), meaning that the remaining 88 % must view the opportunity of a domestic vacation positively.

Another evidence that the attitude towards going on vacation in Denmark is positive is likewise seen in the survey because around or more than 50 % state that they agree or strongly agree with the statements that they (1) think they would enjoy going on vacation in Denmark, (2) think they would be able to relax by going on vacation in Denmark, (3) think many interesting places to go on vacation in Denmark exist, and (4) think they could experience something new by going on vacation in Denmark (see enclosure 3). This positive attitude towards going on vacation in Denmark is likewise clarified with the strong positive loading of 0,67 from attitude to intention in the final model (model 4).

In spite of this overall positivity towards going on vacation in Denmark, 57 % would prefer to travel outside Denmark when they go on vacation, and 65 % prefer to go somewhere they know the weather will be good (see appendix 3). This indicates that although the general attitude towards the domestic vacation is positive, challenges for the domestic vacation do exist.

11.3 Inspirational sources

Four inspirational sources to making a vacation destination choice stand out in the sample. The number one inspiration source mentioned by 45 % of the respondents as something that affected them to make their latest destination choice is recommendations from friends and family. Followed by that is (2) searching on search engines e.g. Google (mentioned by 31 %), (3) online advertisements (22 %), and (4) friends’ posts on social media (20 %), (see appendix 3 for the full overview of inspirational sources).

On the basis of those findings, it is evident that online media play a large role within the destination choice for a vacation. But at the same time, the “offline” aspect of influence by people in a person’s network is by far the most important inspiration source.

11.4 Results seen in regards to previous studies

An overall result of this study as mentioned above, is that the process of destination choice when it comes to going on vacation is complex and multidimensional because it is influenced by a widespread amount of factors. This finding is in clear accordance with recognized literature on consumer behaviour and decision-making processes described in section 3.2, where e.g. Toader, Brad, Sambotin, Hurmuzache, & Martin (2014) highlight the process of

tourism destination-choice as being a particularly complex decision making process, because it is often a decision of high importance to the individual.

As Ajzen (1991) mention in his theory of planned behaviour, the attitude which a person holds towards a given behaviour will to a large degree influence the intention of performing that particular behaviour. In accordance with this, the study executed here, shows that attitude has a fundamental influence on intention.

Although no previous research has directly focussed on Danes' preferences and decision-making process when it comes to domestic tourism, the findings of this study can be compared to previous studies made within the field of tourism. To exemplify, one of the dismissed hypotheses H3 (regarding eco-friendliness to positively influence the attitude towards going on vacation in Denmark) has in previous research (done in other markets than the Danish) shown to lead to ambiguous results. The study by Han, Hsu, & Sheu from 2010 places great importance to the aspect of eco-friendliness within tourism choices, while Tyrväinen, Uusitalo, Silvennoinen and Hasu in 2014 see the aspect as having a much lower influence on tourism decision-making. Therefore, the dismissal of H3 does not fundamentally differ from previous research, but might on the contrary be a sign that basing tourism decision-making on environmental friendliness is still only something, which is done within niche groups of very environmentally concerned consumers. Or, as mentioned in section 3.6.1.3, the explanation might be, as Hjalager put it out in 2000 that a gap exists between what tourists might prefer and what they actually end up doing. This could be due to a lack of information about how to consume in an environmentally friendly manner when it comes to going on vacation. An explanation could also be that tourists deselect the environmentally friendly alternatives when going on vacation because it often would imply a higher price than going on a "regular" vacation.

Another aspect, which, in this study, has shown not to be of significant importance to the intention of going on vacation in Denmark, is the convenience of only having to travel a short distance. This result is contradictory to previous research discussed in section 3.6.1.2 where e.g. (Mazanec, 2007) states that an easy access to a destination will increase the attractiveness of that destination. As it is likewise elaborated in the theoretical review, however, the aspect of convenience, according to a survey made by Ritzau (2014), shows to be of higher importance to families with young children than to people travelling without children. As it will be elaborated in section 12.4 that means the results in this survey do not necessarily differ from previous studies.

When it comes to the aspect of price, the found results harmonize well with previous research. As e.g. Seddighi & Theocharous (2002) mention it, price stands as being a crucial aspect in the decision-making process for tourists and is one of the main determinants of whether to choose to go on a domestic- or international vacation. That the low transportation price of a vacation in Denmark positively influences the attitude towards going on vacation in Denmark is thereby in accordance with previous research. This means that although the results show that Danes to a large extent prioritise (also in an economic sense) to go on vacation, it is still, as according to Sánchez et. al. (2006) important to tourists to get the most possible out of the money they spend on a vacation.

A further finding, which is in clear accordance with previous research on decision-making within tourism, is the increasing importance of social media. A clear indication is shown, as e.g. Iancu, Pospecu, Pospecu, & Vasile (2013) express it, that the digitalization and new opportunities with online media have changed the decision-making process of a tourist and implied that a new, previously inaccessible, wide range of information sources (e.g. peer to peer reviews) are available for the potential tourist. These new opportunities have in most previous studies, like in this one, shown to be of considerable influence to the tourism experience and the decision making process.

An aspect however, which, in alignment with previous studies, has shown to have a negative influence on the decision of going on a domestic vacation is the numerous alternatives of international destinations with which a potential tourist is met. A clear challenge for the domestic destinations is, according to Eugenio-Martin & Campos-Soria (2010) that the risk of experiencing bad weather to a large degree influences the tourists negatively.

When mentioning this, it is relevant to consider the additional finding from this study, which was not accounted for in the hypothesised model. This is that the subjective norm influence can have a diminishing effect on the constraints of going on a domestic vacation. It has not been possible to find a previous study, which reaches this same conclusion (or even discusses the same matter). This however is probably due to the (as described in section 3.6) untraditional use of TPB, where the constraining factors are considered as being possible threats to the domestic tourism and not the more “traditionally” evaluated constraining factors such as insufficiency of time or money to perform the particular behaviour (Ajzen, 1991). A variety of researchers e.g. (Schepers & Wetzels, 2007) do however mention subjective norm influence as being very important in decision-making and acknowledge the possibility of crossover influences of the factor.

Overall, the findings of this research and the composed model are considered as being sufficiently in accordance with previous research and theoretically based literature.

When taking into account the critical rationalistic view, which is the theoretical scientific approach used in this thesis, it is of great importance that the found results and conclusions do not pronouncedly differ from previous research. The reason why this is important is because such a situation of contradictory results would require a dismissal, or falsification, of either of the analyses.

11.5 Generalizability

The structural model elaborated in this thesis has been constructed to illustrate the decision-making process of Danish tourists in regards to whether they choose a domestic or international vacation. The model however, does not contain any nation-specific elements, which would limit it to be only applicable to the Danish market.

Besides from that, the latent variables accessed in the model are to a wide extend generic factors (1) the transportation price of a trip, (2) the importance of convenience when going on vacation and (3) the influence of social media, together with (4) the threats of having people prefer the international vacation instead of the domestic. None of these factors are specific to the Danish market, but might on the other hand be transferred to other nations or markets. This means that the research done in this thesis to a large extend obtains generalizability to other cases.

S

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12 Strategic Recommendations

In the following, strategic recommendations for VisitDenmark to increase Danish domestic tourism will be given. These will start out with the argument that a version of “nation branding” of Denmark towards the Danes should be done. Later the segment, which is most beneficial for VisitDenmark to approach, is defined and analysed in relation to the results of the survey. This is done, with the purpose of clarifying the way this segment can be most effectively approached.

12.1 Branding of Denmark as vacation destination towards Danes

Nation branding is traditionally understood as the branding of a nation towards other nations. Furthermore, according to, amongst others, Simon Anholt, nation branding is not narrowed down to consider only tourism, but is on the contrary a broad concept, which also includes aspects such as a nation’s ability to attract foreign investments, students and workers (Anholt, 2009). Rather than being a “simple” way of marketing or branding a nation, it is a way for a nation to put together an image that will create a competitive identity and which helps the nation differentiate itself from “competitors” (Anholt, 2009).

In spite of the broad scope of the term nation branding, it is often closely connected to tourism, just as recognized research of the matter (by eg. (Anholt, 2009; Kotler & Gertner, 2004) is often focused on, or to some extent concerns tourism.

Due to this link between tourism and nation branding, it can be argued that it is possible in the context of this thesis to speak about a variety of nation- or destination branding which VisitDenmark with benefit could do towards Danes. This is relevant because a positive and attractive nation brand will positively affect tourists’ inclination towards choosing a vacation in Denmark (Anholt, 2009).

The process of branding a nation is complex due to the multitude of target groups, innumerable market offerings and the broad diversity of suppliers (Therkelsen & Halkier, 2008). One approach to branding Denmark as an attractive vacation destination for the Danes, however, could be to focus on exploiting the positive view of- or attitude towards going on vacation in Denmark, which many Danes already have.

This considerably positive view of Denmark as a vacation destination (which is expressed in a survey made by YouGov in the beginning of 2015 (Andersen, 2015), and in the survey made for this thesis) is that it is possible to obtain many of the same experiences, feelings etc., by going on vacation in Denmark as it is possible when travelling abroad (Andersen, 2015).

The mentioned survey by YouGov indicates that some of the things Danish tourists (across age groups) value the most are nature, beautiful beaches, and clean swimming water (Andersen, 2015). Fewer of the Danes prioritize being able to go shopping or enjoying other urban activities (Andersen, 2015). As it is elaborated in section 11.2, a large part of the respondents of the survey made for this thesis agree that it is possible to relax and experience something new by going on vacation in Denmark. Therefore it is the argument that VisitDenmark should focus on underlining these already positive views of Denmark as a vacation destination for the potential domestic tourists.

Although the above mentioned survey by YouGov shows similar priorities and wants from the Danes across age groups and segments, it is relevant to analyse more closely what is important to whom in order to segment the market and design market offerings specifically to match a certain target group. This will be elaborated in the following sections.

12.2 Defining market segments

Different places will attract different types of tourists. It is therefore relevant to segment the potential market for domestic tourism in Denmark, and consider which aspects should be marketed and towards which groups of recipients (Kotler, 2002).

Because of these differentiated preferences, wants and needs from the Danes in regards to going on vacation, it is relevant to use a differentiated marketing approach, by defining and targeting (a) specific market segment(s) and design separate offers by highlighting different aspects and benefits of the domestic vacation which is of value for each individual segment (Kotler, 2002).

In the following, the main target groups towards whom VisitDenmark with benefit could direct their communication will be defined. Further it will be elaborated which communicative content and channels this should be done with and through.

Segmenting a market means positioning your product or service to a specific group of potential buyers who have one or more characteristics in common (Kotler, 2009). The purpose of such is to focus communication or sales programmes towards the prospects that are most likely to purchase the products or services and thereby increase sales (ibid).

According to Kotler (2009), a market segment consists of a group of customers who share the same, or similar needs, wants and preferences (ibid). Although it is possible to define some

estimated market segments, these need to be viewed with a degree of caution because no group of people will ever act- or want exactly the same (Kotler, 2009).

A market can be segmented according to a number of parameters. The overall types of segmentation are *geographic* (segments defined on the basis of geography), *demographic* (segments defined by factors such as age, race, religion, gender, family size, income, and education) or *psychographic* (dividing the market based upon consumer personality traits, values, attitudes, interests and lifestyles) (Kotler, 2009). In this thesis, the segmentation will be done on basis of psychographic traits, because the actual grouping of the market is made on basis of the provided ratings of the 33 statements presented in the survey, which all ask about respondents' beliefs, attitudes etc. towards the domestic vacation.

This segmentation is later further defined in regards to the specific e.g. demographic traits in the population in order to divide the market into more approachable segments. This is necessary, because when defining the market segments, some criteria should be met in order to efficiently be able to access these segments. They should be measurable, substantial, accessible, differentiable, and actionable (Kotler, 2009). If e.g. a segment is defined as the people in Denmark who have a positive attitude towards the domestic vacation, this would be very difficult to *measure* and likewise very difficult to *access* the group communicatively. If, however, it shows that the people who have a positive attitude towards the domestic vacation, are also e.g. within a certain age group, have a similar income or occupation, the segment becomes more measurable and accessible.

The tool to define these segments will be a K-means cluster analysis, which will be described in the following.

12.3 Cluster Analysis

The executed analysis and the constructed final (model 4) display the overall decision-making process for Danes in general. However, in order to segment the market and determine which groups are the most beneficial for VisitDenmark to approach, it is, as mentioned above, relevant to divide the respondents into sub-groups by analysing their specific preferences.

This can be done statistically, by performing a cluster analysis, which is to create the foundation for the segmentation process.

Cluster analysis is a group of multivariate techniques whose primary purpose it is to group objects (e.g., respondents, products, or other entities) based on the characteristics they possess (Verma, 2012).

Performing a cluster analysis means identifying groups of individuals or objects that are similar to each other, but different from individuals in other groups. As mentioned in section 12.2, this is likewise the essence of segmenting a market, which makes cluster analysis a relevant approach.

The type of cluster analysis performed here, is a K-means cluster analysis. A K-means cluster analysis performed in SPSS starts with a random initial partition and keeps reassigning the patterns to clusters based on the similarity between the pattern and the cluster centres until a convergence criterion is met (Jain, Murty, & Flynn, 1999). This is done with the aim to partition n observations into k clusters in which each observation belongs to the cluster with the nearest mean, serving as a prototype of the cluster (Jain, Murty, & Flynn, 1999).

A pre-requisite for using this approach, is that the researcher knows in advance how many clusters should be generated, which then allows a statistical programme (here SPSS) to divide the respondents optimally by a mathematical algorithm under the condition that a specific amount of clusters should be created (Verma, 2012).

12.4 Defining the clusters

The cluster analysis performed in this thesis is made on basis of the 33 statements in the survey. As previously mentioned, these statements all asked about the respondents' beliefs and attitudes etc. towards going on vacation in Denmark. Since the answers to these statements were all rated on a 1-5 scale, they were ideal for the analysis in order to create a comparable overview.

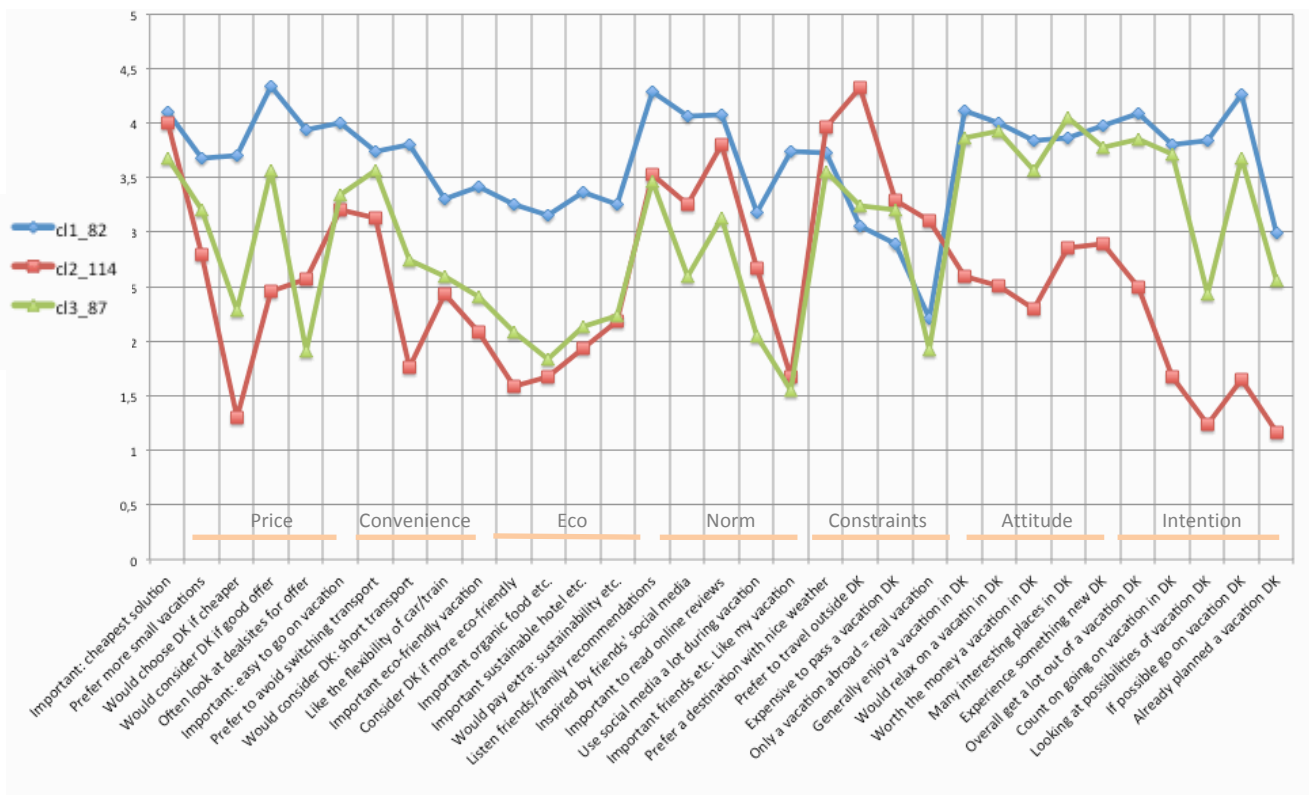
The defined clusters are thereby defined on basis of the respondents' preferences, attitudes and beliefs in regards to the domestic vacation. The clusters can later be cross-indexed in order to see which (demographic) types of people each cluster consists of in order to, as mentioned in section 12.3, make the segments accessible.

In order to be efficiently able to analyse and compare the found clusters, the goal is to create clusters of a similar size (Verma, 2012). Some initial testing in SPSS, revealed, that the most optimal amount of clusters would be 3, since by the creation on 4 clusters, one of those would only consist of 37 respondents, whereas the others would have 77, 84 and 85.

By using SPSS to define three clusters, they would be as follows; cluster 1: 82 respondents (cl1_82) cluster 2: 114 respondents (cl2_114) and cluster 3: 87 respondents (cl3_87). Although cl2 here shows to be the largest, the defined clusters are considered sufficiently similar to be comparable and to create the foundation for analysis.

On basis of this clustering, the three segments can be illustrated as follows:

Model 10: Cluster Analysis



Source: own construct (see appendix 15 for enlarged version and exact means for each statement)

The three defined segments are relatively well separated in regards to the answers to most parts of the survey, especially within the statements in regards to convenience, eco, attitude and intention. Within the subjective norm influence and constraints however, the segments lay relatively close together. However, the segments are considered sufficiently differentiated to create the basis for analysis.

When analysing the respondents on basis of their attitudes etc. towards the domestic vacation the three above illustrated segments can be described as follows:

12.4.1 Segment #1: The domestic vacationers (cl1_82)

As it is evident, even by just a quick glance at the graph above, segment #1 (illustrated by the blue line), predominantly views going on vacation in Denmark positively, which is the main reason why this segment can be defined as the “domestic vacationers”.

The segments positivity is amongst other things clear, because this group has rated the importance of the three belief categories; price, convenience, and eco considerably higher than the two other segments.

Besides from being positive towards those three belief categories, the constraining factors do not seem to affect this group to a very large degree. This is clear when considering the graph's considerable fall when reaching the constraints statements. As an example the domestic vacationers averagely rated the statement "only a vacation abroad is a real vacation" at 2,2. This is although the group (with a mean value of 3,7 to the statement cons1) would prefer a destination with certainty for nice weather and, with the mean value of 3 to cons2 (meaning neither agree nor disagree) they stand neutral to the statement that they would prefer to travel outside Denmark.

The positivity towards the domestic vacation is further underlined by this segment's strong positive attitude towards going on vacation in Denmark. In regards to attitude the mean value of all six statements lies around 4. Also the group's actual intention of going on a domestic vacation is positive. Although only few have already planned a vacation in Denmark (mean value 2,99 int4), many count on going on vacation here (mean value 3,8) int1 and plan to do it if it becomes possible for them (mean value 4,3) int3.

When cross-indexed with the background information provided by all respondents, this segment reveals to have some specific characteristics (see all cross-indexed background information mentioned below in appendix 9)

The average age of this segment is 43,4 years, and it consists of 63 % males, which is a considerable share since only 41 % of the total amount of respondents is male. More than half of the respondents in this segment have children who always (44 %) or sometimes (18 %) go on vacation with them.

In this segment, the most popular vacation is the summerhouse-vacation in Denmark, which is preferred by 51 % of the domestic vacationers, and furthermore, 43 % prefer the vacation in a Danish hotel/inn.

A further characteristic of this segment is that they form the group with the lowest annual household income. 34 % earn between 150.000-250.000 DKK, a much larger percentage than both the international vacationers (12 %) and the doubters (14 %). Furthermore, of the three defined segments, the domestic vacationers make up the group where the smallest amount of respondents (only 10 %) have an annual household income of >700.000 DKK, for the international vacationers this number is 27 % and the doubters 22 %.

12.4.2 Segment #2: The international vacationers (cl2_114)

Quite opposite to the domestic vacationers lays segment #2 the “international vacationers,” illustrated by the red line. This group predominantly stands in a critical position towards the domestic vacation, and would to a large degree prefer to travel internationally. This is evident by the negative ratings of the behavioural beliefs, especially in regards to price and eco.

Furthermore, with a mean value of 4,3 (cons2) almost all respondents in this segment have stated that they would prefer to travel outside Denmark when going on vacation, and with a mean value of 3,1 (cons4), considerably more members of this group agree with the statement that only a vacation outside Denmark is a real vacation, compared to the domestic vacationers (2,2) and the doubters (1,9).

In addition to that, the attitude towards going on vacation in Denmark is relatively negative, since the mean value of all statements in regards to attitude rank below 3. When considering the intention of going on the domestic trip, results are even more negative where e.g., with a mean value of 1,7 (int3), most respondents in this segment either disagree or strongly disagree with the statement “if it becomes possible to me, economically, time-wise etc. I will go on vacation in Denmark,” a statement which both the other segments have rated much higher.

The international vacationers create the oldest of the three defined groups, with an average age of 46 years. It mainly consists of females (69 %), and furthermore, the vast majority of this segment (78 %), do not have children who go on vacation with them (see appendix 9 for all cross indexed results).

Labelling this segment the international vacationers is further justified by considering the respondents preferred vacation types, 74 % would prefer a longer trip outside Europe. Another popular choice is the big-city vacation, which by 63 % of the segment is ranked as one of their preferred vacation types. The two least preferred vacation types by this segment are the two domestic options, a summerhouse vacation in Denmark is only preferred by 7 %, whereas a vacation in a Danish hotel/inn is preferred by only 3 %.

12.4.3 Segment #3: The doubters (cl3_87)

The last segment, which has been defined as a result of the cluster analysis, can be labelled the “doubters” illustrated by the green line. This group to some extent views the domestic vacation negatively, but at the same time rates other aspects positively. As an example, they wouldn’t automatically choose to go on vacation in Denmark because transportation prices are low (mean value 2,3 price3), however, if they were presented with a good offer on a vacation in Denmark they are likely to choose such (mean value 3,6 price4).

With a mean value of more than 3, this segment sees it as considerably important that it is easy to go on vacation (convi1), and also not to switch means of transportation too many times (convi2). However, the importance of being able to travel in an eco-friendly manner when going on vacation in Denmark is of very low importance to this group.

A remarkable shift in answers happens in regards to the attitude towards going on vacation in Denmark, where all statements by this group averagely have been rated positively with a mean value close to 4.

Also the intention of going on vacation in Denmark is amongst the doubters relatively positive, with a mean value of 3,7, many count on going on vacation in Denmark in 2015, and will do it if it becomes possible to them (mean value 3,7 int3). However, as an interesting point, the results of the survey indicate that this group had not (at the time of the survey) made up their mind about whether to go on vacation in Denmark in 2015 or not. This is illustrated by the low mean value of the answers when asked whether they were currently looking at the possibilities to go on vacation in Denmark (1,2 int2) or if they had already planned such a vacation (1,2 int4).

The doubters are, with an average age of 42,5 years, the youngest of the three segments. More than half of this segment has children who always (29 %) or sometimes (29 %) go on vacation with them. The doubters are the highest educated segment of the three, with 38 % having finished a long higher education, compared to “only” 17 % of the domestic vacationers and 25 % of the international vacationers (see appendix 9 for overview of cross-indexes).

This segment stands out by having several preferred vacation types. The most popular vacation type amongst the group (which is preferred by 60 %) is the big-city holiday; another popular choice is the charter vacation (48 %), summerhouse vacation in Denmark (35 %) and a vacation in a hotel/inn in Denmark (33 %). This large amount of preferred vacation types again underlines their status as “doubters”.

The doubters seem to prioritize going on vacation, since 73 % state that they plan to go on vacation twice or more in 2015. As an interesting point however, the doubters plan to spend less money on vacations in 2015 than the two other segments, which will be further elaborated in section 12.5.

12.5 Targeting the doubters

When deciding which of the three above mentioned segments it would be most beneficial for VisitDenmark to target in their communication it is relevant to consider how much the organisation would potentially get out of targeting each one. This consideration should be

made since the main purpose of segmentation is to enhance the efficiency of a communication programme in order to increase sales (Kotler, 2009).

The domestic vacationers by far create the segment, which is most positive towards the domestic vacation. Around half of this segment prefers the domestic vacation, either in a hotel/inn or summerhouse. Due to that, and to their very positive attitude towards- and intention of going on vacation in Denmark, it is likely that this group would choose the domestic vacation regardless of VisitDenmark promoting it to them. It can therefore be argued that focussing on them would be a waste of effort.

At the opposite side, the international vacationers likewise seem to have made up their mind about the domestic vacation but in a negative way. As elaborated in section 3.6.2, according to Ajzen's Theory of Planned Behaviour, the attitude towards performing a specific action is crucial to the intention of performing it and later to the actual behaviour. As it is clear in model 10, the international vacationers have a very negative attitude and intention towards going on vacation in Denmark, and as mentioned in section 12.4.2 the international vacationers have a very low degree of preference for the domestic vacation, which makes it little possible that VisitDenmark should be able to change their minds by targeting the group in their communication.

In one segment however, the contestants do not seem to have made up their mind about where to go on vacation in 2015. That group is the doubters. The doubters have several vacation-types as their preferred ones, and amongst those is the domestic vacation. Furthermore they have a positive attitude towards going on vacation in Denmark and also a considerably positive intention of doing so.

As mentioned briefly in section 12.4.3, the segment of the doubters is furthermore a segment that to a large degree prioritizes going on vacation, since 46 % plans to go on vacation twice in 2015, and for 28 % that number is three times or more. However, of the three defined segments, the doubters create the group that plans to spend the least amount of money on going on vacation in 2015. In this segment, "only" 49 % plan to spend more than 15.000 DKK on vacations, for the domestic vacationers this number is 71 % and 70 % for the international vacationers.

The doubters' relatively small vacation budget can mean that they perhaps will have to compromise their destination choice. The (in the survey) stated preferred vacation-types all stand as the "dream-destinations" for the segment, and are the types of vacation they would prefer when not having to take situational factors such as economy, feasibility etc. into

account. However, these are of course factors, which need to be taken into account when actually determining on the vacation.

58 % of the doubters have children who always or sometimes go on vacation with them. Research shows, that in families with children, vacation destination choice is often affected, or even limited by children (Tic Travel, 2015) and (Dansk Camping Union, 2015). Families tend to adjust their decisions to the children, e.g. by minimizing transportation time, avoiding locations, which are too hot, or those that might serve food the children would not like (Dansk Camping Union, 2015). However, many do not consider this a sacrifice, but more a compromise they are willing to take, since going on vacation brings the family closer together, and because they consider travelling an important part of raising a child (Tic Travel, 2015).

This “need” for adjusting a vacation to the needs of children, and to a limited vacation budget, implies that some of the doubters’ preferred vacation-types, e.g. the big-city holiday might not be a large threat to the domestic vacation, since going on vacation in a big city is not particularly children-friendly, and price levels in general are high in cities. Or at least it is likely, that the doubters are more easily convinced to choosing a domestic vacation instead, by highlighting some of the benefits of the domestic vacation, which will be elaborated in section 12.6.1.

A vacation type, which is more likely to stand as a relevant threat to the domestic vacation however, is the charter-holiday. This is due to its more children-friendly character, and the many packaging offers which makes this vacation-type less economically costly (Lauring, 2013).

12.6 Communicatively approaching the doubters

As elaborated in section 12.1, the way of convincing an increased amount of Danes to go on vacation in Denmark, instead of travelling internationally, should be to work towards branding Denmark as a vacation destination positively towards a target group (here the doubters). This should be by underlining some of the aspects, which the segment already consider important. Since the segment of target has now been defined, the actual communicative approach to the segment should be composed.

When putting together a marketing message, three overall ”problems” appear; what to say (content), how to say it logically (structure), and how to say it symbolically (format) (Kotler, 2002).

12.6.1 Content

Before deciding on the communicative content of a message, it is important to figure out which appeal to the target group is most likely to initiate the desired action (Kotler, 2002).

The three overall types of appeal are; rational (relates to the audience's self-interest in regards to choosing the product/alternative that will lead to the most benefits for the individual), emotional (attempts to provoke emotions in the target group which will result in purchase), and moral (directed towards the recipient's sense of what is right and proper (ibid)).

In regards to the doubters, it seems most relevant to use a combination of the rational- and emotional appeal, which will be elaborated below.

The rational elements of the content should be included in order to underline some of the aspects, which the doubters consider important when it comes to going on vacation.

One of these is the convenience of going on vacation in Denmark. As it is evident in model 10, the doubters consider it relatively important, that it is easy to go on vacation (mean value 3,3 convi1), and they value not having to switch means of transportation too many times (mean value 3,6 convi2).

Another aspect worth communicating to this segment, when seeking to benefit from the rational approach, is the relatively low transportation cost connected with going on vacation in Denmark, which, as previously mentioned, is of high importance to the doubters.

As mentioned in section 12.4.3, the doubters do not automatically choose the vacation in Denmark because it is cheaper, they will however consider a good offer. This means that VisitDenmark is likely to benefit from presenting the possibility of obtaining good offers on vacations in Denmark.

A further part in the rational appeal could be to underline in communication, that by going on vacation in Denmark, the doubters would be able to take more small vacations. This is relevant because the segment averagely rated the statement "I prefer to go on several small vacations instead of one large" relatively high (at least compared to the other two groups) with a mean value of 3,3. Another aspect, which makes this relevant, is as mentioned in section 12.5 that the doubters intend to go on vacation several times in 2015, but at a relatively small budget.

The emotional appeal should be included in order to communicate to the target group, that it is possible for them to obtain some of the same feelings by going on vacation at places in Denmark, as when travelling abroad to their "preferred vacation types."

The types of vacations mentioned in section 12.4.3, which (by being the preferred vacation types by the doubters) can be considered as the largest competitive alternatives to the

domestic vacation, could be characterised as either within the category of experiencing something new (big-city holiday) or a relaxation holiday (charter holiday). Being able to experience something new (att5) and being able to relax (att3) is according to the survey, something the doubters think they can achieve by going on vacation in Denmark, since the statements regarding these factors, according to model 10, averagely were rated close to 4. This makes focussing on emotional aspects in communication relevant.

12.6.2 Structure

When deciding upon how to structure a message, the communicator must decide upon three factors (Kotler & Armstrong, 2010). The first is whether to draw a conclusion or leave it to the audience. Early research showed that drawing a conclusion was usually more effective; however, more recent research suggests that the advertiser is often better off asking questions and letting buyers draw their own conclusions (Kotler & Armstrong, 2010).

The second structure issue is whether to present a one-sided argument by mentioning only the product's strengths or a two-sided argument outing the product's strengths while also admitting its shortcomings (ibid). Usually, a one-sided argument is more effective in sales presentations, except when audiences are highly educated, negatively disposed, or likely to hear opposing claims. In these cases, two-sided messages can enhance the advertiser's credibility and make buyers more resistant to competitor attacks (Kotler & Armstrong, 2010). The doubters as a segment is overall very highly educated, with 38 % who have finished a long higher education. This aspect together with the consideration that, according to section 12.6.3, a lot of the communication will be online, e.g. on social media where the risk of negative comments, feedback etc. is equally as high as with positive feedback, makes it relevant for VisitDenmark to provide a two-sided message.

The third message structure issue is whether to present the strongest arguments first or last. Presenting them first will generally create strong attention, but may lead to an anti-climactic ending (Kotler & Armstrong, 2010). In this case however, both the rational and the emotional argument seems to be of high importance to the doubters, which means either of the two can be presented first.

12.6.3 Format

The doubters have mainly got the inspiration to their last vacation through three inspirational sources. The number one of these is recommendations from friends and family, which inspired 40 % of the segment to make their last vacation choice (the possibility of providing multiple answers was given). The second largest inspirational source, which influenced 29 %

of the doubters, is friends' posts on social media. The third source, which by affecting 25 % of the group can also be considered relevant, is searching on online search engines such as Google.

These main inspirational sources underline the importance of subjective norm influence within this segment. This indicates a relevance of using personal communication channels such as generating word of mouth⁵ (WOM) as a communication channel when targeting the segment.

A way to generate this positive WOM could be by seeking out opinion leaders (people whose opinions are sought by others), and supply them with the product (in this case a domestic vacation) on attractive terms (Kotler, 2002), and later encourage them to share their experiences. If transferred to the online sphere, the chosen opinion leaders could be bloggers or people with a large amount of Instagram followers, an approach often used by companies to increase awareness and sales (ibid). Since a large amount of the doubters have children, it would be relevant to choose opinion leaders who focus on family life in e.g. their blogging.

Although a large part of the doubters have stated, that friend's and family's posts on social media inspire them to make their vacation-destination choice, the doubters as a segment use fewer social media than the entire group of respondents. This is evident because the segment, as demonstrated in appendix 9, lie below average on usage of social media in almost every category. An example is that although 72 % of the doubters use Facebook (see appendix 9 for full overview), it is still below the average usage of 79 % amongst all the respondents. Also Instagram, which is used by 33 % of all the respondents, is only used by 23 % of the doubters. In spite of this, the doubters lie far above average when it comes to being inspired to making a vacation destination choice by friends' and family's posts on social media, which 29 % of the doubters stated they did, compared to only 20 % of the overall sample. This underlines the relevance of using social media when communicating to this group.

Although Facebook is less used among the doubters than among the domestic- and international vacationers, Facebook is still by far (by being used by 72 %) the most widely used social media in the target group, which makes having an active Facebook strategy recommendable for VisitDenmark.

⁵ A way of passing information or communication from mouth to mouth, initiated or influenced by companies (Kotler, 2009)

Besides from being a social media, Facebook is a media where the user is exposed to a large degree of advertisement (Lee, Hyuk, & Jung, 2011). Social media advertising, especially through Facebook, provides a whole new dimension to advertising, as it supplies a company or organisation with the opportunity to interact with users (Dehghani & Tumer, 2015).

Besides from increasing interactive opportunities for companies, Facebook advertising offers users or consumers the opportunity to interact actively with the adverts on their page allowing them to “like” and “share” and also view who else (or which friends) liked or shared the same adverts (Dehghani & Tumer, 2015). This opportunity of having users share and like content, which then will be visible to that user’s personal network is a possibility for VisitDenmark to further obtain WOM. This could be beneficial because according to some research, social media such as Facebook act as a check on the credibility of brands, because potential consumers can view whether critical comments etc. in regards to a product or company have been given (Lee, Hyuk, & Jung, 2011).

Facebook, by leveraging WOM and viral marketing, can enhance brand image and brand equity, and thereby also enhance consumers’ intention to purchase, which means, that the phenomenon of advertising to some extent has changed from push advertising to trust based advertising (ibid). Although marketing on Facebook shows to have the most optimal results when users post or share a given product on their own initiative (Hansson, Wrangmo, & Solberg Søilen, 2013), the opportunity of using paid Facebook advertisement also exists. Paid Facebook advertisement might serve as a means to increase awareness of a product and the amount of visitors to an organisation’s Facebook page (Hansson, Wrangmo, & Solberg Søilen, 2013). This is because, by using Facebook advertisement, a company or an organisation can have their ads appear, not only besides a user’s Facebook profile, but also as an integrated part of the news-feed on a wall (Facebook, 2015) (see appendix 10 for example). Furthermore, due to the extended amount of information Facebook has about its users, it is possible to direct the ads towards users who are within the desired target group (ibid).

An additional argument for this focus on social media and P2P reviews is found when considering the final model. The model shows that subjective norm influence, besides from having a positive influence on the intention of going on vacation in Denmark, shows to have a diminishing effect on the constraints of doing so. This indicates, that if VisitDenmark could encourage people to share their positive experiences of a vacation in Denmark, it would help

to minimize the threats of having the tourist choose other possibilities than a vacation in Denmark.

When counting on user-generated content in marketing however, it is important to bear in mind that the risk of having negative WOM spread is equally as large as the opportunity of generating positive recommendations etc. (Hansson, Wrangmo, & Solberg Søylen, 2013).

Furthermore, some users of Facebook might even be provoked by the presence of commercial content on Facebook. A study from Sweden shows that although some think that companies have no place on Facebook, most users who have an opinion on the issue accept marketing on Facebook, but only in “the right amount” which leaves room for social updates and personal content, which, in most users’ opinion should be in focus (Hansson, Wrangmo, & Solberg Søylen, 2013).

Another inspirational source mentioned as a determining factor, which inspired people from the segment to choose their vacation destination, is searching on online search engines such as Google. This indicates that in order to attract the doubters, it would be relevant for VisitDenmark to focus on Google optimization.

A way of doing so is by using Google AdWords, which enable companies to create adds on Google and later specify which search words or expressions will cause the add to appear as a search-result on Google (Google, 2015).

The use of Google AdWords, and Google optimization in general, shows to have a large effect on increasing awareness and sales of products (Goodman, 2009). However, the actual process of optimizing one’s company’s position and appearance on Google can be complex due to the extreme amount of advertisers there, and frequent changes of result algorithms executed by Google (Goodman, 2009). A benefit of using Google AdWords as a marketing tool is that only when an add is clicked on, it is paid for by the advertiser, and it is furthermore possible to set a daily maximum limit of expenses (Google, 2015).

To summarize, when approaching the doubters, VisitDenmark should use an emotional communication style combined with rational elements, and express these by focussing on an active social media strategy, with a large focus on Facebook, but also by seeking out opinion leaders and encouraging them to share their experiences. Another beneficial initiative could be to focus on Google adds- and optimization.

12.7 VisitDenmark's current social media strategy

VisitDenmark currently has an active social media strategy, by being present on Facebook, Instagram, Twitter, Flickr, Youtube, Google+, and Pinterest (Visit Denmark 6, 2015), where the organisation continuously makes updates and uploads content.

This frequent communication however, is only aimed towards an international audience, not the domestic one. All communication is in English, and the content is evidently more directed towards the international potential tourist than the domestic tourist. This is clear when considering the posted communicative content, which is exemplified in appendix 11, where e.g. the concept of “smørrebrød” is explained on Facebook, and a description of the Copenhagen street party Distortion is found on Instagram.

Few examples of VisitDenmark intending to approach its Danish followers are, however, found. An example of this is likewise given in appendix 11, where Danes are asked to state the destination in Denmark, which they intend to visit in the summer of 2015, so VisitDenmark can create a top-10 list to inspire international tourists.

The reason for this sole focus on the international audience is, as mentioned in section 3.4, due to a legislative change in 2010, requiring VisitDenmark to primarily focus on the international audience (Folketinget, 2010). However, as elaborated in section 14, it is not unlikely that an increased political focus will be put on increasing tourism in the future.

While all VisitDenmark's marketing of Denmark is directed towards an international audience, the organisation does have a full version of its website which is solely in Danish and directed towards the Danes. On this website, VisitDenmark already focuses on some of the in section 12.6.1 recommended content. An example is, that VisitDenmark on the 6th of June 2015 focussed on the aspect of convenience to attract Danes to go on a domestic vacation by having the message “*Go on vacation in Denmark and replace “car-time” with “cozy-time.” Enjoy the short distances and embrace the many opportunities*” on the front page of their Danish website (Visit Denmark 6, 2015) (see appendix 12 for print-screen). This means that VisitDenmark in their national communication on their website already focus on one of the rational elements in their communication.

VisitDenmark to some extent also use some of the, in section 12.6.1 recommended emotional appeals. By scrolling down over the organisation's website, one is met with headlines such as “experiences beyond the usual,” “Enjoy life in Denmark,” and “Grand nature experiences in Denmark” (see appendix 12 for print-screen), which can be categorized as within the emotional appeal of being able to relax and experience something new by going on vacation in Denmark.

12.8 Appealing to both the international and domestic market

For VisitDenmark to change their social media strategy into also focusing on the domestic audience can be challenging because some contradicting messages might appear.

By a quick view on VisitDenmark's international website, this conflict is evident. Whereas the Danish version of the website, as mentioned above, focuses on e.g. the benefits of the short distances, the international version (on the 6'th of June 2015) e.g. highlights Denmark as being the happiest nation in the world (Visit Denmark 7, 2015) (see appendix 13 for print screen).

A way for VisitDenmark to avoid this conflicting message could be to create a page on the various social media where the organisation is present where communication is only directed towards the domestic audience, and where all communication is made in Danish. Inspiration could be drawn from VisitDenmark's sub-divisions' current Facebook pages, e.g. Visit Møn & Sydsjælland, where more detailed descriptions or "inside-tips" from locals are given which might seem appealing to the national recipients (Visit Møn & Sydsjælland, 2015) (see appendix 14 for print screen).

On Facebook, which as mentioned is the most popular social media amongst the doubters VisitDenmark furthermore has the opportunity to segment parts of the communication to be visible only to the Danish audience (Darwell, 2012), which might be an additional solution to solving the potential conflict of interests in communicating to both a Danish and an international audience.

13 Conclusion

The purpose of this thesis was to develop a model that would clarify the influence of important factors on the decision-making process in regards to Danish tourists' choice of vacation destination. The model was based on the Theory of planned behaviour. The aim for the model was that it should serve as a tool for tourism organisations such as VisitDenmark to influence Danes in their decision making process, to more frequently choose to go on vacation in Denmark instead of travelling internationally.

The purpose from the beginning was to develop a structural model, because by using structural equation modelling it is possible to simultaneously investigate multiple complex coherences, which lie behind a matter or behaviour such as vacation choice.

Based on a literature review, six latent factors were composed to describe the influence on the intention of going on vacation in Denmark. The influence of these factors was tested empirically by the elaboration of a quantitative questionnaire, answered by 283 respondents.

The survey showed that the process of vacation destination choice is complex. However, some aspects are more influential to the process than other.

An aspect crucial to the intention of going on vacation in Denmark is the attitude, which an individual holds towards the domestic vacation. Other important factors is the relatively low economic expense of travelling domestically and the subjective norm influence expressed via social media which, besides from positively adding to the attitude towards going on vacation in Denmark, likewise can minimize the risks of choosing international alternatives.

Two of the factors, which were hypothesised to influence Danes' decision-making process in regards to vacation-destination choice, however were dismissed. This was done because those hypotheses showed to be of an insignificant influence to the intention of going on vacation in Denmark. One of these (and the to destination choice least relevant of the investigated factors) is the aspect of being able to go on an eco-friendly vacation in Denmark. The other dismissed hypothesis is that the convenience of going on a domestic vacation would have a positive influence on the intention of doing so.

The final elaborated structural model illustrates the overall decision-making process of Danes when it comes to vacation-destination choice. However, the preferences and wants of Danes in regards to going on vacation differ markedly, which is why a division of the market into smaller segments was necessary. This should be done in order to later be able to direct communication towards the specific target group, which would be the most beneficial for VisitDenmark to focus on.

The segmentation process, which was made on basis of a K-means cluster analysis, divided the market into three overall segments; the domestic vacationers, the international vacationers, and the doubters. The segment, which is most reasonable for VisitDenmark to approach, is the doubters because this group has a predominantly positive attitude and intention towards going on vacation in Denmark, but at the same time often choose international alternatives instead.

When approaching the doubters, it is relevant for VisitDenmark to utilize a combination of the rational- and emotional communication style. The rational communication style should be included to highlight the low cost and easy access to a vacation in Denmark.

The reason why the easy access, or aspect of convenience should be included when approaching the doubters is that although the aspect is insignificant to the overall sample, it showed to be of higher importance when only the segment of the doubters was considered. This is probably because a large part of the segment has children.

The emotional communication style should be utilized because both the aspect of being able to relax and to experience something new has shown to be important to the doubters. The emotional style should thereby be used in order to underline that many of the same feelings of e.g. relaxation and experiencing something new are obtainable when going on a domestic vacation just as when travelling internationally. These benefits should be communicated through personal communication channels (WOM) and online e.g. via social media and Google advertisement since these are the places from where a majority of the doubters got the inspiration to make their last vacation destination choice.

Although VisitDenmark's current communication only has an international focus, the organisation could with benefit change this to also be directed towards the domestic audience since a large potential for growth in the industry and economic gain exists.

14 Further Research

As mentioned in section 2.1, one of the purposes of this thesis has been to initiate research on the market of Danish domestic tourism since the academic literature on the matter is limited. The Danish tourism industry is an industry with a large potential. According to the Danish Chamber of Commerce, it is one of the most important industries in Denmark, with a large potential for growth (Riis-Jørgensen, 2015).

An area of further research could be to analyse, which areas of Denmark, or which vacation-types (e.g. the summer-house-, big-city-, camping vacation etc.) would attract which type of tourists. This would also be relevant to investigate in order to better exploit the many different destinations Denmark has, and assure a positive growth in tourism in both rural and urban areas. This could be investigated by using a qualitative approach in order to more deeply analyse the reasoning that lies behind the choices and actions of Danish tourists.

Another interesting area of investigation could be to seek to clarify why the aspect of eco-tourism does not have significant influence on the decision-making process of whether to go on a domestic vacation.

In connection with the aspect of eco-tourism, an analysis of the impact of e.g. political factors, which could influence domestic tourism, could be relevant. In a Danish context, or in the context of the EU in general, supporting funds can be obtained to sustainable tourism (Ministeriet for by- bolig- og landdistrikter, 2013), which might imply an increased supply of sustainable tourist opportunities in Denmark compared to those found in other parts of the world.

A benefit from this study in its current form is that the developed model (due to the generic concepts within the field of tourism, which are analysed here) is generalizable to other markets than the Danish. This means, that a further area of analysis could be to transfer this model to other nations, comparable to the Danish, and investigate their markets for domestic tourism.

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16 Appendix 1: VisitDenmark's comments on communicating both domestically and internationally

Comments from Agnete Sylvest, head of digital media in VisitDenmark sent on email on the 22nd of June 2015, in regards to why the organization only focuses communication on an international audience. (own translation, see print screen of original email below)

(Q=question, A=answer)

Q:

How come you, in VisitDenmark have chosen not to direct communication on social media towards the Danes and thereby only focus on the international audience?

A:

A legislative change in 2010 means that VisitDenmark must focus on marketing Denmark abroad – and attracting foreign tourists to Denmark. That is our assignment and mandate.

Q:

Did you at any point consider (or even did) also market Denmark towards the Danes just as you have a Danish web-page.

A:

Yes, we did so previously – but not after 2010. That we have a Danish home page anyways is because this creates the basis for a lot of the content we have and use on many of our near-markets. Furthermore it is well visited. It is also a centre for much information from the destinations.

Q:

Which are, in your view the largest communicative challenges by both directing communication at Danes and internationally

A:

There is as I see it no large challenges combined with that. There are of course language differences in regards to who we direct ourselves to, and some content issues.

Q: Could you imagine an approach where you both direct communication towards Danes and internationally e.g. on your Facebook profile? Or that you might make two different pages just as you have differentiated content on your website?

A: Before 2010 we had a Danish Facebook page, but, according to what I have mentioned, this is not something we should focus on any longer. Practically we would be able to segment posts etc. according to whom we wish to approach. So it would be doable without sending the same messages to the Danes as internationally.

Print screen of original e-mail

RE: Speciale CBS // Sociale mediers indflydelse på valg

F K U A² A L 

From: asj@visitdenmark.com
To: piahyllemoselarsen@hotmail.com
Date: Mon, 22 Jun 2015 09:02:38 +0200
Subject: RE: Speciale CBS // Sociale mediers indflydelse på valget om at holde ferie i Danmark

Hej Pia,

Her svar til dine spørgsmål:

- Hvorfor har I, i Visit Denmark fravalgt at kommunikere til danskerne på sociale medier og derimod udelukkende vil fokusere på det internationale publikum?

En lovændring af 2010, betyder at VisitDenmark skal fokusere på at markedsføre Danmark i udlandet – og trække udenlandske turister til Danmark. Det er vores opgave og mandat.

- Har I på noget tidspunkt overvejet (eller måske engang gjort det) også at markedsføre Danmark mod danskerne?

Ja, det har vi gjort tidligere – men ikke efter 2010. Når vi har en dansk hjemmeside alligevel, skyldes det at denne danner basis for meget af det indhold vi har og bruger på vores nærmarkeder, og stadig er velbesøgt. Dette er også ssamlingspunkt for mange oplysninger fra destinationerne.

- Hvilke er i dine øjne de største kommunikative udfordringer ved både at henvende sig til danskerne og internationalt?

Det er der, som jeg ser det, ingen udfordring i. Det vil jo være sprogversioneret – og versioneret generelt alt efter, hvem vi henvender os til.

- Kunne man forestille sig en tilgang, hvor I både henvender jer til danskere og udlændinge på f.eks. jeres Facebook profil? Eller evt. at I lavede to separate sider, ligesom I har forskelligt indhold på hjemmesiden?

Vi havde før 2010 en dansk side, men jf. ovenstående er dette ikke noget vi kan eller skal prioriterer længere. Praktisk ville man jodifferencierer indhold og posts alt efter hvem man sendte det til. Så det vil være til at gøre – det vil ikke være de samme budskaber til danskere som til udlændinge.

Håber, det forklarer lidt!

Med venlig hilsen

Agnete Sylvest Jensen
Chef for digitale medier

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Islands Brygge 43, 3.
DK-2300 København S / Danmark
E-mail asj@visitdenmark.com
<http://www.visitdenmark.com>

17 Appendix 2: Overview of questions asked in survey

Gender

Male

Female

Year of birth

Drop down menu

Civil Status

Single

In a relationship, living alone

In a relationship, living together

Married

Divorced

Widow

Do you have children who go on vacation with you?

Yes

No

Yes, sometimes

Child/children's age (possible to provide multiple answers)

< 3 years old

3 – 7 years old

8 – 14 years old

> 14 years old

Highest finished level of education

Folkeskole/secondary school

Gymnasial udd./high school

Erhvervsudd./vocational education

Teknisk udd/technical education

Kort videregående uddannelse/short higher education

Mellemlang videregående uddannelse/ medium length higher education
Lang videregående uddannelse/ long higher education

Occupation

Student

Working

Self-employed

On maternity leave

On pension

Unemployed

Other, please state _____

Annual household income

< 150.000 DKK

150.000-250.000 DKK

250.000-400.000 DKK

400.000-550.000 DKK

550.000-700.000 DKK

> 700.000 DKK

Which social media do you use? (possible to provide multiple answers)

Facebook

Instagram

Twitter

LinkedIn

Google+

Pinterest

Snapchat

None

Other, please state _____

Which type of vacation do you prefer? (possible to provide multiple answers)

Vacation in Denmark (hotel, inn, hostel etc.)

Summerhouse vacation in Denmark

Charter holliday

Camping abroad

Big city holiday

Skiing vacation

Nature/hiking vacation

Sport/active vacation

Visiting friends abroad

Longer vacation outside Europe

Other, please state _____

How many times do you expect to go on vacation in 2015?

Once

Twice

Three times or more

None

What is your household's expected vacation budget for 2015?

< 5000 DKK

5000 – 10.000 DKK

10.000 – 15.000 DKK

15.000 – 25.000 DKK

25.000 – 35.000 DKK

> 35.000 DKK

From where did you get the inspiration to make your last vacation destination choice?

From a printed newspaper/magazine

Advertisement on the internet

From a deal-site (e.g. Travelbird, Sweetdeal)

Advertisement on TV

Friends' posts on social media

Friends/family told me about the place

From a holiday fair

By searching on the internet

Rate the following statements according to which degree you agree with them

Price

Price1:

It is important to me to find the cheapest solution when I go on vacation

Price2:

I prefer to go on several small vacations in stead of one large

Price3:

I often choose to go on vacation in Denmark because it is cheaper than going abroad

Price4:

I would consider a vacation in Denmark if I am presented with a good offer

Price5:

I often look at deal-sites such as Travelbird or Sweetdeal to find a cheap vacation

Convenience

Convi1:

It is important to me that it is easy to go on vacation

Convi2:

I prefer not to change means of transportation too many times to go on vacation

Convi3:

I could imagine going on vacation in Denmark due to the shorter transportation time

Convi4:

I like the flexibility of travelling by car or train

Eco-friendliness

Eco1:

It is important to me to be environmental conscious when going on vacation

Eco2:

I would consider a vacation in Denmark because it is more environmental friendly with a shorter journey

Eco3:

During my vacation, it is important to me to be able to eat organic food etc.

Eco4:

During my vacation it is important to me that the place I stay during my vacation operates in a sustainable and environmental friendly manner (recycles, diminishes food-waste, energy efficient etc.)

Eco5:

I am willing to pay extra for environmental solutions, organic food etc.

Subjective norm influence

Norm1:

I listen a lot to recommendations from friends and family when it comes to vacations

Norm2:

I get inspired to choose vacation by photos and posts by friends and family on social media

Norm3:

It is important to me, to read online reviews of hotels etc. before visiting them

Norm4:

I use social media a lot during my vacation

Norm5:

It is important to me that my friends and family like the place I go on vacation, show interest etc.

Perceived behavioural control/constraints

Cons1:

I prefer to go on vacation at a place where I know the weather will be good

Cons2:

I prefer to travel outside Denmark when I go on vacation

Cons3:

I don't think it is worth the money to go on vacation in Denmark

Cons4:

Only a vacation abroad is a real vacation to me

Attitude

Att1:

In general I think I would enjoy going on vacation in Denmark in 2015

Att2:

I think I would be able to relax by going on vacation in Denmark in 2015

Att3:

I think it would be worth the money to go on vacation in Denmark in 2015

Att4:

I think many interesting places to go on vacation in Denmark exist

Att5:

I think I could experience something new by going on vacation in Denmark in 2015

Att6:

Overall, I think I would get a lot out of going on vacation in Denmark in 2015

Intention

Int1:

I count on going on vacation in Denmark in 2015

Int2:

I am currently looking at possibilities to go on vacation in Denmark in 2015

Int3:

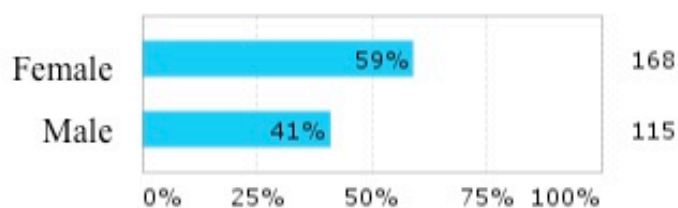
If it becomes possible to me (economically etc.) I will go on vacation in Denmark

Int4:

I have already planned a vacation in Denmark in 2015

18 Appendix 3: Overview of answers from the survey

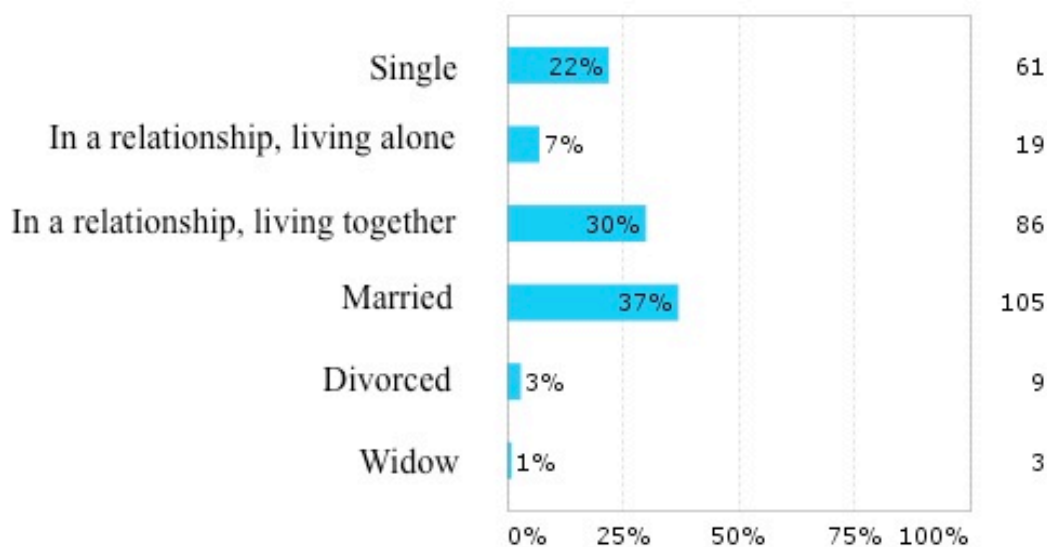
Gender:



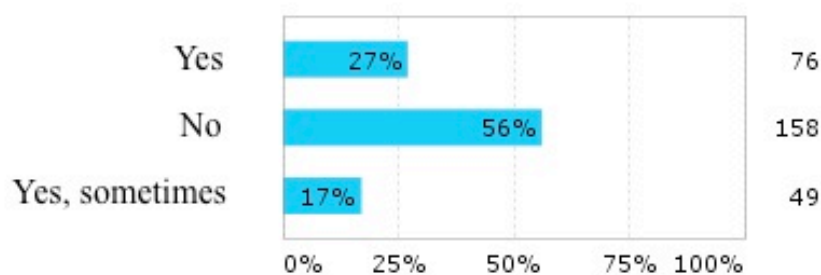
Age:

	< 15	15 - 20	21 - 25	26 - 35	36 - 45	46 - 55	56 - 65	> 65	Total
N	1	27	21	52	58	44	72	8	283
%	0,35	9,54	7,42	18,37	20,49	15,55	25,44	2,83	100,00

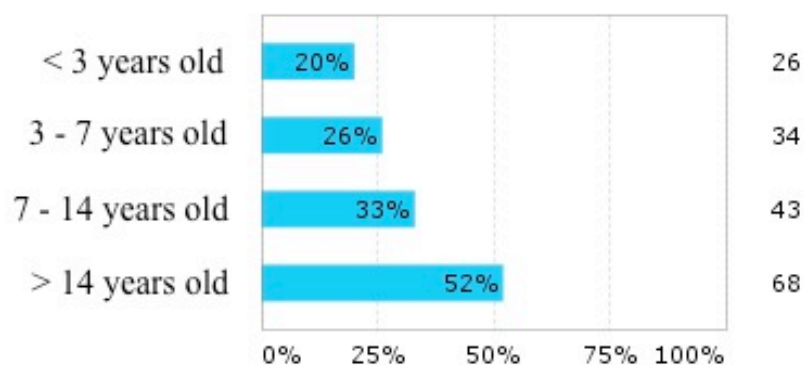
Civil Status:



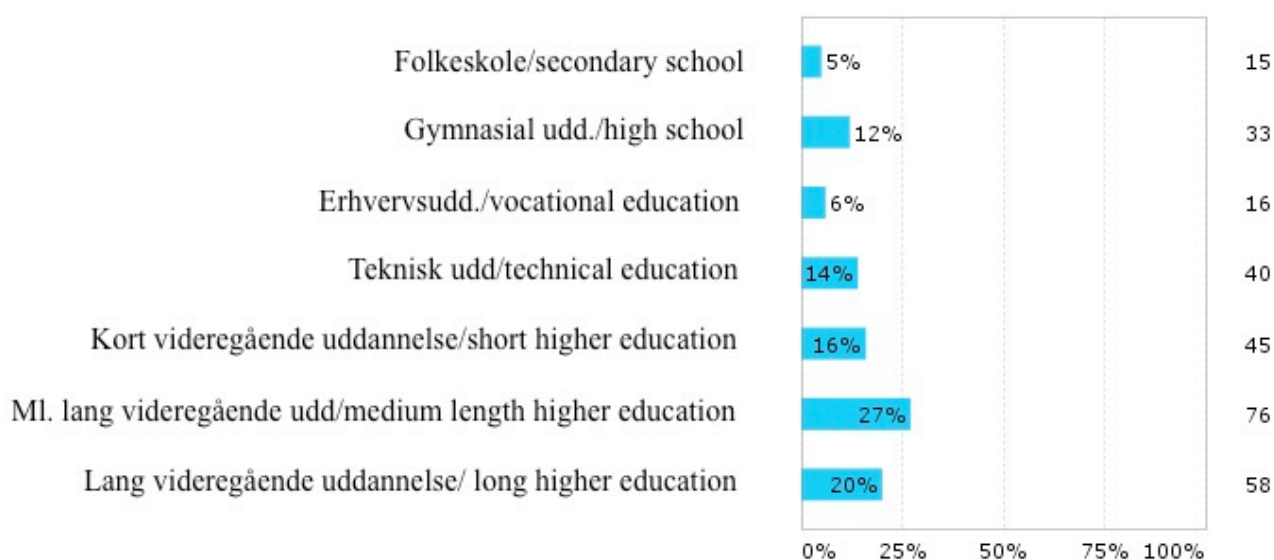
Do you have children who go on vacation with you?



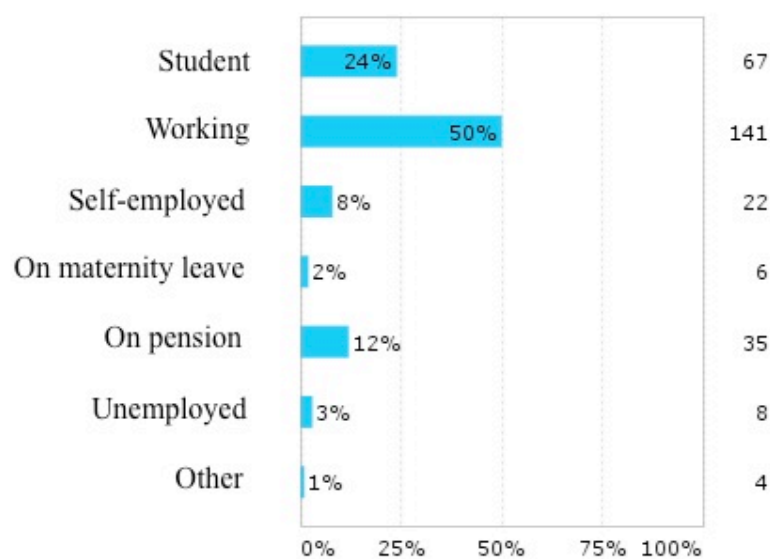
Children's age



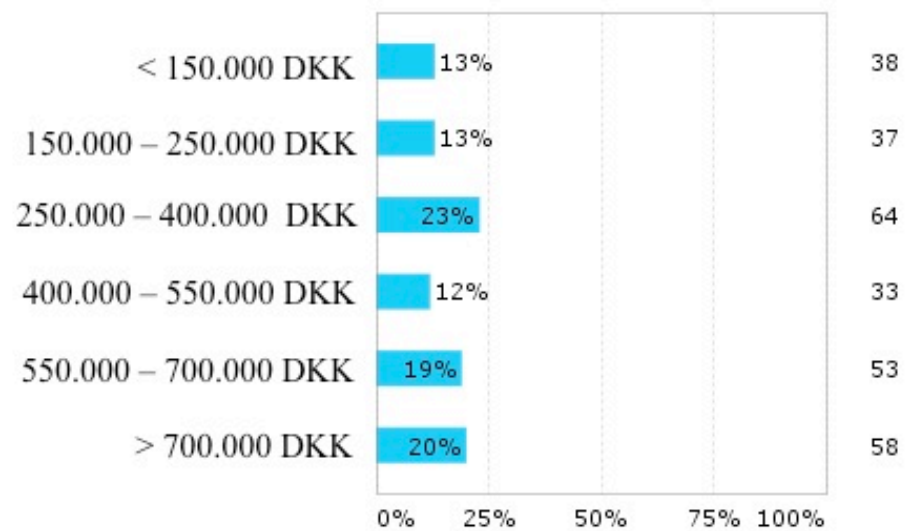
Highest finished level of education



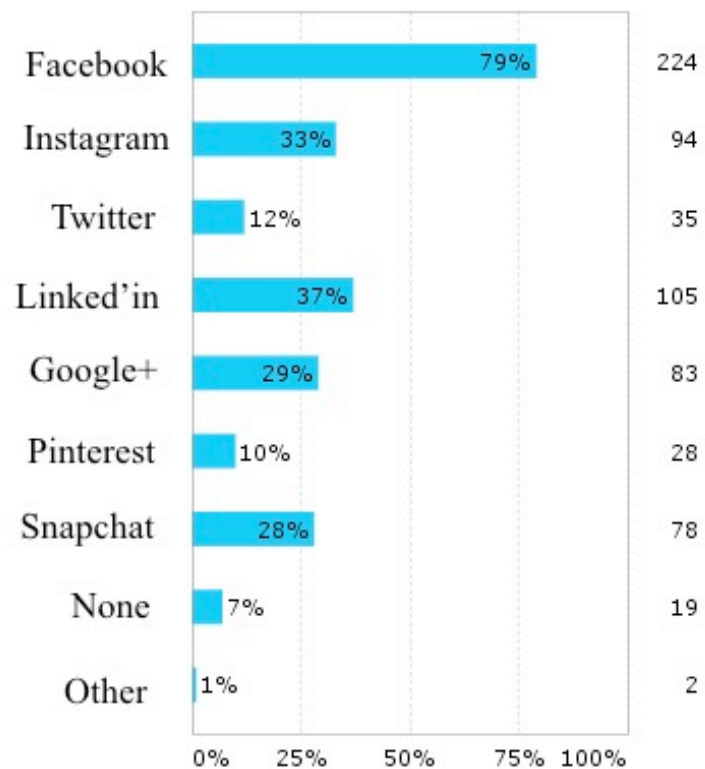
Occupation



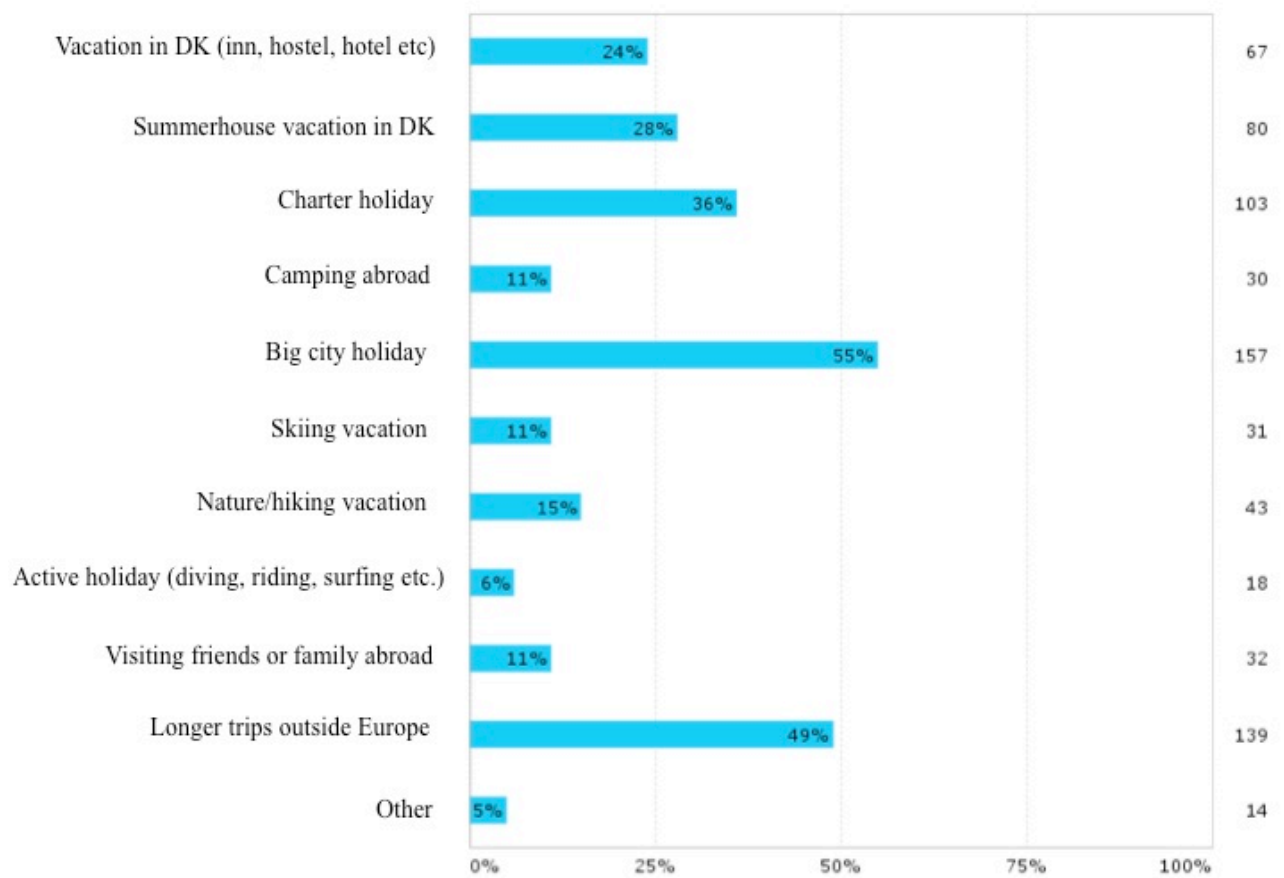
Annual household income



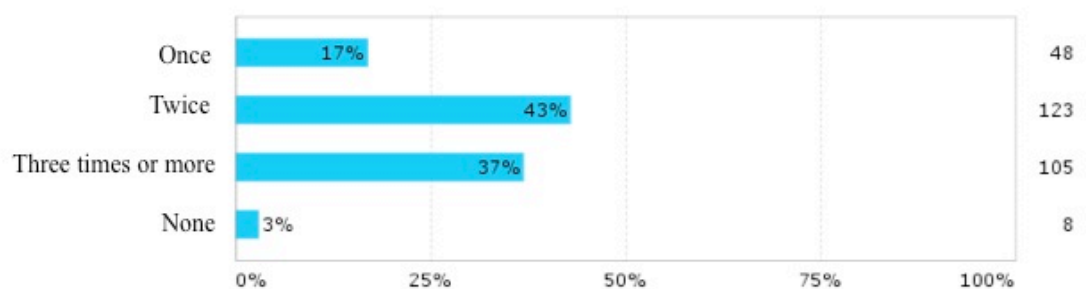
Which social media do you use?



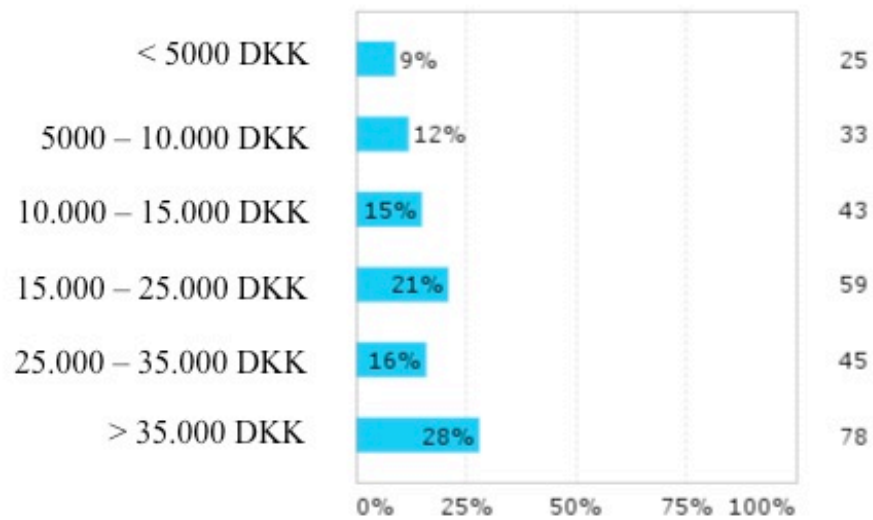
Preferred vacation type



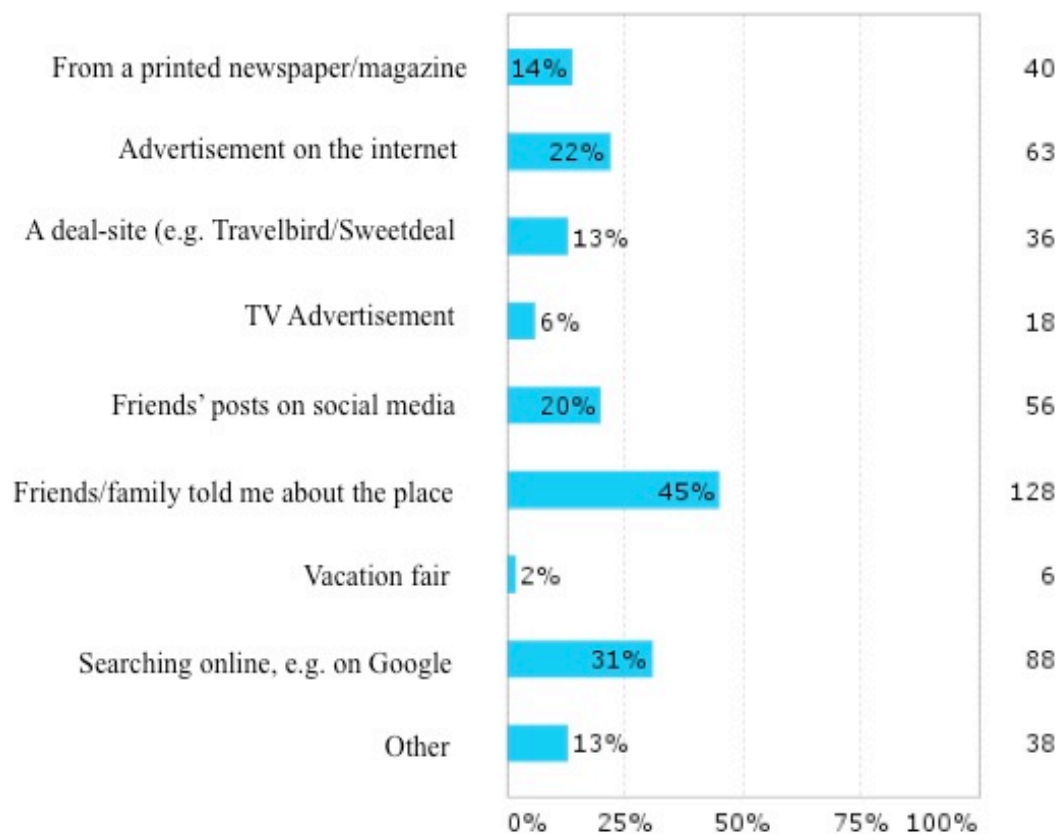
Expected times to go on vacation in 2015



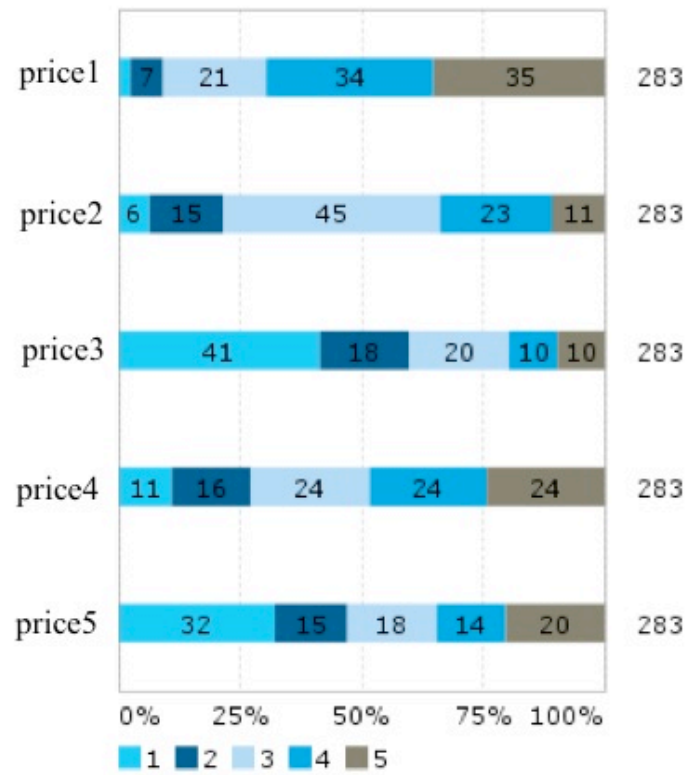
Expected vacation budget for 2015 (costs for transportation and stay)



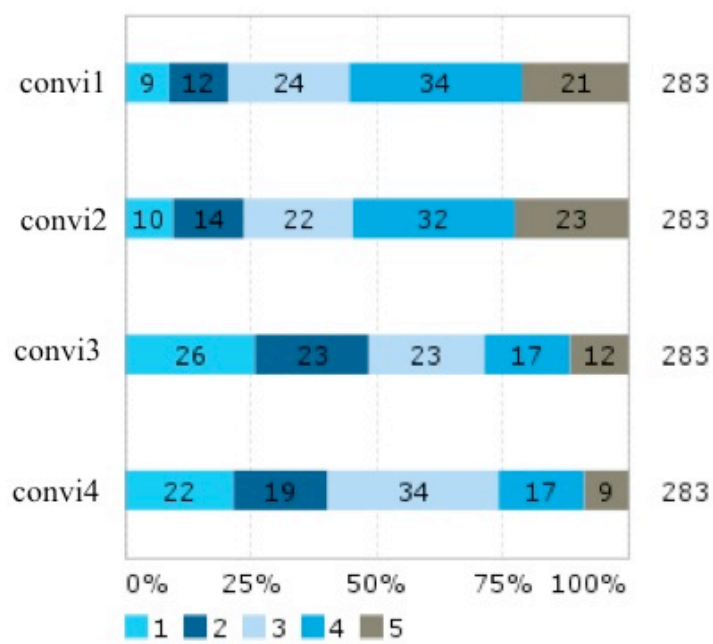
Inspiration to last vacation



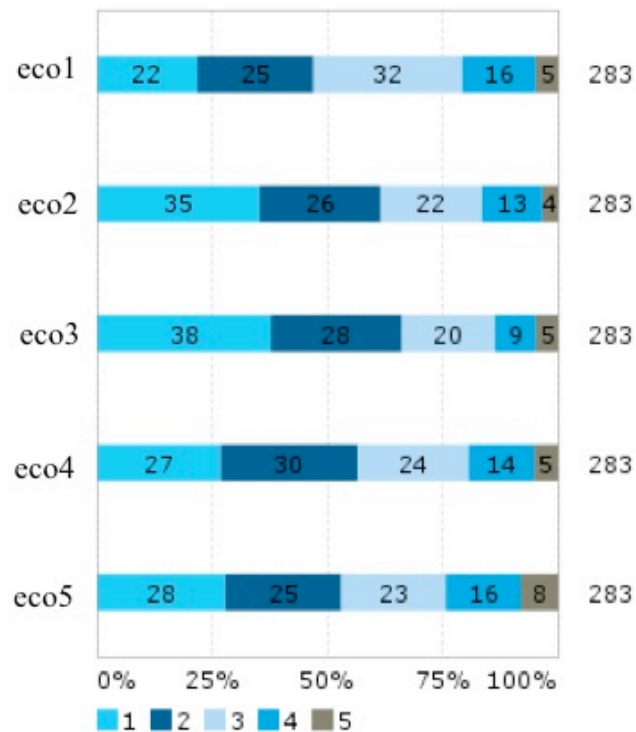
Statements Price



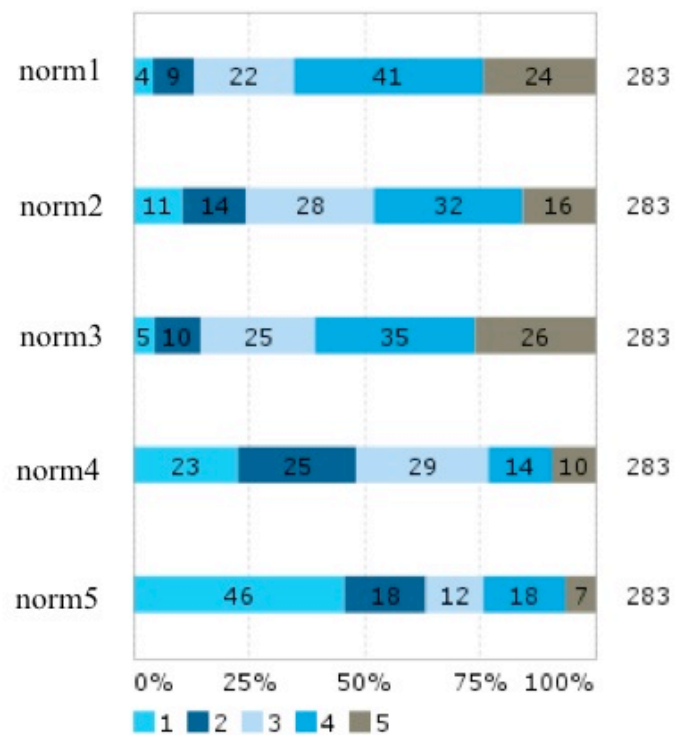
Statements Convenience



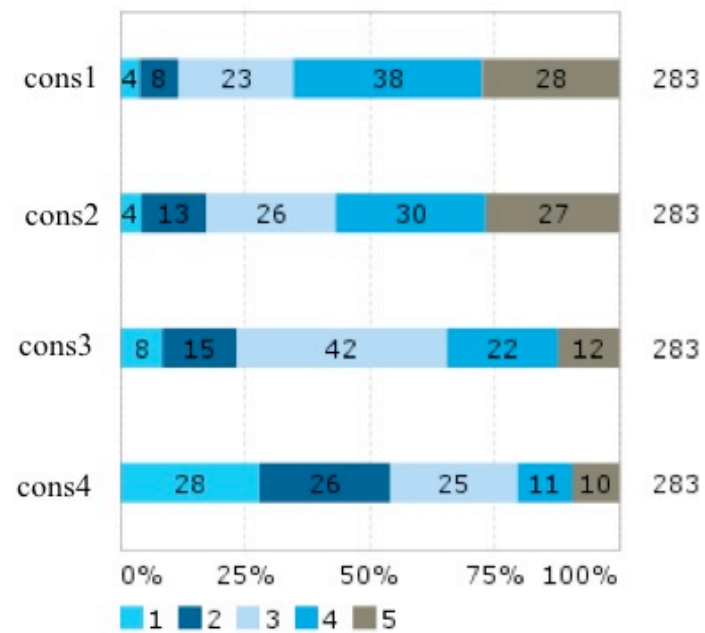
Statements Eco



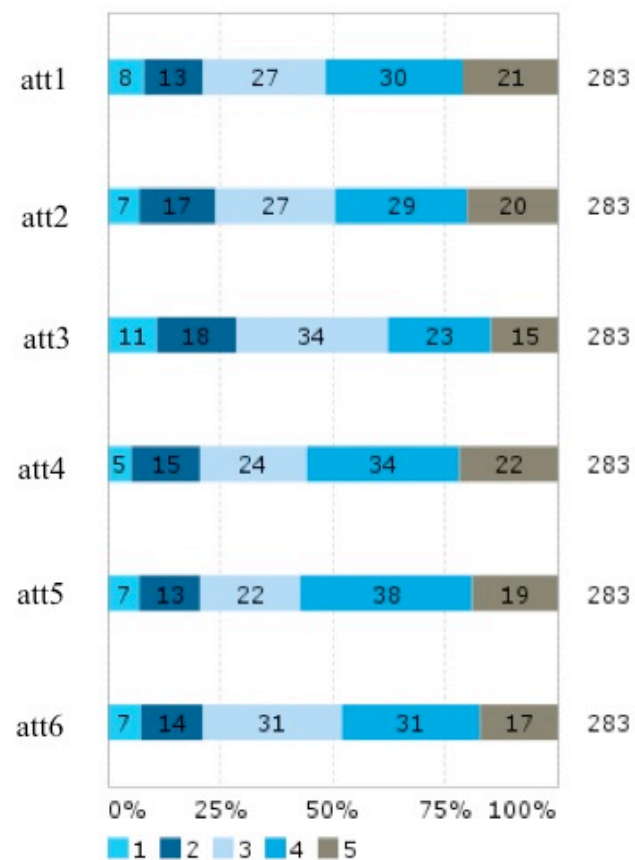
Statements subjective norm influence



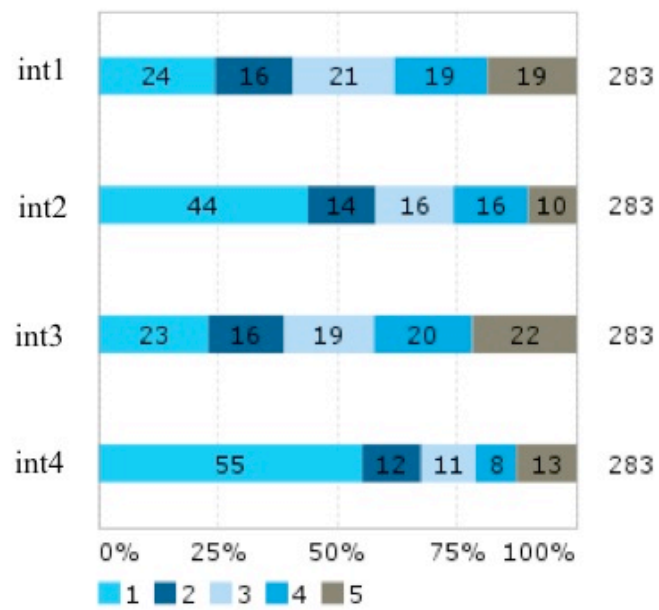
Statements constraints



Statements Attitude



Statements Intention



19 Appendix 4: Calculation of Cronbach's Alpha

Convenience – hypothesised construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Convi1	8,83	7,529	0,508	0,537
Convi2	8,87	7,447	0,486	0,55
Convi3	9,65	7,241	0,46	0,569
Convi4	9,58	8,699	0,295	0,676

Reliability Statistics	
Cronbach's Alpha	N of Items
0,654	4

Convenience - final construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Convi1	3,44	1,56	0,604	.
Convi2	3,48	1,442	0,604	.

Reliability Statistics	
Cronbach's Alpha	N of Items
0,753	2

Eco – Hypothesised construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Eco1	9,29	16,88	0,725	0,881
Eco2	9,63	16,708	0,728	0,88
Eco3	9,71	16,391	0,765	0,872
Eco4	9,45	16,021	0,804	0,864
Eco5	9,35	15,967	0,725	0,882

Cronbach's Alpha	N of Items
0,843	5

Eco – Final construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Eco1	6,88	9,673	0,711	0,827
Eco2	7,22	9,464	0,727	0,82
Eco3	7,3	9,339	0,746	0,812
Eco4	6,94	9,21	0,67	0,846

Reliability Statistics	
Cronbach's Alpha	N of Items
0,864	4

Subjective norm influence – hypothesised construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Norm1	11,81	12,302	0,495	0,679
Norm2	12,26	10,689	0,639	0,618
Norm3	11,87	12,774	0,397	0,698
Norm4	12,92	11,716	0,454	0,693
Norm5	13,31	11,029	0,468	0,691

Reliability Statistics	
Cronbach's Alpha	N of Items
0,727	5

Subjective norm influence – final construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Norm1	5,52	4,619	0,553	0,578
Norm2	5,96	4,116	0,561	0,551
Norm5	7,01	3,947	0,457	0,704

Reliability Statistics	
Cronbach's Alpha	N of Items
0,7	3

Perceived behavioural control – hypothesised construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cons1	9,25	6,318	0,422	0,534
Cons2	9,4	5,489	0,543	0,437
Cons3	9,87	7,069	0,248	0,67
Cons4	10,54	5,654	0,403	0,549

Reliability Statistics	
Cronbach's Alpha	N of Items
0,619	4

Perceived behavioural control – final construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Cons1	6,11	4,166	0,414	0,612
Cons2	6,25	3,444	0,553	0,424
Cons4	7,39	3,465	0,426	0,61

Reliability Statistics	
Cronbach's Alpha	N of Items
0,67	3

Attitude – hypothesised construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Att1	16,88	23,759	0,76	0,894
Att2	16,93	23,796	0,762	0,894
Att3	17,17	23,484	0,783	0,891
Att4	16,79	25,137	0,658	0,908
Att5	16,83	24,668	0,7	0,903
Att6	16,94	23,28	0,853	0,881

Reliability Statistics	
Cronbach's Alpha	N of Items
0,911	6

Attitude – Final construct:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Att1	9,88	10,004	0,814	0,88
Att2	9,93	9,985	0,825	0,877
Att3	10,18	10,075	0,797	0,887
Att6	9,94	10,581	0,762	0,898

Reliability Statistics	
Cronbach's Alpha	N of Items
0,912	4

Intention – Hypothesised model:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Int1	7,51	14,244	0,798	0,829
Int2	8,07	15,175	0,699	0,837
Int3	8,4	14,878	0,702	0,883
Int4	8,31	14,916	0,703	0,836

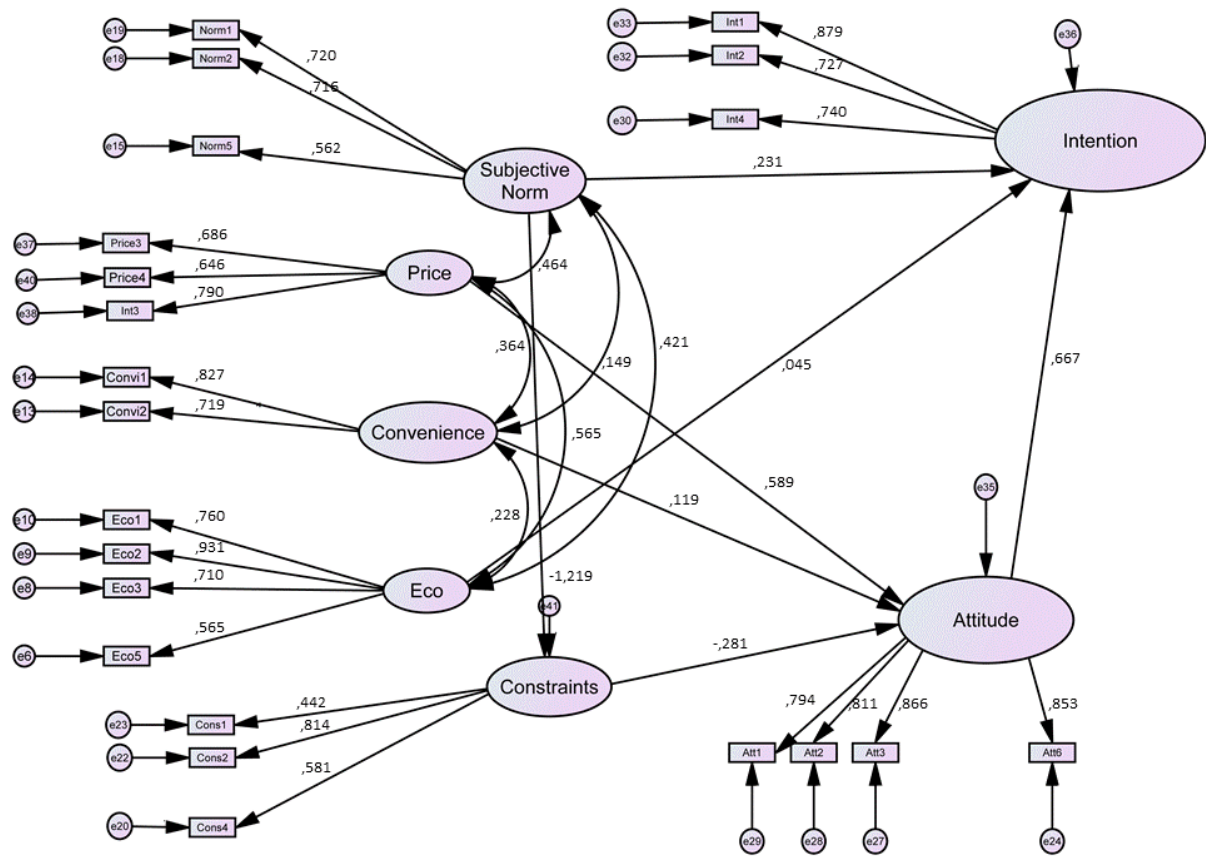
Reliability Statistics	
Cronbach's Alpha	N of Items
0,883	4

Intention – Final model:

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Regner med at tage på ferie i DK	4,48	6,641	0,732	0,734
Kigger for tiden på muligheder for ferie i DK	5,05	7,087	0,66	0,804
Har allerede planlagt ferie i DK	5,28	6,741	0,694	0,772

Reliability Statistics	
Cronbach's Alpha	N of Items
0,834	3

20 Appendix 5: Full model (amos print)



21 Appendix 6: Loading of indicators

Standardized Regression Weights: (Group number 1 - Default model)

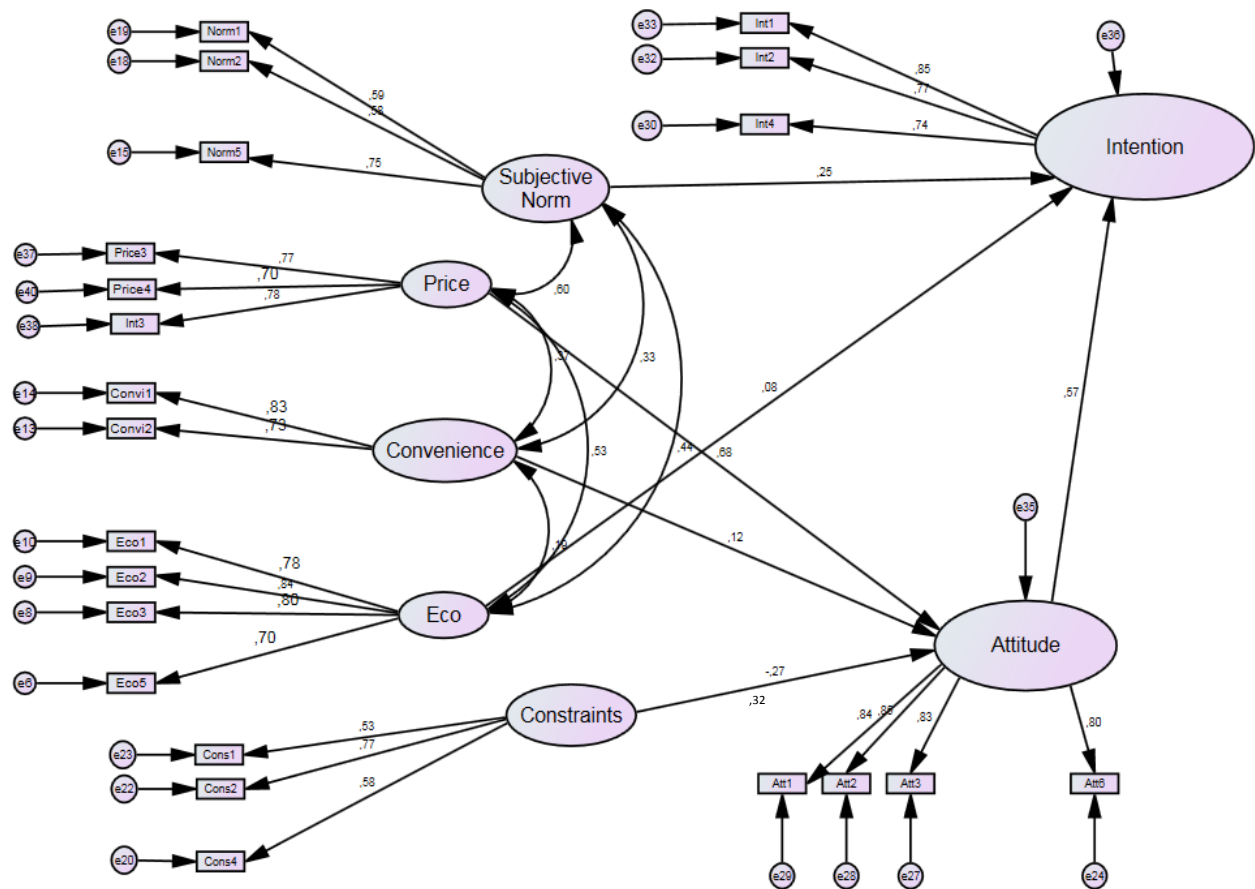
			Estimate	P
price4	←	Price	0,646	***
eco5	←	Eco	0,560	
eco3	←	Eco	0,710	***
eco1	←	Eco	0,760	***
conv2	←	Convenience	0,719	
conv1	←	Convenience	0,827	***
norm2	←	norm	0,716	***
norm1	←	norm	0,720	***
cons4	←	Constraints	0,581	
cons2	←	Constraints	0,814	***
att6	←	Attitude	0,853	
att3	←	Attitude	0,866	***
att2	←	Attitude	0,811	***
att1	←	Attitude	0,794	***
int4	←	intention	0,740	
int2	←	intention	0,727	***
int1	←	intention	0,879	***
price3	←	Price	0,686	
int3	←	Price	0,790	***
eco2	←	Eco	0,931	***
norm5	←	norm	0,562	
cons1	←	Constraints	0,442	***

22 Appendix 7: Construct reliability and variance extracted

Variable	Construct	Standardized regression weights	Squared multiple correlation	1-squared multiple correlation	Construct Reliability	Variance Extracted
Price	Price3	0,686	0,47	0,53		
	Price4	0,646	0,418	0,582		
	Int3	0,79	0,624	0,376		
	Sum	2,122	1,512	1,488		
	Sum2	4,503			0,752	0,504
Convenience	Convi1	0,827	0,684	0,316		
	Convi2	0,719	0,517	0,483		
	Sum	1,546	1,201	0,799		
	Sum2	2,390			0,749	0,601
Eco	eco1	0,76	0,578	0,422		
	eco2	0,931	0,864	0,136		
	eco3	0,71	0,505	0,495		
	eco5	0,56	0,314	0,686		
	Sum	2,961	2,261	1,739		
	Sum2	8,768			0,834	0,565
Constraints	cons1	0,442	0,368	0,632		
	cons2	0,814	0,663	0,337		
	cons4	0,581	0,478	0,522		
	Sum	1,837	1,509	1,491		
	Sum2	3,375			0,694	0,503
Subjective norm	norm1	0,72	0,519	0,481		
	norm2	0,716	0,513	0,487		
	norm5	0,562	0,498	0,502		
	Sum	1,998	1,53	1,47		
	Sum2	3,992			0,731	0,510
Attitude	att1	0,794	0,63	0,37		
	att2	0,811	0,658	0,342		
	att3	0,866	0,75	0,25		
	att6	0,853	0,727	0,273		
	Sum	3,324	2,765	1,235		
	Sum2	11,049			0,899	0,691
Intention	int1	0,879	0,773	0,227		
	int2	0,727	0,528	0,472		
	int4	0,74	0,548	0,452		
	Sum	2,346	1,849	1,151		
	Sum2	5,504			0,827	0,616

23 Appendix 8: No path from subjective norm to constraints

Alternate model 1: Removal of path: constraints ← Subjective norm



The path value (standardized regression weight) of attitude ← constraints increases from -0,281 to -0,320. However model fit is aggravated, which is expressed by the values stated below.

RMR, GFI

Model	RM R	GFI	AGF I	PGF I	RMSEA
Default model	0,21 4	0,80 8	0,74 7	0,61 3	0,099

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0,803	0,763	0,847	0,81 4	0,845

Standardized Regression Weights: (Group number 1 - Default model)

	Estimate
Attitude <--- Constraints	-0,32

24 Appendix 9: Cross-indexing of results and the defined segments

Gender					
		Cluster Number of Case			Total
		1	2	3	
Female	Count	30	79	58	167
	% within Cluster Number of Case	36,60%	69,30%	66,70%	59,00%
Male	Count	52	35	29	116
	% within Cluster Number of Case	63,40%	30,70%	33,30%	41,00%
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00%	100,00%	100,00%

Relationship Status					
		Cluster Number of Case			Total
		1	2	3	
Single	Count	8	31	22	61
	% within Cluster Number of Case	9,76	27,19	25,30%	21,60%
Relationship, live alone	Count	8	7	4	19
	% within Cluster Number of Case	9,80%	6,10%	4,60%	6,70%
Relationship, live together	Count	33	29	24	86
	% within Cluster Number of Case	40,24	25,44	27,60%	30,40%
Married	Count	26	47	32	105
	% within Cluster Number of Case	31,70%	41,20%	36,80%	37,10%
Wiow	Count	2	0	1	3
	% within Cluster Number of Case	2,40%	0,00%	1,10%	1,10%
Divorced	Count	5	0	4	9
	% within Cluster Number of Case	6,10%	0,00%	4,60%	3,20%
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00%	100,00%	100,00%

Do you have children who go on vacation with you?					
		Cluster Number of Case			Total
		1	2	3	
Yes	Count	36	16	25	77
	% within Cluster Number of Case	43,90%	14,04	28,74	27,21
No	Count	31	89	37	157
	% within Cluster Number of Case	37,80%	78,07	42,53	55,48
Yes, Sometimes	Count	15	9	25	49
	% within Cluster Number of Case	18,30%	7,89	28,74	17,31
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00	100,00	100

Highest finished educational level					
		Cluster Number of Case			Total
		1	2	3	
Folkeskole/secondary school	Count	5	7	3	15
	% within Cluster Number of Case	6,10%	6,10%	3,40%	5,30%
Gymnasial udd./high school	Count	9	16	8	33
	% within Cluster Number of Case	11,00%	14,00%	9,20%	11,70%
Erhvervsudd./vocational education	Count	10	1	5	16
	% within Cluster Number of Case	12,20%	0,90%	5,70%	5,70%
Teknisk udd./technical education	Count	13	16	11	40
	% within Cluster Number of Case	15,90%	14,00%	12,60%	14,10%
Kort videregående udd./short higher education	Count	13	21	11	45
	% within Cluster Number of Case	15,90%	18,40%	12,60%	15,90%
Ml.Lang videregående udd/ medium length higher education	Count	18	24	16	58
	% within Cluster Number of Case	22,00%	21,10%	18,40%	20,50%
Lang videregående udd/ long higher education	Count	14	29	33	76
	% within Cluster Number of Case	17,10%	25,40%	37,90%	26,90%
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00%	100,00%	100,00%

Annual household income		Cluster Number of Case			Total
		1	2	3	
<150.000 dkk	Count	4	21	12	37
	% within Cluster Number of Case	4,90%	18,40%	13,80%	13,10%
150.000-250.000 dkk	Count	28	14	12	54
	% within Cluster Number of Case	34,10%	12,30%	13,80%	19,10%
250.000-400.000 dkk	Count	11	13	13	37
	% within Cluster Number of Case	13,40%	11,40%	14,90%	13,10%
400.000-550.000 dkk	Count	20	25	19	64
	% within Cluster Number of Case	24,40%	21,90%	21,80%	22,60%
550.000-700.000 dkk	Count	11	10	12	33
	% within Cluster Number of Case	13,40%	8,80%	13,80%	11,70%
>700.000 dkk	Count	8	31	19	58
	% within Cluster Number of Case	9,80%	27,20%	21,80%	20,50%
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00%	100,00%	100,00%

Preferred Vacation Type (multiple choice question)					
		Cluster Number of Case			Total
		1	2	3	
Vacation in DK, hotel or inn	Count	35	3	29	67
	% within Cluster Number of Case	42,70%	2,60%	33,30%	23,70%
Vacation in DK, summerhouse	Count	42	8	30	80
	% within Cluster Number of Case	51,20%	7,00%	34,50%	28,30%
Charter vacation	Count	28	33	42	103
	% within Cluster Number of Case	34,15	28,90%	48,28	36,40%
Camping abroad	Count	13	11	6	30
	% within Cluster Number of Case	15,90%	9,60%	6,90%	10,60%
Big-city holiday	Count	31	72	53	156
	% within Cluster Number of Case	37,80%	63,20%	60,90%	55,10%
Skiing vacation	Count	9	14	8	31
	% within Cluster Number of Case	11,00%	12,30%	9,20%	11,00%
Nature/hiking vacation	Count	16	15	12	43
	% within Cluster Number of Case	19,50%	13,20%	13,80%	15,20%
Sport/active vacation	Count	6	7	5	18
	% within Cluster Number of Case	7,30%	6,10%	5,70%	6,40%
Visiting friends abroad	Count	4	16	11	31
	% within Cluster Number of Case	4,90%	14,00%	12,60%	11,00%
Longer vacations outside the EU	Count	19	84	35	138
	% within Cluster Number of Case	23,20%	73,70%	40,20%	48,80%

Household's vacation budget for 2015					
		Cluster Number of Case			Total
		1	2	3	
<5000 dkk	Count	6	3	16	25
	% within Cluster Number of Case	7,30%	2,60%	18,40%	8,80%
5000-10.000 dkk	Count	6	13	13	32
	% within Cluster Number of Case	7,30%	11,40%	14,90%	11,30%
10.000-15.000 dkk	Count	11	17	15	43
	% within Cluster Number of Case	13,40%	14,90%	17,20%	15,20%
15.000-25.000 dkk	Count	19	23	17	59
	% within Cluster Number of Case	23,20%	20,20%	19,50%	20,80%
25.000-35.000 dkk	Count	23	14	9	46
	% within Cluster Number of Case	28,00%	12,30%	10,30%	16,30%
>35.000 dkk	Count	17	44	17	78
	% within Cluster Number of Case	20,70%	38,60%	19,50%	27,60%
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00%	100,00%	100,00%

Inspiration for going on last vacation (multiple choice question)					
		Cluster Number of Case			Total
		1	2	3	
printed newspaper/magazine	Count	12	10	18	40
	% within Cluster Number of Case	14,60%	8,80%	20,70%	14,10%
Advertisement on the internet	Count	36	19	9	64
	% within Cluster Number of Case	43,90%	16,70%	10,30%	22,60%
Deal-site (e.g. Travelbird, Sweetdeal)	Count	25	7	4	36
	% within Cluster Number of Case	30,50%	6,10%	4,60%	12,70%
Advertisement on TV	Count	13	1	4	18
	% within Cluster Number of Case	15,90%	0,90%	4,60%	6,40%
Friends' posts on social media	Count	19	12	25	56
	% within Cluster Number of Case	23,17	10,53	28,74	19,80%
Friends/family told me about the place	Count	42	51	35	128
	% within Cluster Number of Case	51,20%	44,70%	40,20%	45,20%
From a holiday fair	Count	0	4	2	6
	% within Cluster Number of Case	0,00%	3,50%	2,30%	2,10%
By searching on the internet	Count	31	34	22	87
	% within Cluster Number of Case	37,80%	29,80%	25,30%	30,70%

Expected times to go on vacation in 2015					
		Cluster Number of Case			Total
		1	2	3	
None	Count	2	1	5	8
	% within Cluster Number of Case	2,40%	0,90%	5,70%	2,80%
1 time	Count	17	12	18	47
	% within Cluster Number of Case	20,70%	10,50%	20,70%	16,60%
2 times	Count	35	48	40	123
	% within Cluster Number of Case	42,70%	42,10%	46,00%	43,50%
3 times or more	Count	28	53	24	105
	% within Cluster Number of Case	34,10%	46,50%	27,60%	37,10%
Total	Count	82	114	87	283
	% within Cluster Number of Case	100,00%	100,00%	100,00%	100,00%

25 Appendix 10: Advertisements on Facebook

Sarah Reckendorff, Sofie Bryde Lind og Mads Rolsted synes godt om Dagensbedste.dk.

Dagensbedste.dk
Sponsoreret ·  Synes godt om side

Få 3 stk. flotte blonde BH'er, der både støtter og former dine bryster! BH'erne der både giver komfort og støtte er fremstillet i lækre bløde materialer. Den indbyggede push-up effekt og de blonde detaljer giver BH'en et sexet og raffineret udtryk. De kan både maskinvaskes og tørretumbles UDEN at miste sin unikke pasform.

Blonde BH'er à 3 stk. til kun kr. 149,- inkl. levering (normalpris 279,-)...
[Se mere](#)



3 lækre blonde BH'er for KUN kr. 149,- (Spar 46%)
WWW.DAGENSBEDSTE.DK/MODE

Synes godt om · Kommenter · Del ·  13  2

Karin Ma Nielsen synes godt om dette.

13 1 begivenhedsinvitation

SPONSORERET  Opret annonce

SPAR SALÆRET!
Ibi hjælper dig med at sælge din bolig selv.
Start nu på selvsalg.dk
[Start her lige nu](#)

 på Trustpilot  Boliga Selvsalg

Boliga Selvsalg.dk
selvsalg.dk
Sælgt selv din bolig. Det er trygt, nemt og billigt.
Det koster kun 499/mnd - ingen binding



Even&Odd
Find tøj og sko til alle anledninger på Zalando.dk! FRI FRAGT & FRI RETUR. Køb nu
3.120.048 personer synes godt om dette

Dansk · Beskyttelse af personlige oplysninger ·
Vilkår · Cookies · Annoncevalg  Mere ·
Facebook © 2015

26 Appendix 11: Examples of Visit Denmark's communication on social media



Printscreen of Visit Denmark's Facebook post on the 10'th of April 2015.

Source: <https://www.facebook.com/denmark>



Printscreen of Visit Denmark's Instagram post on the 4'th of June 2015.

Source: <https://instagram.com/p/3f94t4owpj/?taken-by=govisitdenmark>



Go VisitDenmark har tilføjet 3 nye billeder — sammen med Karin Bonsel.

28. maj kl. 18:01 · 🌐

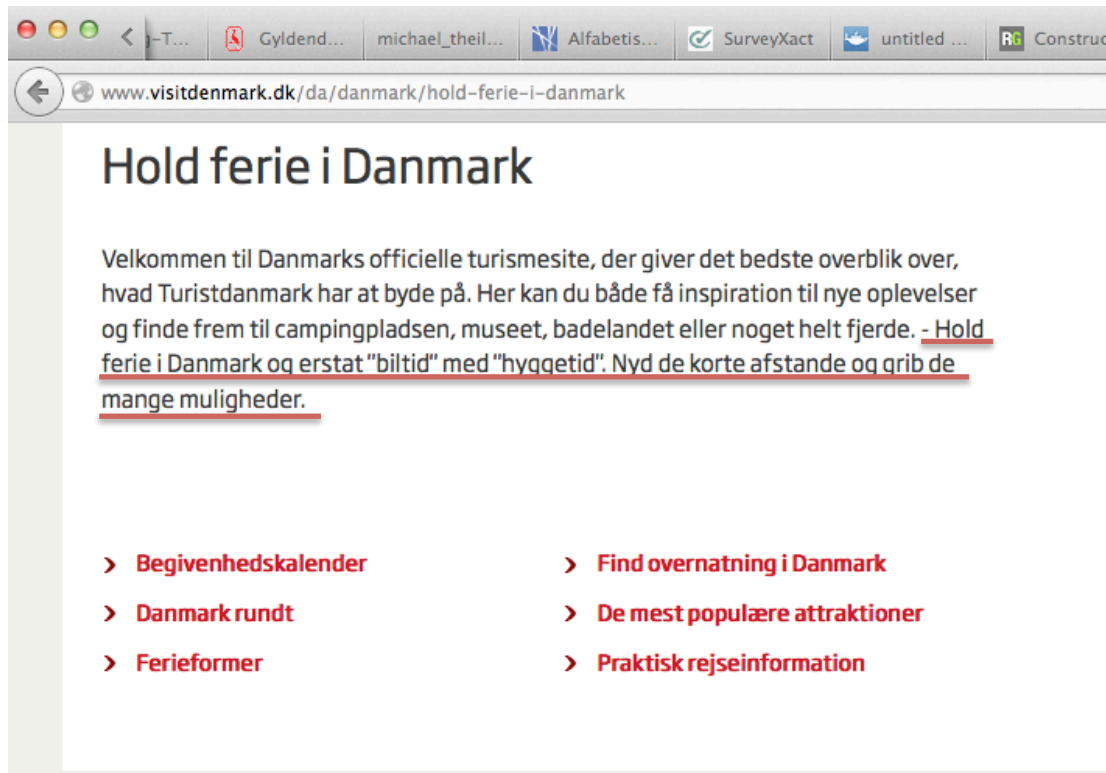
To all our Danish followers: Tell us where you go on holiday in Denmark! Legoland? Løkken Beach in North Jutland? We'll compile the answers and make a Top 10 list for all the people visiting this summer. P.S. Please be specific and give us names 😊



Printscreen of Visit Denmark's Facebook post on the 28'th of May 2015

Source: <https://www.facebook.com/denmark>

27 Appendix 12: Visit Denmark's Danish web-page

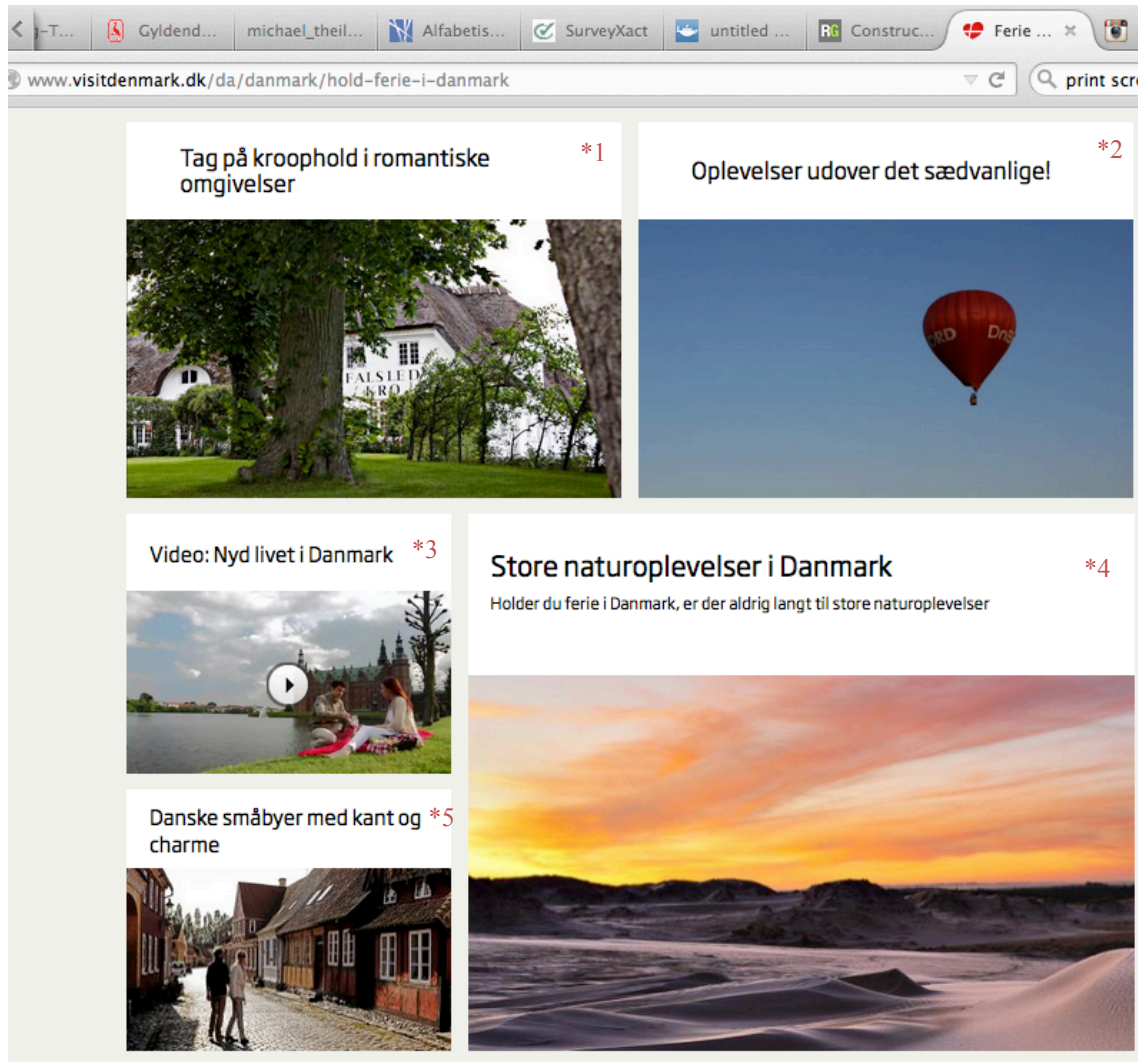


Translation of the underlined:

Go on vacation in Denmark and replace “car-time” with “cozy-time.” Enjoy the short distances and embrace the many opportunities

Visit Denmark's Danish website focussing on the variety of opportunities with a domestic vacation

(Own translation below)



*1: Stay at an inn, in romantic surroundings

*2: Experiences beyond the usual

*3: Video: Enjoy life in Denmark

*4: Grand nature experiences in Denmark

*5: Danish towns with edge and charm

Source: http://www.visitdenmark.dk/da/danmark/hold-ferie-i-danmark?_ga=1.111642436.1368122769.1432278942

28 Appendix 13: Visit Denmarks international web-site


www.visitdenmark.com/denmark/tourist-frontpage?_ga=1.217047638.1368122769.1432278942

armbind håndled

Welcome to Denmark - happiest place on Earth!

You've made it to the official travel site for Denmark, Scandinavia's greatest little kingdom! Here you'll find everything you need to plan, book and experience the perfect holiday in Denmark. Wondering how to get to Denmark? We've got Denmark maps and transport advice. Looking for things to do in Copenhagen or Denmark facts? We've got all that too!


- > **How to get to Denmark**
- > **Famous sights & attractions**
- > **Find the cheapest flights to Denmark**
- > **Cultural activities & events**
- > **Things to do in Copenhagen**
- > **Find & book places to stay**



New Unesco World Heritage sites

Unesco has just named Christiansfeld in South Jutland and the royal par force hunting grounds in North Zealand (below) as two of the newest additions to the World Heritage List.

Denmark Instagrammed: The Road Les Traveled



Online Booking

- Hotel
- Resort
- Holiday home
- B&B

Source: http://www.visitdenmark.com/denmark/tourist-frontpage?_ga=1.217047638.1368122769.1432278942

29 Appendix 14: Examples of Visit Møn and Sydsjælland's communication on Facebook

**VisitMøn-Sydsjælland**
19. februar · 🌐

Vinterferien er over os lidt endnu. Find sjove børneaktiviteter hos os:




Vinterferie på Møn og Sydsjælland 2015
På Møn og Sydsjælland er der masser af aktiviteter i vinterferien. Vi giver jer ti gode grunde til at holde vinterferie hos os.
VISITMOEN.DK

Synes godt om · Kommenter · Del

👍 4 personer synes godt om dette.

**VisitMøn-Sydsjælland**
23. februar · Redigeret · 🌐

Sov ude i vores enestående natur. Find oversigt over shelter- og teltpladser og book en overnatning i det fri.



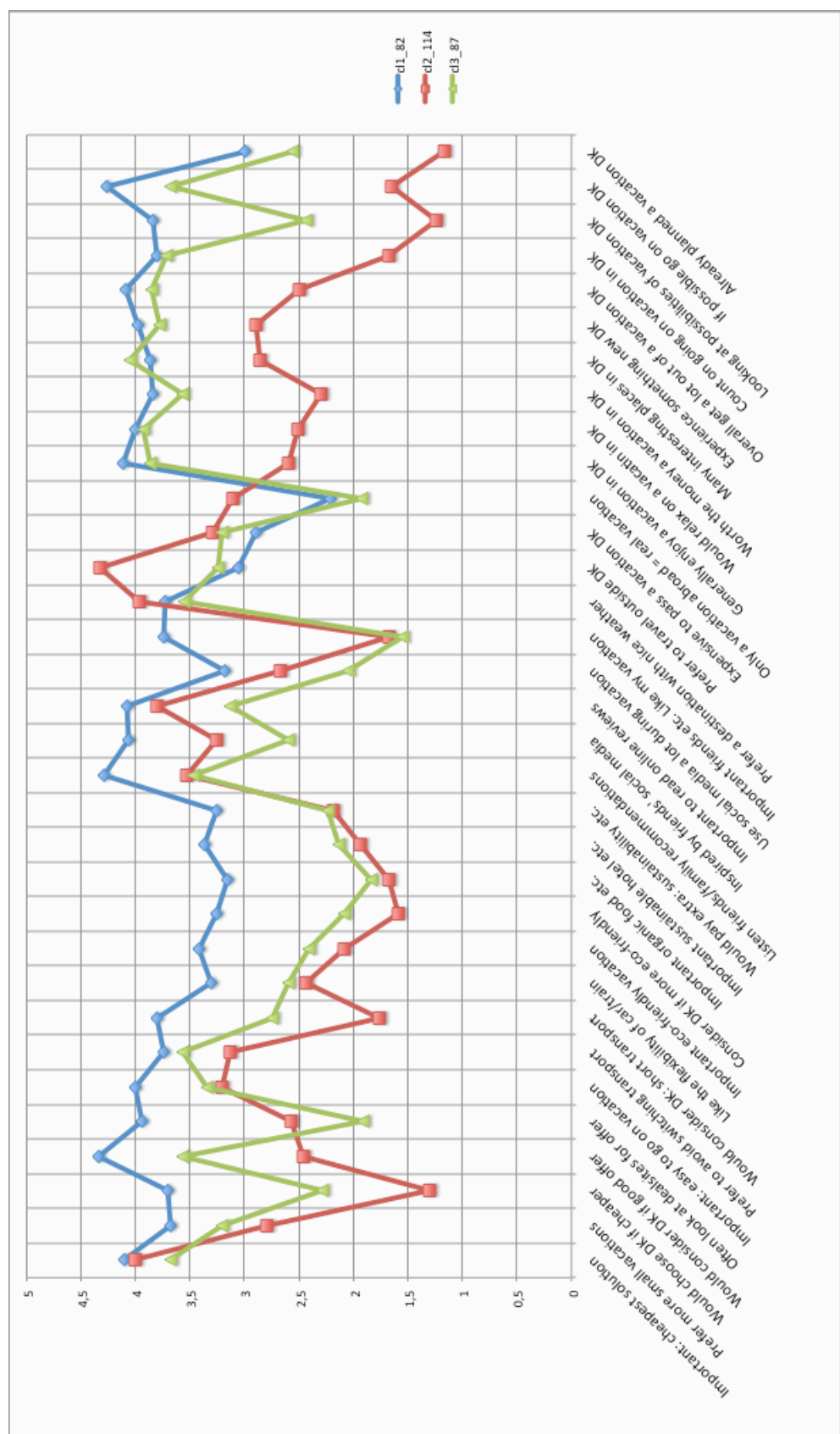
Overnatning i det fri
Find oversigt med overnatningssteder i det fri på Møn og Sydsjælland. Medbring eget telt eller overnat i et shelter.
VISITMOEN.DK

Synes godt om · Kommenter · Del

👍 4 personer synes godt om dette.

Source: <https://www.facebook.com/visitmoen.southzealand>

30 Appendix 15: Cluster analysis enlarged version



	cl1_82	cl2_114	cl3_87
Important: cheapest solution	4,1	4	3,68
Prefer more small vacations	3,68	2,79	3,21
Would choose DK if cheaper	3,7	1,3	2,28
Would consider DK if good offer	4,34	2,46	3,57
Often look at dealsites for offer	3,94	2,57	1,91
Important: easy to go on vacation	4	3,2	3,34
Prefer to avoid switching transport	3,74	3,13	3,56
Would consider DK: short transport	3,8	1,76	2,75
Like the flexibility of car/train	3,3	2,43	2,6
Important eco-friendly vacation	3,41	2,08	2,41
Consider DK if more eco-friendly	3,26	1,59	2,09
Important organic food etc.	3,15	1,67	1,84
Important sustainable hotel etc.	3,37	1,94	2,13
Would pay extra: sustainability etc.	3,26	2,18	2,23
Listen friends/family recommendations	4,29	3,53	3,46
Inspired by friends' social media	4,06	3,25	2,6
Important to read online reviews	4,07	3,8	3,13
Use social media a lot during vacation	3,18	2,67	2,05
Important friends etc. Like my vacation	3,74	1,67	1,55
Prefer a destination with nice weather	3,73	3,96	3,55
Prefer to travel outside DK	3,06	4,32	3,24
Expensive to pass a vacation DK	2,89	3,29	3,21
Only a vacation abroad = real vacation	2,21	3,11	1,92
Generally enjoy a vacation in DK	4,11	2,6	3,87
Would relax on a vacatin in DK	4	2,51	3,93
Worth the money a vacation in DK	3,84	2,3	3,56
Many interesting places in DK	3,87	2,86	4,05
Experience something new DK	3,98	2,89	3,78
Overall get a lot out of a vacation DK	4,09	2,49	3,85
Count on going on vacation in DK	3,8	1,68	3,71
Looking at possibilities of vacation DK	3,84	1,24	2,43
If possible go on vacation DK	4,26	1,65	3,68
Already planned a vacation DK	2,99	1,17	2,56

