Peripheral Attractions
Understanding the Beliefs of Foreign Families
Master Thesis

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Pages: 101 excl. appendices
STU Count: 159,164
15th of May 2018
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To

Our husbands
Thomas, for your patience and love
Rasmus, for supporting this crazy period in our life

and

our baby girls
Isabella and Emily

Abstract

Foreign visitors are an increasingly profitable market for Danish attractions, it is also a growing industry which is responsible for 3.5 % of Denmark's export. The annual spend for these visitors are centered within the larger cities Copenhagen, Aarhus and Aalborg, with the families having the highest spend. Therefore, this paper investigates how to attract the profitable foreign families to the peripheral attractions instead. It does so in an abductive pragmatist approach, with a sequential mixed method design. 167 respondents answered the questionnaire, which was based upon the theory of planned behavior, as this theory is utilized as the conceptual framework, to uncover which aspects will influence parents' intention to visit. The results of this paper conclude that a courteous staff, high food quality and activities in an immaculate and safe environment are fundamental attributes for the peripheral attraction when attracting the foreign families. Furthermore, it uncovers that children are key influencers on parents' holiday decisions, thus the management of peripheral attractions have to include them in their marketing. Furthermore, the effective tools differ, based on which phase the parents are in. In the planning phase, online platforms are of importance, whereas brochures and sales promotion are instrumental during the holiday. Finally, by facilitating the transport to and from the peripheral attraction with shuttle busses, the parents' intention to visit will increase.

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List of Abbreviations

Abbreviation	Description
ATTB	Attitude Towards the Behavior
CSA	Consumer Socialization Agency
FCS	Family Communication Style
ITV	Intention to Visit
PBC	Perceived Behavior Control
SBV	Short Break Visitors
SMM	Sequential Mixed Methods
SN	Subjective Norm
TPB	Theory of Planned Behavior

1.Introduction

Tourism accounts for 3.5 % of Denmark's export, more precisely, international tourists spend DKK 38.9 billion while they are in Denmark. In 2016, international tourists spent 26.1 million bed nights in Denmark. This number is the highest ever recorded, and it is higher than the amount of bed nights spent by Danish tourists. Thus, tourism is a crucial sector for the Danish economy, as tourism contributes to growth in many sectors and creates jobs. Indeed, international tourists are of interest, as they account for 40 % of the total tourism turnover in 2017 alone (Visit Denmark, 2017c).

Therefore, it has become increasingly important to consider how to attract these customers to the different regions, while city tourism has increased with 85 % since 2008, peripheral areas have not seen the same explosive growth (Ibid.). In fact, the biggest tourist destinations by turnover are the large cities Copenhagen, Aarhus and Aalborg. Indeed, there are more international tourists visiting the big cities than there are Danish tourists. However, when it comes to coast and rural tourism, Danish tourists spent more bed nights than international tourists. Hence, the periphery is not as popular for international tourists, thus, it comes of interest to attract these tourists to the periphery too (Ibid.).

However, it can be difficult for peripheral regions and areas, as many face significant challenges with tourism development, as a remote location can make it difficult for tourists to visit. Nevertheless, the tourist market can be crucial for peripheral areas, which often suffer from economic deficit and a decline in residents (Nash & Martin, 2003). Attractions are the main motivator for tourists to visit any location (Swarbrooke, 1995a). Thus, attractions can be a way of drawing tourists to the area, and a way of achieving economic and regional development, as attractions and tourism is strongly related, as both an activity and an industry (Swarbrooke, 1995b).

Tourists have become increasingly family-oriented as travelling has become more about social bonding (Reisinger, 2009). On average the tourists in Denmark whom visit the

coast and rural areas travel in groups of approximately four people, and thus it is mainly families that travel to these areas (Visit Denmark, 2017c). Families with children are generally an attractive segment, as they are likely to spend more money on their travels. Therefore, this group will be of interest to the peripheral areas (Swarbrooke, 1995e).

1.1 Problem Definition

This leads to the following research question:

How can peripheral attractions successfully attract the foreign families visiting Denmark?

This research issue is of importance, as many attractions still heavily under-represent the international tourist segment. This is a great failure, as failing to take action and draw these tourists to the area, will mean that they miss out on markets which are becoming larger, and increasingly profitable (Swarbrooke, 1995h & Visit Denmark, 2017c). Furthermore, by attracting these visitors to the peripheral attractions, the peripheral areas can increase the economic development, by creating new jobs for the area (Nash & Martin, 2003, VisitDenmark, 2017c).

This paper's contribution to the literature, is based upon the central approach it takes on peripheral attractions, and how the foreign families' intention is or is not affected by four different aspects; their referent groups, the marketing tools applied by the management, the attraction attributes and lastly, the accessibility of the attraction.

1.2 Project Structure

The research question will be approached by a thorough search of the existing literature on the topic, and then continue, with the authors' research, which is constructed on the basis of desk research followed by field research.

Firstly, this paper discusses the existing literature by looking deeper into four areas of interest to the research question. These areas include; tourism, behavior, visitor attractions, peripheral areas, and attraction marketing. Thus, being the foundation for this paper. Secondly, a conceptual framework will be established in order to develop hypotheses that will help answer the research question. The results of these hypotheses will feed the discussion, which will examine the field research and its outcome. Lastly, the managerial implications are considered in context to the empirical evidence and will ultimately answer the research question.

The above is supported by a methodology chapter, which presents both the research design and the data collection as evident in figure 1 below.

Figure 1: Project Structure
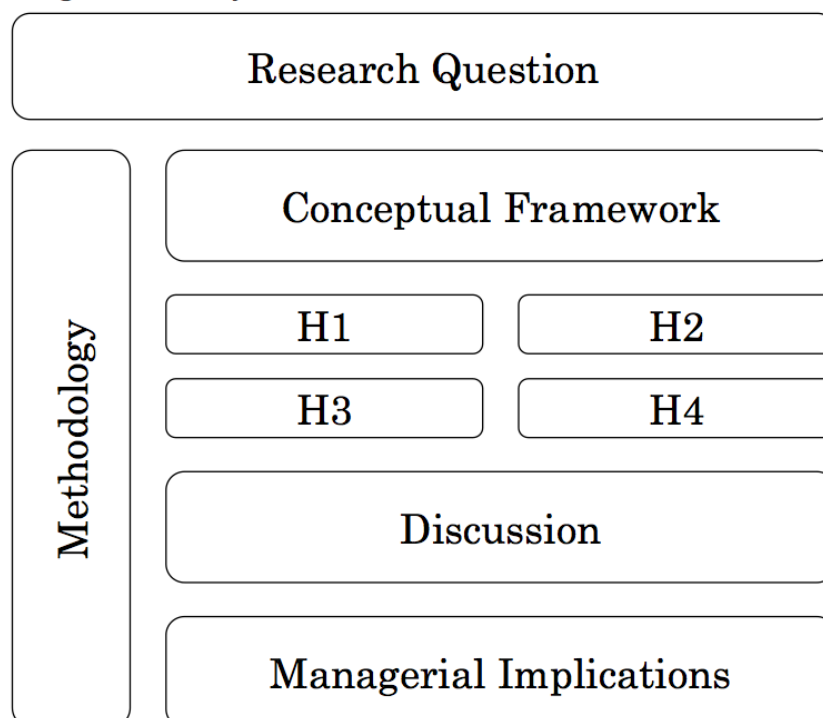
2. Literature Review

The aim of this chapter is to outline existing findings by conducting a critical summary of what the scientific literature states regarding the specific topic. The literature is further supported by providing the reader with current examples, which is done to further amplify the relevance of the literature, and how it is adaptable to the research question. Thus, the literature outlined builds upon acquired explicit knowledge concerning the topic investigated, in order to explore what is already known about the research question and will in the end lead to the development of hypotheses.

Firstly, this section will include a general presentation of the tourism industry in Denmark, as well as the international tourists visiting. Secondly, the literature will look deeper into the international tourist by introducing behavior theory, and further introducing general tourist behavior, as well as presenting the behavior of the target group, namely the families. Thirdly, different visitor attractions will be outlined and defined, in order to further compare definitions. These will also be compared with the concept of destinations, as these share many features with attractions. Subsequently, the term flagship attractions will be presented. Fourthly, the term peripheral will be defined and further explored in regard to attracting international tourists to peripheral areas by highlighting the concept of accessibility. Lastly, attraction marketing will be explored by introducing the concept of collaboration across attractions, as well as looking into marketing aspects adapted from service and tourism products and which promotional tools to consider.

2.1 Tourism

In order to answer the research question, this first section will start broad by introducing the Danish tourism market, in order to give a perspective on the potential of tourism, while looking further into the huge impact tourism actually have on the Danish market. This section will thereby give an overview of the importance of the topic.

2.1.1 Tourism in Denmark

Tourism is one of the world's largest multinational economic activities. In 83 % of the nations worldwide, tourism ranks among the top five export industries (Reisinger, 2009). All over the world, governments and local authorities have recognized the potential of tourism as an economic development tool (Swarbrooke, 1995b). Thus, the economic impact of tourism is huge. In 2015 tourism contributed with DKK 97.5 billion to the sales revenue in Denmark, whereof DKK 38.9 billion where money spent by international tourists. Thus, international tourists account for almost 40 % of the total tourism consumption (Fonnesbech-Sandberg & Rick, 2005).

Visit Denmark announced that it is primarily the international tourists who secure the growth, and also per person spends more money than Danish tourists. The increase in international tourists represents a new tourism record for the third year in a row (Visit Denmark, 2017a). Unfortunately, many attractions still heavily under-represent the international tourist segment which is a great failure, as failing to take action and attracting these customers will mean that they miss out on markets which are becoming larger, and increasingly profitable (Swarbrooke, 1995h).

The money spent on tourism product/services in Denmark are distributed to different categories. However, the largest amount of money is spent on transportation, accommodations, and restaurants as illustrated in figure 2 below.

Figure 2: Tourism spend on products
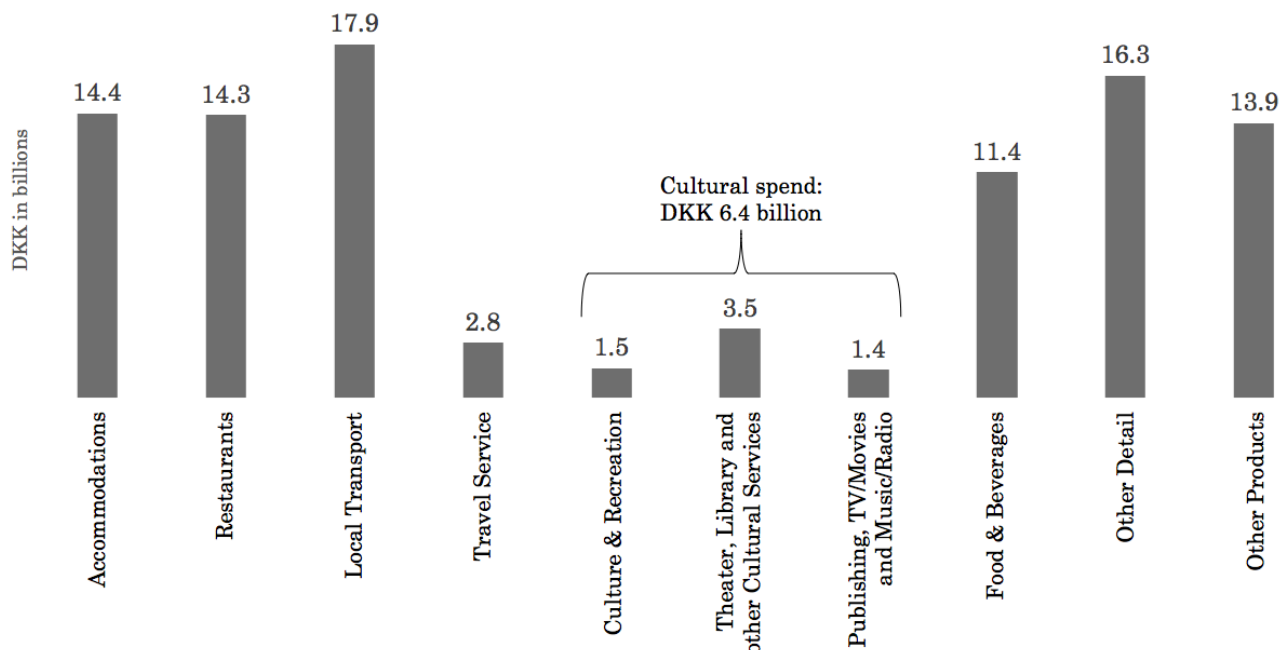
Adapted from Fonnesbech-Sandberg & Rick, 2005

The revenue is distributed to all Danish regions, hence, most regions have had an increase in yearly revenue. However, the cities with the highest number of international tourists, and thereby also the largest revenue, are the big cities Copenhagen, Aarhus, and Aalborg (Visit Denmark, 2017b). Nevertheless, more regions will benefit from the tourists' visits as many regions in Denmark co-operate in order to assemble their attractions to the tourist in a joint destination, which offers multiple experiences. Thereby, tourists are expected to travel to the location where the attractions are and not be bound by a specific location (Ibid.).

Attractions are important for the overall success of a country's tourism product, yet they are an under-researched sector of the tourism system (Leask, 2009). Nevertheless, attractions can be a way of achieving economic and regional development. Thus, attractions and tourism are strongly related, as both an activity and an industry (Swarbrooke, 1995b).

2.1.2 Tourists and Danish Attractions

Attractions in Denmark need tourists, as the 5.7 million people living in Denmark, cannot make up the entire visiting pool (World Bank, 2016). Thus, there must be a large number of visiting tourists supplementing the domestic market (Dybedal, 1998c). For the attractions to draw international tourists, Dybedal (1998c) lists the following criteria, which should be met, although they will not guarantee international tourists:

- Within day trip driving distance (less than 150 kilometers) from a regional population center
- Within short break trip driving distance from national population centers
- Near summer holiday resorts - preferably seaside resorts or other resorts with water facilities
- By, or with access to, a major road route
- Near other basic leisure activities or in attraction clusters (Dybedal, 1998c, p. 42).

In Denmark it is typically the same major attractions that are the most visited attractions. The frontrunners in 2016 are listed in the table 1 below.

Table 1: Top 10 Attractions
Based on number of guests (2016)

Tivoli	4,638,000
Dyrehavesbakken	2,500,000
LEGOLAND	1,700,000
Copenhagen Zoo	1,141,000
ARoS	836,000
Djurs Sommerland	745,000
Louisiana	706,000
Aquadome - Lalandia Billund	692,000
Rundetårn	654,000
Faarup Sommerland	601,000

Source: Visit Denmark, 2016a

All in all, 25.7 million guests visited the 50 largest attractions in Denmark in 2016 (Visit Denmark, 2016a). The annual data on nights spent by foreign visitors in Denmark reached its top with 26.6 million in 2017. This is an increase on 2.1 % compared to data from 2016. This amount is higher than the amount of nights spent by Danish visitors, which only reached 25.9 million in 2017. This increase in foreign stays is mainly due to a positive growth in visitors from Netherlands, Switzerland, Spain, USA and France (Visit Denmark, 2018). However, the nationalities dominating the market arrive from Norway, Sweden, The UK, Italy, China, and especially Germany (Visit Denmark, 2017a). The number of German visitors alone is significant as they accounted for 57 % of the accumulated nights spent by foreign visitors in 2017 (Visit Denmark, 2018). Noticeable, the visitors from the dominating markets are also the ones, whom Visit Denmark directs their marketing efforts to (Visit Denmark, 2017a).

Denmark's brand is: *"Come and be part of it"*, which invites tourist to experience togetherness, as well as exploring new things and expanding their horizons. Additionally, the brand promises to meet the specific requirements and preferences by the range of activities that the country has to offer (Brand Denmark 2018a).

2.2 Behavior

In order to answer the research questions, this second section will introduce the visiting families, and further discuss their behavior when planning a holiday. It will further be explained why families are such an important target group for attractions, and theories will be presented in order to understand more about their behavior, which is of utter importance when answering the research question of how to successfully attract foreign families.

2.2.1 Behavior Theory

In order to better profile the foreign visitors, the theory of planned behavior (TPB) will be introduced. Ajzen (1991) presented the theory in order to predict behavior of individuals. It has later been employed on a wide range of studies to understand behaviors, from, Chinese tourists and their attitudes, to African-American students' decision on finishing high school (Sparks & Pan, 2008, & Davis, Ajzen, Saunders & Williams, 2002). It consists of three determinants, which affects the intention of the individual. The theory is illustrated in figure 3 below.

Figure 3: Theory of Planned Behavior
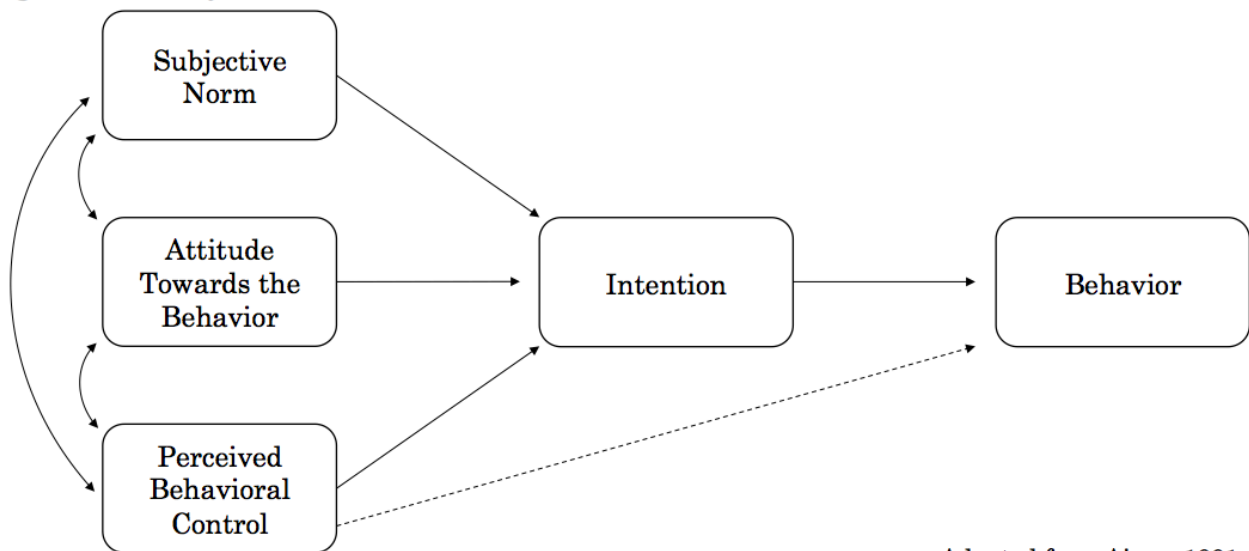
Adapted from Ajzen, 1991

A key variable for the TPB is the intention of the individual to perform a certain behavior. The intention is the willingness of the individual, or how much they strive to perform the behavior. Central to this theory, is that the "*...the stronger the intention to engage in a behavior, the more likely should be its performance*" (Ajzen, 1991, p. 181). However, this theory only applies if the individual is unforced, thus choosing to behave a certain way in their right of free will (Ajzen, 1991). Furthermore, the behavior is assumed to be undertaken in the instances where he or she has the ability to perform the behavior. That is the opportunities, resources and the intention to perform the behavior (Ibid.). Indeed, these opportunities and resources can be that of money, time, skills, and even cooperation of others. Combined, these are also seen as non-

motivational factors, and they represent people's actual control of the behavior (Ajzen, 1991).

As illustrated in figure 3 other factors have an influence on the intention. Building on his or her actual control, is the perceived behavioral control (PBC), this refers to one's confidence in one's own ability to perform the behavior. Indeed, the PBC can also directly affect the actual behavior, because PBC is often used as a substitute for actual control, and when the PBC is considered realistic, it can be used to predict the probability of a successful behavioral attempt (Ibid.).

In some instances, one of the two variables, intentions or PBC can be more influential than the other, as they will differ based on the given situation and expected behavior. Especially in a situation, where the person has full control over the behavioral performance, intentions alone, should suffice in predicting the behavior. The PBC will become significant to predict the behavior, in the situation where full control over the behavior declines (Ibid.).

Two other determinants influence the intention, attitude towards the behavior (ATTB) and the subjective norm (SN). The first is the individual's appraisal or evaluation of the behavior, which is either positive or negative. The latter is a social factor, as it describes to what extent the individual is encouraged or discouraged by his or her peers to perform the behavior. Indeed, the stronger each of these three variables are, the stronger the intentions to carry out the behavior will be. However, the influence of all three determinants will vary across situations and behaviors, why in some instances the ATTB might have a bigger impact on the intention than the PBC, while the SN will have no influence and so on (Ibid).

2.2.2 Tourist Behavior

For some attractions visitors from other countries are a very important part of their market, while other attractions hardly get a visit from an international tourist. For

every different attraction, there are different groups of visitors within this market. Thus, a large variation is present in this market. Due to these complexities there is a lack of market research. Firstly, many attractions are owned by the private sector, and therefore significant facts such as the annual reports are not always available. Secondly, there is a relatively small amount of information about people who visit attractions and why. Lastly, many attractions do not keep track of visitor numbers, resulting in lack of precise visitor data (Swarbrooke, 1995d). Therefore, the attraction market has a fragmented nature, with equally fragmented research (Leask, 2009).

Nevertheless, some clarifying observations have been made. The international tourists are those who take a holiday in a country other than the one they originate from. Typically, they are motivated to visit the host country in order to visit attractions. People who originate from developed countries, such as Europe, Japan and the USA, take most of these trips (Swarbrooke, 1995d). However, as developed countries have become increasingly multicultural, tourists arrive from many different countries and with different ethnic backgrounds (Swarbrooke, 1995h). The travelers tend to be above average in education, environmentally aware, experience-oriented, and ready to accept local culture (Nash & Martin, 2003).

These visitors often have a seasonal pattern of demand reflecting the seasonality of holidaymaking, thus, attractions typically experience more international guests in certain timeframes (Swarbrooke, 1995d). This is also the case in Denmark where most international tourists arrive during the summer months. However, recently, an increasing number of international tourists arrive in the other seasons too (Visit Denmark, 2017a). Actually, many will consider it a problem if attractions are only seasonally open (Nash & Martin, 2003). Therefore, many attractions are increasingly staying open all year around, and not only in the summer months. For example, TIVOLI in Copenhagen had, for the first time ever, a winter season, with their event, Winter Wonderland, during the month of February 2018. This was a great success and they achieved even higher visitor numbers than expected (Plank, 2018). Thus, resulting in a better distribution of capacity and growth opportunities (Visit Denmark, 2017a).

The customers in the tourism industry can be segmented based on the type of trip they are on. Dybedal (1998d) mentions three categories, which are assumed to be significant for their attractiveness, as there is a significant difference in behavior, based on their type of trip. Furthermore, their willingness to travel greatly increases based on the category, with the holiday traveler having the highest willingness to travel longer distances. The three categories that Dybedal (1998d) outlines are: Excursionist, Short Break Visitors (SBV) and Holiday Travelers.

- Excursionists can be both local and non-local visitors, visiting within a 50-kilometer radius from their main residence, while being on a day trip away from their residence.
- SBVs are visiting with a one or two-night stay within a short distance from the attraction itself.
- Holiday travelers are either on a round trip or base holiday. While they can stay in a short radius away from the attraction like the SBVs, they stay for at least three nights (Dybedal, 1998d, p. 57).

Recently, it has become increasingly popular to divide the annual leave into more and shorter trips. Hence, day trips and SBV's are more common (Nash & Martin, 2003). In Denmark, the length of stay for international tourists has also shortened. Instead of taking one long holiday, tourists have recently changed patterns, and often take multiple short trips during all months of the year instead of one long trip in the summer. Indeed, the amount of nights spent have had a 50 % deduction from 2011 with 7.5 nights to 4.5 nights in 2016 (Visit Denmark, 2016b).

Additionally, the type of trip will affect the spending pattern, as visitors staying in the area for a night or more, have a significant higher spend in the area, than excursionists (Dybedal, 1998d). Furthermore, the international tourists' usage rates will also vary, as many are not returning visitors and, thus, will only visit once (Swarbrooke, 1995f).

Moreover, the tourists can be further segmented based on their different needs. Individual attractions can, on one hand, play an increasingly important role in destination choice as needs become more singular and specific. On the other hand, when needs are generic, the number of attractions become increasingly substitutable, making it difficult to connect the customer to any specific attraction. Thus, the more general the need, the greater the range of attractions can satisfy it. This idea is similar to Kotler and Keller (2009) who also recognized that different product types satisfy different customer needs, while within the same product type, individual products can either satisfy specific needs or can be substituted to satisfy similar needs. Thereby, the needs of the tourist will influence whether it is a specific attraction or a range of attractions in a destination that attract customers.

However, it is often a mix of both. Thus, destinations are physical spaces that include attractions, which exist to satisfy needs and wants, and tourists travel to have various needs and wants satisfied (McKercher, 2017). Therefore, there is an increasing focus on meeting visitor expectations through recognizing visitor motivations. However, just because a visitor is motivated to visit does not mean that they will. Qualitative factors such as; Money, time, distance and state of weather may affect the actual decision to visit (Leask, 2009). In fact, there are many attributes present when a customer evaluates an attraction. Milman (2009) have uncovered the 41 most important attributes, based on the tourists' perspectives which all present important areas of concern, they have when evaluating an attraction (See appendix 1). However, it must be emphasized, that these attributes are based on amusement park attributes. Based on a factor analysis, he further pooled the attributes into seven areas that are of concern to tourists:

- Entertainment variety and quality
- Courtesy, cleanliness, safety and security
- Food variety and value for money
- Quality of theming and design
- Availability and variety of family-oriented activities

- Quality and variety of rides and attractions
- Pricing and value for money (Milman, 2009, p. 384)

When tourists visit attractions, it is a social phenomenon, therefore, it requires further research on the visitors' behavior (Leask, 2009). Recently, customers have become more globally oriented, they have become dependent on information technology and self-service. The customers make use of digital platforms before, and during the trip, in order to search for information. By the use of smartphones, the tourists always have information at hand and, thus, are increasingly self-reliant and independent. Moreover, the decision-making process is far more complex when tourists surf on the Internet, as they are affected by competing attractions and their marketing (Seismonaut Tourism, 2016).

As the customers become more individualistic they require more customized and quality services, as well as value for money. Moreover, late bookings and last-minute purchases have become more common, as attitudes have become more relaxed, since they can order anything fast online. Additionally, there is a demand for new and unique experiences. As a result, tourists are increasingly looking for variety, flexibility and personalization (Reisinger, 2009).

2.2.3 Visiting Families

Tourists often travel in groups. Indeed Dybedal (1998d) finds that, 46 % of tourists travel in a group of three to four, while 43 % travel in a group of more than five people. In addition, 72 % of these groups include children (Dybedal, 1998d). These tourists have become increasingly family-oriented as travelling has become more about social bonding (Reisinger, 2009). Indeed, family cohesion and togetherness are important factors when families make holiday decisions (Watne, Brennan & Winchester, 2014). Visit Denmark perceives Denmark as a family destination, and target families with children. Denmark's brand promise to families is among others: *"You venture out into the countryside, Denmark's biggest playground – and it's always close by. On the beach, the*

family catches crabs together, finds fossils and amber, goes fishing and watches time fly while enjoying the magic moments". And; *"You feel the rush in the amusement parks and track down thrills at museums and palaces, in cities and landscapes, all at your own pace"* (Brand Denmark, 2018b).

Families with children are an attractive segment, as these families are likely to spend more money on their travels. In fact, the parents' shopping behavior is largely influenced by their children from the age of five until around the age of eleven. Therefore, there is a growing desire for families to find attractions, which offer activities for the children (Swarbrooke, 1995e). Children are keen to escape from the learning environment and escape to a touch and hear experience with more freedom (Richards, 1995). In fact, people increasingly want to be involved in the activity and participate in the leisure (Nash & Martin, 2003). Therefore, families often have a preference for attractions such as amusement parks and animal attractions (Swarbrooke, 1995e).

However, it has become increasingly popular to travel with more adult children, as these need less supervision. These families often spend more money than families with small children, as the older the child, the more influence they have on the holiday decisions. Most research is on smaller children, but older children are often part of the travels too, and as they grow older they often become less submissive to the choice of their parents and thus, have a larger say in holiday decisions and spending. Children are not the target audience for tourism products, because most are not able to pay. However, children in all ages are increasingly becoming more involved in, and a larger part of the whole holiday planning process (Watne et. al., 2014).

Often, children are becoming actual negotiators in the decision-making process, and have a higher influence than previously acknowledged. Basically, it has become more normal to involve them. Children that are included in this process early on, can take control of the decision-making process when they become of age.

However, the communication environment and the socialization process in the family will further influence the holiday decision-making process. The communication style in

the family will impact what parents are willing to learn from their children. This is also called Consumer Socialization Agency (CSA). CSA exists when there is acceptance to learn between a learner and an agent in regard to consumption, and thus, each party learns from each other. This relationship is illustrated as:

Agent $\Longleftrightarrow$ Learner $\Longleftrightarrow$ Agent
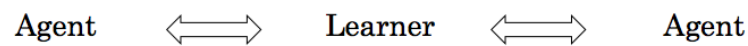
Agents of socialization are people who influence a change in the learners' self-concepts, emotions, attitudes and behavior. It can vary whether the child or the adult is the learner (Watne et. al., 2014).

Family communication styles (FCS) will also vary in families. For example, in families with an open, issue-based and encouraging environment, FCS parents are more likely to learn consumer behavior from their adult children. Hence, parents are more willing to consider their children's opinions. Thereby, CSA is strong, as open communication leads to acceptance to learn from the agent.

Children in an encouraging communication environment generally have more influence on family decisions, than children in a controlling communication environment. Thus, if control is high, the influence on decision-making is low. Hence, it will also depend on whether the parents tend to permit their children to develop their own preferences, and if they allow them to come with inputs. If control is high, children may hide their preferences from the parents. However, this may change the older the child gets. Furthermore, children will have an influence when they are interested in the outcome. Thus, the more interest the child has the more they influence the holiday decision. Moreover, the less knowledge the parent has about the destination the more open they often are to influence. This idea is illustrated in figure 4 below:

Figure 4: Typology of Family Consumption Styles

	Low control	High control
Low encouragement	**Permissive** Little communication with children regarding consumption Low parental impact on children's consumption	**Prohibitive** Vertical relationships Obedience and control Limited exposure to external sources
High encouragement	**Pluralistic** Horizontal relationships Encouragement of children's ideas and opinions	**Protective** Control over consumption Frequent communication about consumption

Adapted from: Watne, Brennan & Winchester, 2014 & Moschis, 1987

In this figure general family behavior is measured on two dimensions: Encouraging communication style and controlling communication style, and then further divided into a fourfold measure of FCS.

FCS may even be more important in understanding holiday decisions than gender and family structure. However, family dynamics will always play a role in families' decision-making regarding purchases (Watne et. al., 2014). For example, it has become increasingly popular to make an extension to the core family, as grandparents are increasingly accompanying the families on the family trips. Thus, some families become even larger (Richards, 1995). However, there are also increasingly many single parents, and the number is steady growing (Reisinger, 2009). Research by Watne, Brennan & Winchester (2014) which is included in appendix 2, shows that single parent families often make decisions differently than dual parent families. Moreover, single parents are more influenced by their children, than two-parent families, as single parents use their children as socialization agents more than two-parent families. Thus, single parents accept more CSA than two-parent families.

In addition, fathers and mothers communicate differently with their children about different topics. The research further concluded that mothers seem to learn from both sons and daughters, while fathers are more likely to learn about holidays from their daughters than their sons. This is related to the finding that daughters offer more CSA to their parents than their sons do. Nevertheless, each child offers it equally to each parent. Thus, in the context of holidays the strongest relationship is between fathers and daughters. This may be due to the fact that fathers are often the decision makers and purchasers. Hence, family decisions are complex joint decisions with overlapping roles of parents and children (Watne et. al., 2014).

2.3 Visitor Attractions

In order to answer the research question, this third section will begin by defining and exploring the concept of an attraction. Moreover, this section will introduce frameworks for describing the human involvement in an attraction, as well as compare definitions in order to get a clear perspective on attractions. Subsequently, it will be looked into how attractions might develop, and thus leading to a definition of the differences between attractions and destinations. Lastly, the term of a flagship attraction will be introduced in order to explain what a successful attraction can be.

2.3.1 Defining Attractions

Tourism would not exist without attractions. Attractions are the main motivator for tourists to visit any location. Even though attractions are a sector within the tourism industry it is a sector with a complex definition (Swarbrooke, 1995a). Thus, an attraction in a country can be that of many things (Dybedal, 1998).

However, Hu and Wall (2005) defines an attraction as: "*A permanent resource, either natural or human-made, which is developed and managed for the primary purpose of attracting visitors*" (Hu & Wall, 2005, p. 619). While Middleton (1988) further makes an overall definition defining an attraction as the following: "*A designated permanent*

resource which is controlled and managed for the enjoyment, amusement, entertainment, and education of the visiting public" (Swarbrooke, 1995a, p. 3). Additionally, an attraction is explained as a place of purpose open to the public.

According to Middleton (1988) attractions can be roughly split into four categories, which is illustrated in table 2 below.

Table 2: Middleton's Attraction Categories

Natural environment	Man-made buildings, structures and sites, designed with a purpose other than attracting visitors	Man-made buildings, structures and sites that are designed to attract visitors and are constructed to accommodate their needs	Special events with temporary attractions
e.g. *beaches, caves etc.*	e.g. *churches, cathedrals etc.*	e.g. *amusement parks, exhibition centers, casinos etc.*	e.g. *art festival, markets, sporting events etc.*

Adapted from Middleton, 1988

These types of attractions can have very different purposes which are necessary to highlight. For instance, at the first two types of attractions, tourism is often seen as a threat and a problem that disturb the original purpose, whereas the latter two perceives it as a beneficial opportunity to maximize the economic impact of tourism (Swarbrooke, 1995a). Indeed, the sustainability of all attractions can be discussed, especially within the first two categories, where visitors can be both a blessing and a curse, in the instance where the attraction needs the revenue generated by visitors, it can also be ruined by the mere presence of visitors (Garrod, 2003).

Indeed, the aim of an attraction may differ in scope. Nevertheless, these distinguishes are not comprehensive and thus, not mutually exclusive as some examples may vary in purpose. Additionally, there are more ways to classify the attraction itself, with variables such as ownership, scale, catchment area, visitor numbers, location, size, and target markets.

Ownership

Can for example be: The public sector, the private sector, the government, local authorities or voluntary organizations (Swarbrooke, 1995a).

Scale

Primary attractions and secondary attractions. Primary attractions are those that are the main reason for tourists to visit, thus, the main activity where several elements are present such as amusement parks and beaches. Secondary activities are those places visited on the way to or from a primary attraction, places such as picnic sites and markets (Swarbrooke, 1995a).

Catchment area

There is often a large variation in the size of the catchment area. Most attractions are local, with visitors from a smaller radius of a few kilometers. Thus, mainly seen as local facilities with a small catchment area such as parks. Other attractions have regional catchment areas, drawing most visitors from the region to visit. Only few attractions have an international catchment area, and these are often unique attractions, which are world famous. The size of the catchment area tends to depend on the visitor's willingness to travel (Ibid.).

Visitor numbers

Attractions can be categorized according to how many visitors they receive. The number of visitors can have a large variation. Large numbers are often seen at attractions such as The Little Mermaid statue in Copenhagen, whereas small visitor numbers are often found at private local museums in rural areas. In general, there is often a close link between the population of the catchment area and visitor numbers (Ibid.).

Location

Different categories of attractions are situated in different types of locations. Most natural attractions are found in isolated rural areas. While amusement parks may also be located in peripheral areas the infrastructure to get there is often more accessible to attract more visitors. Moreover, there are often two types of urban locations for attractions. The historic towns are the home to many cathedrals, art festivals etc., and respectively industrial cities, which are venues for major sporting events, industrial heritage etc. (Swarbrooke, 1995a).

Size

Attractions can also be categorized according to the size of the site. The size can have a large variation in hectares. However, the size does not influence the number of visitors (Ibid.).

Target markets

A typical way to categorize an attraction is also to look at which market or markets it targets. For example, by demographics including; age, gender, stage in lifecycle (families/couples etc.), social class, place of residents, day visitors/SBVs, individuals/groups, lifestyles etc. Additionally, by the benefits that the visitor receives from a visit including; Nostalgia, learning something new, value for money, good service, accessibility, environment, excitement etc. (Ibid.).

Lew (1987) proposes a framework based on the ideographic perspective, which is by far the most common perspective used in the literature. The ideographic perspective is divided into nine different categories, on a nature-human continuum, while being grouped on the ideographic levels. The nature-human continuum describes to what extent human involvement is within the attraction. The nature attraction in its purest sense, would still exist, even without humans, whereas the human spectrum only exists because of humans, while the in between aspect that is the nature-human interface needs both to exist. The categories are on a scale from large and broad (General Environments) to inclusive, where the tourist is completely absorbed in the attraction experience (Lew, 1987). See table three below.

Table 3: Lew's Attraction Categories

	Nature	Nature-Human Interface	Human
General Environments	**(1) Panoramas** Mountain Sea Coast Plain Arid Island E.g.. Natural sights	**(4) Observational** Rural/Agriculture Scientific Gardens - Animals - Plants - Rocks & Archeology E.g. A Zoo	**(7) Settlement Infrastructure** Utility Types Settlement Morphology Settlement Functions - Commerce (Retail and Finance) Institutions - Government - Education & Science - Religion People - Way of Life - Ethnicity E.g. Basic infrastructure, such as railroads
Specific Features	**(2) Landmarks** Geological Biological - Flora - Fauna Hydrological	**(5) Leisure Nature** Trails Parks - Beach - Urban - Other Resorts	**(8) Tourist Infrastructure** Forms of Access - To and from a Destination - Destination Tour Routes Information & Receptivity Basic Needs - Accommodations - Meals E.g. Hotels, Restaurants, Transport
Inclusive Environments	**(3) Ecological** Climate Sanctuaries - Natural Parks - Nature Reserves E.g. Galapagos Islands	**(4) Participatory** Mountain Activities - Summer - Winter Water Activities Other Outdoor - Activities E.g. Guided Hiking Tours	**(9) Leisure Superstructure** Recreation Entertainment - Performances - Sporting Events - Amusements Culture, History & Art - Museums & Monuments - Performances - Festival - Cuisine E.g. Theme parks, Kronborg Castle

Lew, 1987

Another perspective proposed by Lew (1987) is the Cognitive Perspective, this perspective is based on the study and research of the tourist's perception and experience with and in the attraction. The perspective is divided on a Security-Risk continuum, as a basis form, because all environments carry elements of this continuum. Furthermore, it is based on this, because attraction designed for tourists often have a high security measure, with a staged and inauthentic result. Thus, resulting in a 'marker involvement' where the tourist is more interested in the promoted or advertised image, than the attraction itself. The opposite site is the 'sight involvement', where the risk is

higher, it is unstructured and generally more authentic. As evident in table 4, this perspective, is divided into typologies that focus on: Tourist Activities, Attraction Character, and the Tourist Experience.

Table 4: Cognitive Perspectives

	Security		Risk
Tourist Activities	Education	Exercise	Exploration
	Place to talk		Face-to-face meeting
	Guided tours		Unguided touring
	Passive		Active
Attraction Characters	Contrived Staged	Denial of authenticity	Authentic
	Especially animated	Inanimate	Normal daily life
	Evoked set	Inert set	Inept set
	International/extended market	National Regional	Local market
	Tourism oriented		Non-tourism oriented
	Touristy		Authentic
	Structured/Organized		Unstructured
	Front region		Back region
	Modern		Traditional/Antiquate
	Heard a lot about/Important place		Absence of other tourists
Tourist Experiences	Expensive/Luxury/Quality/Prestige	Economy/Reasonable Prices/Value for Money	Inexpensive/Cheap
	Safe/sanitary	Different/Getting Away	Escapism/Freedom
	Pleasant/Friendly	Companionship	Novelty
	Leisurely/Restful/Relaxing/ Quite /Homely	Fun/Swinging	Adventurous/Wild/Exciting
	Mass Produced Experience	Limited Experience	Individual Experience
	Common/Ordinary	Interesting	Unique
	No role transformation		Role transformation
	Recreational Diversionary	Experiential Experimental	Existential
	Marker involvement		Sight Involvement
	Familiar		Exotic
	Easy & Quick/Easy to tour		Effort to tour

Lew, 1987

The difference within the typology of the Cognitive Perspective is based upon the research conducted in each space. While the Tourist Activities have a behavioral focus, the Tourist Experience are approached on the behavioral or a phenomenological aspect, while the latter being the study of consciousness and the experience of the tourist. The Attraction Characters refers to the tourist awareness of the attraction as well as how staged the attraction is, with the known attractions offering the least risk in the itinerary planning of the tourist (Lew, 1987).

Indeed, the two typologies can overlap, for example within the 'tourist activity' in the cognitive perspective and the ideographic 'participatory' category, campground and camping is for example a description which can be assumed to be the same, however campground is an ideographic description in the 'participatory' category, while the phrase camping is a tourist activity, but carries the experience with in, thus belonging in the cognitive perspective (Ibid.)

2.3.2 Comparing Definitions

The frameworks and categories proposed by the three different authors, Middleton (1988), Lew (1987) and Swarbrooke (1995a) does have overlaps, for example Middleton (1988) can serve as a very general and practical description of an attraction, while not taking the visitors perspective into consideration. Furthermore, Middleton (1988) can be incorporated within the ideological perspective from Lew (1987) as seen in table 5.

Table 5: Combination of Attraction Categories

Natural environment	Man-made buildings, structures and sites, designed with a purpose other than attracting visitors	Man-made buildings, structures and sites that are designed to attract visitors and are constructed to accommodate their needs	Special events with temporary attractions
e.g. *beaches, caves etc.*	e.g. *churches, cathedrals etc.*	e.g. *amusement parks, exhibition centers, casinos etc.*	e.g. *art festival, markets, sporting events etc.*
(1) Panorama	**(7) Settlement Infrastructure**	**(9) Leisure Superstructure**	**(9) Leisure Superstructure**

Middleton, 1988
with Lew (1987) applied

Swarbrooke's (1995a) variables are all within the ideological perspective as well, with the variable 'target market' being the exception, as the 'target market' can be applied as what the visitor expects to get out of the visit or attraction, thus being an experience, and therefore applicable within the Cognitive Perspective.

As evident in the application of the ideographic perspective in the Middleton categories, the 'Leisure Superstructure' covers two out of four categories, this thesis will therefore focus on these leisure superstructures in peripheral areas, which also fits with the attributes previously presented by Milman (2009) (See section 2.2.2 for definition). Furthermore, the Cognitive Perspective will be applied within the category of the tourist experience to get a better understanding of the value of different attributes, from the tourist's perspective.

2.3.3 Attractions versus Destinations

Lew (1987) blurs the lines between attractions and destinations when he defines 'destination attractions', which are major centers of tourism, whilst having a large collection of tourist activities centered in one area (Lew, 1987). On one hand, McKercher (2017) states that the attractions become part of a destination, as attractions will play a large role in driving the visitor to a specific destination choice (McKercher, 2017). On the other hand, Dybedal (1998d) states that he believes that, the visitors, often chooses the attractions after they chose the destination (Dybedal, 1998d). Nevertheless, the attraction has a large role to play within the destination (Leask, 2009).

Thus, it is difficult to determine whether attractions and destinations are one, or if they are exclusively different. On one hand, attractions are defined as smaller single units based on one key feature, whereas destinations are larger areas that include more attractions together with support services such as hotels, restaurants, and transport systems. On the other hand, there is a strong link between services, destinations, and attractions as they complement each other, since an attraction or service often stimulate the development of destinations (Swarbrooke, 1995a). Thus, attractions sometimes

grow into destinations, as many attractions are small-scale destinations in their own right (Hu & Wall, 2005).

For example, many attractions have services connected, such as LEGOLAND Hotel (In Billund and Windsor) and in the various Disney Parks around the world (Swarbrooke, 1995a). In some cases, it can also be the service facility that makes an attraction more popular. For example, the restaurant at Dragsholm Castle in Denmark recently got its first Michelin Star. The famous recognition for the food at the castle made the attraction all the more popular (Østebø, 2017). Additionally, some support services and tourism facilities are attractions in their own right (Swarbrooke, 1995a). For example, the famous re-opened restaurant NOMA in Copenhagen, with a waitlist of 40.000 people, or The Orient Express which does not only take its passengers across countries but gives the passengers the memories of a lifetime when viewing the scenery from a glamorous train cabin (Rudbeck, 2018 & Belmond, 2018). Thus, blurring the distinction between attractions and destinations and making it difficult to separate attractions from destinations (Swarbrooke, 1995a).

Attractions themselves provide three functions for the development of tourism destinations. Firstly, attractions pull visitors to a particular place, thus, they are the reason people travel to a destination. Secondly, attractions offer images and symbols that present the destinations to the public. Thirdly, the development of other tourism services depend on the existence of destination attractions. Thereby, attractions are recognized as the basis for tourism (Hu & Wall, 2005).

In some cases, a single attraction can grow into a destination when new attractions are developed in order to satisfy visitor demand and lengthen their stay (Swarbrooke, 1995b). In that case, attraction development can be the key to tourism success (McKercher, 2017). This development is illustrated in figure 5 below.

Figure 5: The Role of Visitor Attractions in Tourism

Stage 1   The Single Attraction

Stage 2   The Embryonic Destination
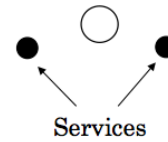
Stage 3   The Developed Single Market Destination
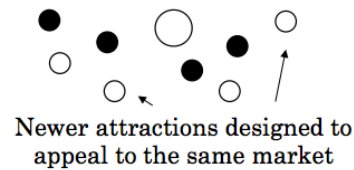
Stage 4   The Diversified Destination

Services

Newer attractions designed to appeal to the same market

New attractions designed to attract new markets to the destination
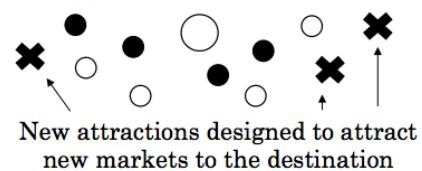
Adapted from Swarbrooke, 1995b

However, not all attractions make this development. Nevertheless, the ones that does expand, may, according to the product life-cycle theory, reach a stage where some of the attractions go into decline and the support service facilities may follow (Swarbrooke, 1995c).

2.3.4 Flagship Attractions

A Flagship attraction is defined as an attraction "(…) *with a relative size or relative importance compared with other attractions*" (Dybedal, 1998a, p. 18). Thus, the flagship attraction is a tool used to attract and develop the tourism to the area (Fyall, Garrod and Leask, 2003a). However, for an attraction to be categorized as a flagship, it includes a visibility aspect, which points to the destination. Indeed, two aspects are elaborated, as to carry significance for a flagship attraction. The 'destination image', is considered a main element, or identifier for the specific area. The 'scale aspect', while the visitors would not be in the area if it were not for the attraction, it is further specified that the 'scale aspect' includes the capabilities and innovative character to increase the current reached geographical area and capability to reach into unrealized demand (Dybedal,

1998a, p. 18-19). A destination rarely survives, on the basis of one attraction, however the flagship attraction, can function as the 'pump-primer', wherein it is the foundation for a sustainable development of the destination (Fyall et al., 2003a).

2.4 Attractions in Peripheral Areas

In order to answer the research question, this fourth section will start by introducing the concept of periphery. In order to outline a clear definition, a few definitions will be introduced. Moreover, this section will narrow down the research by exclusively looking at peripheral attractions, and what benefits or challenges that should be considered when having a peripheral location. This section will further introduce the importance of accessibility, and how it can affect the tourists' decision to visit. Thus, this following section is very specifically involving peripheral attraction's ability or disability to attract customers.

2.4.1 Defining Peripheral Areas

The concept of a peripheral area is difficult to define, as the concept of distance can be abstract (Prideaux, 2008). Distance consists of geographical factors, human perceptions, and the technology of transport. In a geographical sense, distance will mainly address the degree or scale of isolation of the periphery from the core. However, this definition will depend on human perceptions. Distance as a concept is objective and concerns the actual distance, however, visitors' perceptions are not objective, and depend on the peripheral area in itself, including what it contains, how it appears, and its location and accessibility (Nash & Martin, 2003). All factors can range from slightly peripheral to very peripheral, thus, the degree of remoteness will also matter when trying to attract tourists. However, new technologies have adjusted the perspective of isolation by reducing travel times and improve communication (Prideaux, 2008). Thus, an explicit definition will be necessary in order to understand the meaning behind.

The area's location can also be considered peripheral in terms of distance from main gateways or from arrival points (Nash & Martin, 2003). Thus, for the purpose of this thesis, a peripheral area will be based upon approximately 30 minutes of public transport from a main station, for example Copenhagen Main Train station or Noerreport station, or at least one hour by car from a bigger tourist destination, such as Aalborg, Aarhus or Copenhagen.

2.4.2 Peripheral Areas

Peripheral areas are often characterized with a small population area, small-scale enterprises, high servicing costs and economic poverty (Ibid.). Therefore, many peripheral areas experiencing declining regional economic conditions have turned to tourism as a source of economic regeneration but creating successful visitor attractions in peripheral areas is a major and complex task. It presents many challenges, since the scale and attractiveness of the attraction will have to grow, the more the remoteness increases, otherwise tourists will travel to less remote sites (Prideaux, 2008).

Prideaux (2008) states that successful remote attractions will depend on: "...Transport in facilitating travel to peripheries, the role of communities in developing successful attractions in areas of this nature and the desirability of having a group of attractions as a key selling point" (Prideaux, 2008, p. 81).

Firstly, uniqueness is important. Tourists mainly travel away from the core and to a peripheral area in the search of unique attractions and experiences not available in the core. Therefore, attractions located in peripheral areas must offer a tempting visitor experience. Thus, the attraction's ability to maintain visitor interest in the long term, mainly exists if the site is significant enough (Prideaux, 2008). Luckily, peripheral areas have an advantage, as the natural and atmospheric environment of a peripheral area is increasingly popular. In fact, Nash & Martin's research (2003), which is illustrated in Appendix 3, found that there is an increasing demand for remote, rural, and unspoiled areas. In which case, the quality of a natural environment with fresh air can sometimes

offset the disadvantages. Moreover, peripheral locations often reflect the current focus on activity-based holidays (See appendix 3, Nash & Martin, 2003).

Secondly, the conditions encountered in the locality of the attraction are important (Dybedal, 1998d). Tourists will often need to be encouraged to travel the distance to the periphery by the offering of complementary attractions, visitor services, and quality facilities. Thus, the complexity of the range of tourism products that support the attraction, will also affect the success of the attraction itself (Prideaux, 2008). For example, Nash & Martin's research further (2003) found that peripheral areas are often linked to insufficient accommodations, insufficient family activities, and combined with the problem that there often are no flagship attraction and not enough attractions in one area (See appendix 3, Nash & Martin, 2003).

Thirdly, the ability to market and periodically refresh the attractions is important. Attractions need marketing, pulling power, viability, sustainability and informed management (Prideaux, 2008). This is also confirmed by Nash & Martin's research (2003), which concluded that low visitor numbers in peripheral areas are linked to inadequate marketing and poor awareness of customer needs. The poor quality and quantity of marketing and promotion are considered serious problems as many peripheral areas suffered from lack of image and brand (Nash & Martin, 2003). There are only few considerably strong brands within the attraction sector. Only larger operations such as Disney have a trademark, which is recognizable worldwide. Usually, branding is weaker in the visitor attraction industry, than in any other parts of the tourism industry. This is mainly because the development of brand images require an extensive amount of promotional activities, which many attractions cannot afford (Swarbrooke, 1995c). Moreover, the region's image will determine which visitors will be attracted to the destination, as it is the cognitive perspective that are the root of evaluations and the selection of an individual's choice of destination. Unfortunately, it is only in recent years that peripheral regions have begun to actually promote themselves (See appendix 3, Nash & Martin, 2003). Currently, the tourists visiting heritage sites in peripheral areas are mainly people without children. The potential to

broaden this segment and attract new generations of visitors will essentially depend on long-term marketing.

Fourthly, the cost of the travel will also influence whether the customer will choose to travel to the attraction (Prideaux, 2008). Often the costs of traveling to the periphery are considered high, as staying there and getting there can be expensive (See appendix 3, Nash & Martin, 2003).

Lastly, these areas experience the problems of competition. The impact of competitors, located either nearby or in other parts of the nation, may be strong if the attraction does not obtain any of the factors mentioned above. These factors will also determine the viability of the attraction and whether extra support is needed, in the form of government support and funding, sponsors or restructuring (Prideaux, 2008). Studies of competitiveness have essentially been conducted at the destination level rather than the attraction level. However, the competitiveness of individual attractions, will essentially determine the prosperity of tourism development in the whole destination area (Hu & Wall, 2005). Hu and Wall define an attraction's competitiveness as: *"Its ability to compete for profitability with rivals"* (Hu & Wall, 2005, p. 633). Some attraction managers do not believe competition to be strong in their sector. Thus, thinking that differentiation is not necessary (Swarbrooke, 1995c). However, it is also evident that tourists, in time, have become increasingly demanding, therefore, there is more needs to be fulfilled for every attraction. Thus, there is more competition arising on the market (Swarbrooke, 1995e). Moreover, growing visitor expectations further amplify that there is an increasingly competitive market in this sector, and thereby also a greater need for more diversified products (Leask, 2009). Thus, an attraction needs a unique feature in order to attract customers and aid the marketing effort (Swarbrooke, 1995e). Additionally, the creation of a good image is an important element in the formulation of a successful marketing strategy and, hence, in its competitiveness (Hu & Wall, 2005).

2.4.3 Accessibility

Accessibility is not only an important factor in visitors' perception of the destination, but also for the attraction itself in order to get tourists to visit. Potential measures of accessibility are journey time, journey costs, frequency of service, and the necessity for interchange between services (Nash & Martin, 2003). Moreover, access to the periphery will decline as distance and the difficulty of travel increases (Prideaux, 2008). Thus, poor roads and bad air access are often major problems for peripheral attractions as remote attractions that are difficult to reach often have a disadvantage in respect to tourism (See appendix 3, Nash & Martin, 2003).

Indeed, remote located attractions that enjoy an accessible transport network often attract a larger group of potential visitors than the ones that are difficult to access. Thereby, a remote attraction is only successful if supported by good tourism infrastructure. Therefore, major attractions often lead to the development of public transport (Swarbrooke, 1995b). This is supported by Prideaux (2008) who argues that creating supporting infrastructure is a requirement in the attraction's long-term viability. Thus, distance can be less of a problem if it has easy access (Prideaux, 2008). For example, Billund airport in Denmark enjoys a location in walking distance to LEGOLAND, as well as with several other transport opportunities available in order to give tourists an easy access to the park (Swarbrooke, 1995b).

Ideally, the attraction should not be located too far away from a densely populated area or a major holiday destination (Dybedal, 1998c). Generally, tourists are renting cars compared to taking public transport, and most are visiting from within a 2-hour drive zone from their settlement (Swarbrooke, 1995e & Dybedal, 1998c). Furthermore, the majority only visits, if the attraction is located close to an accessible road with clear signing along the way. Thus, suggesting that good roads expand the chance of many visitors (Swarbrooke, 1995e).

2.5 Attractions Marketing

In order to answer the research question, this last and fourth section of the literature review, will terminate by giving a perspective on attraction marketing. This section will start by discussing collaboration across attractions, and how it may be successfully established and help the attractions attract more customers. Subsequently, both tourism and service product marketing will be introduced, in order to illustrate which features may help with the difficult task of marketing an attraction. Lastly, this section will help answer the research question, by outlining different promotional tools that will explain how to successfully attract customers.

2.5.1 Collaboration Across Attractions

Attractions in the same area can collaborate to achieve different goals, indeed, this collaboration can have a multitude of objectives, and with an increase in visitors being the fundamental one. However, the collaboration can be based on different aspects of the attraction's resources. Indeed, the resources itself can be the subject of collaboration, where two or more attractions benefit from the resources. Others can work together to achieve economies of scale, while some can promote the appeal of all the attractions for a shared group of potential visitors (Fyall, 2003). The key benefits available are:

- Branding of a specific area on a collective scale, by packaging the visitor attraction product for example.
- Pooling of resources, for example; time, finance, expertise, human resource and training
- Share market information, to lower individual risk
- Promotion enhancement through more complex channels of distribution
- Raise the individual profile, through joint marketing campaigns.
- Share research and engage in attraction specific forums
- Enhance and/or create unified representation with industry and political bodies
- Harmonizing objectives of attractions, regardless of size (Fyall, 2003, p. 239).

Furthermore, there are inter- and intra-sectorial benefits that can be obtained in the form of decisions being made to benefit the wider destination (the sum of attractions) rather than the individual attraction itself, as well as uniformity in the mind of the visitor thinking about the entire destination (Fyall, 2003).

Besides the benefits of collaboration, disadvantages are also present, for example:

- Distrust between collaborators
- Apathy, based on potential tension between collaborators, whom are actually competitors
- Inertia
- Harmful competition from non-participating attractions
- Conflict between collaborators (Fyall, 2003, p. 240).

These examples are something that the collaborators should be aware of, if they are to take part in collaboration across attractions. However, disadvantages are also present on the intra- and inter-sectorial level. Firstly, they tend to be in the sense of unease with the lack of control over decisions being made, as some will have greater authority than others. Secondly, non-achievement can be the result, as there can be a lack of resources, such as time, finance and expertise. Thirdly, a general skepticism can occur, if too many attractions are included to achieve a satisfactory outcome. Lastly, unfamiliarity amongst the collaborators can result in attractions switching to more familiar strategies (Fyall, 2003).

Even though collaboration can bring great advantages to the attractions, it is important to make sure, that the individual attraction still maintain its unique competitive advantage, thus being able to differentiate themselves from the collaborators (Ibid.).

One way to collaborate, which are very common in museums and galleries, are to 'lease' exhibits to one another, by switching the exhibits on a continuous basis, thus, there will be some newness over the content. Another way to collaborate, are by joint ticketing

and price-banding, however, these are highly depending on the demographic profile of visitors, the time visitors spend at the individual attraction, as well as the complementary nature of the attractions. This strategy can highly affect the time visitors spend at the individual attraction, diminish the visitor's satisfaction, and lessen the amount spend by visitors (Fyall, 2003). However, there is also the possibility for the attractions to increase their buying strength towards suppliers, as these are often shared across attractions. Thus, increasing economies of scales by collective procurement (Ibid.).

2.5.2 Service versus Tourism Products

There is a growing interest in marketing, and it is impossible not to tend to marketing activities. The difficulties however lie in how to market an attraction. An attraction can both be characterized as a service product, but also as a tourism product, therefore, similarities in marketing exist among them. The general characteristics that attraction marketing has in common with them will be outlined below.

The notable characters of a marketed service product are as follows:

- The staff is part of the product itself as they come in direct contact with the customers. Thus, their attitudes and behavior directly affect the customers' experience (Swarbrooke, 1995f). For example, Faarup Sommerland in Denmark has acknowledged the importance of staff and their interaction with the customer. They state that *"...We are sure that it is still the little moments our guests take home with them" "...The moment when a rude employee all of a sudden sprays water on baby sister. And the moment when baby brother gets the birthday song of his life from a screaming Faarup choir"*. Faarup Sommerland's services have been voted the world's third best by the international organization for amusement parks (Faarup Sommerland, 2018). Indeed, a high service effort is related to a high customer satisfaction and is a significant factor for guests (Yi & Gong, 2009 & Milman, 2009).

- The product is intangible, thus, the customer cannot try out the product before buying. Therefore, marketing becomes essential as the product is bought on the basis of image, information, and good recommendations (Swarbrooke, 1995f). It should be noted that these factors are linked to a good service, as good service will give good recommendations (Yi & Gong, 2009).

- The customers are part of the production process, thus, their attitudes and behavior affect the other customers' experience. However, this variable is non-controllable (Swarbrooke, 1995f). Indeed, customers may influence one another indirectly as a part of the environment or directly by socializing. This interaction will also affect customer satisfaction (Yi & Gong, 2009).

- The service is not a standardized product, thus, the product cannot be guaranteed. Thereby, the uncontrollable variables such as weather will make quality control difficult to achieve.

The notable characters of a marketed tourism product are as follows:

- There are multiple phases of visiting an attraction, which are part of the overall experience (Swarbrooke, 1995f). The visitors' state of mind before, during and after the visit, will affect the overall evaluation of the visit (Milman, 2009). Therefore, the customer will not distinguish between the ones the management can control and the ones they cannot. The phases exist of:
    i. The anticipation of the visit
    ii. The journey to the attraction
    iii. The time spent at the attraction
    iv. The journey home
    v. The lasting memories of the visit (good and bad)

- Tourism products do not offer exclusive user rights, thus, it is up to the management to distinguish between the groups of people who may visit.

- A tourism product only offers temporary use, and the length of the stay, will influence the amount of money spent at the attraction.

- The customer has to travel to the product, rather than having it delivered. Hence, accessibility, brochures, good directions, and signposting are crucial.

- The demand for tourism products is highly seasonal. Thus, the summer months and weekends are often busier.

- The price charged is not always dictated by supply and demand, as attractions often take social objectives into consideration, such as student and senior citizen discounts (Swarbrooke, 1995f).

However, firstly, it should be noticed that these similarities often depend on which sector the attraction operates in. For example, private attractions tend to focus on profit and market share, whilst these are often less important factors for the public attractions. Secondly, attractions are marketed both by the management as well as by other people (Swarbrooke, 1995f). For instance, the marketing of destinations often focuses on the attractions available. Thereby, the attractions typically become a symbol of the marketed destination and become a part of the destination marketing (Swarbrooke, 1995b and Dybedal, 1998a). Thirdly, the level of competition varies between attraction types. While amusement parks are highly competitive, local authority museums tend to be more exclusive and thereby less competitive. Moreover, competition differs whether it is on a local, national or international level. Fourthly, the attraction market is highly volatile, and fashion reflected. Thus, the management needs to adapt to these unpredictable variables. Lastly, many attractions often have a small marketing budget, and no specialist marketing staff, as they have high fixed costs and rarely budgets that can overcome the costs of sales promotion (Swarbrooke, 1995f).

2.5.3 Promotion

Attractions lie within a sector that is known to be less communicative and which resists opportunities to share information (Leask, 2009). Nevertheless, promotional efforts can be applied in order to communicate and attract potential customers. The main promotional tools and its usage will be highlighted below (Swarbrooke, 1995g).

Literature

Literature is considered an important tool, as the customer cannot see the product before they buy it (Swarbrooke, 1995g). Thus, the information available to visitors prior to their visit is vital, as many decisions are taken before the actual arrival (Leask, 2009). The most important literature is the brochure. Its success will depend on having a catchy design and informing content (Swarbrooke, 1995g). Moreover, there should be different brochures for different purposes, as well as in different languages. The brochure should also be convenient for customers to pick up and carry around with them. Brochures picked up at different locations must not be outdated and give the customer the wrong information. For example, if opening hours and prices are changing for every season, this information must not be outdated in the brochures picked up (Richards, 1992).

Advertising

On one hand, mainly major attractions can afford television advertising, although some special events may use it as promotion on a one-time basis. Indeed, others use less costly advertising by using outdoor advertising and posters (Ibid.). Successful advertising will depend on placing the right adds in the right place at the right time. Nevertheless, most attractions are not niche market products, therefore, expensive marketing is not as common as targeted advertising strategies are usually more relevant.

The Press

This occasionally free of charge marketing will depend on providing the media with good stories such as press releases. However, the management is often not in control of the published content, as a journalist will edit and change it (Swarbrooke, 1995g).

Moreover, this form of communication will mainly reach the regional customers (Richards, 1992).

Sponsors and Partners

An attraction can choose to sponsor organizations or events to make the customer aware of its name. When choosing a sponsor, it is vital to choose one that appeal to the target market. For example, LEGOLAND, which has multiple partners and sponsorships as you can find Libero diapers at your disposal in their Babycare Center (LEGOLAND, 2018).

Direct Marketing

Advertising expenditure on email is a popular form of marketing, as it allows for specific targeting, which results in less wastage. Attractions will require a good database in order to facilitate direct marketing to the customers.

Sales Promotion

When the peak season is over, and the attraction may be lower on visitors, it is possible to attract customers with temporary offers, discounts and coupons (Swarbrooke, 1995g).

Personal Selling

An example could be when the staff represents the attraction by being present at exhibitions and trade fairs, where they can communicate directly with potential visitors. This is not commonly used much by attractions. Nevertheless, it often has a long-term value (Richards, 1992).

Signposting

Potential visitors will be aware of the attraction if the correct signposting is available to show them the way (Swarbrooke, 1995g). Moreover, outdoor advertising can act as signposts to the location of the attraction (Richards, 1992).

The Internet

The information technology has generated increased demand for new travel services, and the increasing use of the Internet has offered a quick and easy access to the customer by opening for online marketing, direct sales, and bookings. The development of websites has allowed for direct travel information to potential customers, and made it possible to target more customers, while still at a much lower cost. As a result, customers have become more Internet-driven. Thus, the Internet has become the most utilized tool, to acquire travel information and plan a holiday (Reisinger, 2009).

Social Media

The social media is an increasingly important platform. Here, customers are influenced not only by marketing, but also by each other. Customers are in a high degree influenced by friends in their network on for example Facebook, when they choose their travel destination. A report conducted by Social Media Link estimates that 34 % of travelers change their travel plans due to influence from social media. Moreover, 49 % change their planned activities during their holiday due to influence from social media. The most visited website for travelers is TripAdvisor. On this platform users can comment, rate, and recommend destinations and attractions. This platform has in time made strategic partnerships that makes it possible to book ticket to attractions directly on TripAdvisor (Seismonaut Tourism, 2016). TripAdvisor has become a comprehensive comparison-shopping resources posted directly by customers, and in 2008 approximately over 10 million evaluations were posted on their website. This form of rating and evaluation systems assist customers in making more informed decisions prior to purchasing a particular travel, accommodation or tourism product. Furthermore, these rating systems have also provided continuous feedback for management and marketing professionals, as well as increased competition within the industry (Milman, 2009).

Distribution

Firstly, the distribution of attraction literature must be effective, and ensure that there are brochures available in the right amount at enough shelves. Secondly, tickets can be

distributed online. Often customers are only given the chance to buy entrance tickets when they arrive at the site. However, other distribution channels are worth considering. Pre-purchase or pre-booking from a website, by telephone, direct mail or computer reservation systems will give the customer the opportunity to avoid queuing. Additionally, tourists are protected from fluctuating currencies, while making it easier for them to plan a holiday budget. Lastly, it can be arranged that tickets to the attraction can be brought through agencies. Agencies can offer a range of tickets for different attractions, package solutions, and tourist information (Swarbrooke, 1995g).

3. Conceptual Framework and Hypotheses

The conceptual framework and hypotheses are presented in this chapter, wherein the conceptual framework is an accepted theory within the literature of psychology. The researchers apply the theory of planned behavior (TPB) to help them measure and understand the variables which they are researching (Malhotra, Birks and Wills, 2010).

3.1 Conceptual Framework

Human behavior is a challenging act to explain in its own complexity (Ajzen, 1991). However, predicting human behavior in a specific context, on a holiday for example, is made possible by the TPB (Ajzen, 1985). The theory is applicable to a wide range of fields, from health to marketing and consumer behavior (Ajzen, 2005). As evident in the literature review, it has been employed on areas from Chinese tourists' intention to visit Australia to African-American students finishing high school (Sparks & Pan, 2008 & Davis, Ajzen, Saunders & Williams, 2002).

The TPB consists of three determinants, the subjective norm (SN), the attitude towards the behavior (ATTB) and the perceived behavioral control (PBC). Indeed, these three determinants are based upon the beliefs of the individual (Ajzen, 2006). The three beliefs; behavioral, normative and control, all impact the determinants, but can also impact the other beliefs, as evident in figure 6 below.

Figure 6: Theory of Planned Behavior and Beliefs
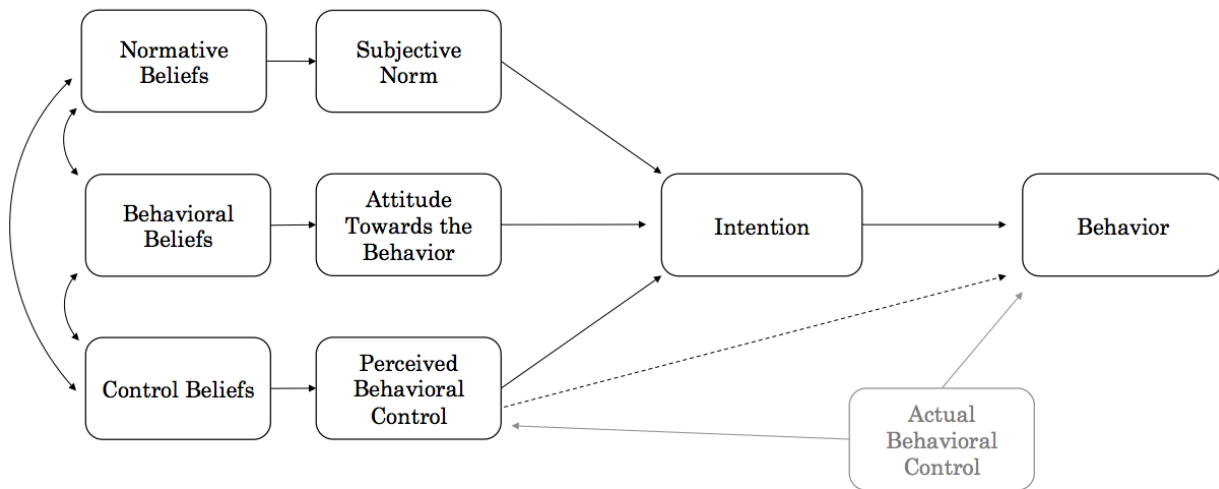
The behavioral belief are the thought and the reflection of possible consequences of the behavior, as well as what the individual thinks about the specific behavior in question, thus forming the ATTB. Normative beliefs are the perceived social pressure, hence how the individual perceives the ideal standard based on the expectations from their social network. Lastly, the control beliefs are barriers or factors that can influence the execution of the behavior. Indeed, this influence can both be of negative and positive origin, hence this cognitive approach constitutes the PBC (Ajzen, 2006).

While these beliefs impact the determinants of behavior, the determinants influence the intention, thus the general rule of the TPB concludes that "*the more favorable the attitude and subjective norm, and the greater the perceived behavioral control, the stronger should be the person's intention to perform the behavior in question*" (Ajzen, 1991, p. 181). While a high intention is assumed to result in the behavior, this will only be possible where the person has the ability to perform the behavior, this either be in their free will, having the resources and/or the opportunities (Ajzen, 1991).

3.2 Hypotheses

In order to help answer the research question:

How can peripheral attractions successfully attract the foreign families visiting Denmark?

Four hypotheses have been constructed on the basis of the findings from the literature review. The following hypotheses have been developed in order to achieve results that will give the possibility of an academically supported answer. Furthermore, the hypotheses will be outlined in the conceptual framework of the TPB, as it is part of the hypotheses construct.

3.2.1 Hypothesis 1

The literature concluded that family decisions are complex joint decisions with overlapping roles of parents and children. Research from Watne, Brennan & Winchester (2014) determined that the volume of influence the child have, will depend on control and encouragement in the family communication style (FCS). Moreover, FCS is strongly correlated to consumer socialization agency (CSA), which decides who in the family evaluates the attraction. This was accepted as their research concluded that families with low control and encouraging FCS equaled strong CSA, as open communication leads to acceptance to learn from the agent. In this first scenario, children have more influence on family decisions, than children in a controlling communication environment. The second scenario concludes that if control is high, the influence on decision-making is low, and in that case, children have no effect on the holiday decisions. In many cases, the first scenario is true, as children in all ages are increasingly becoming part of the whole holiday planning process (Watne et. al., 2014). In fact, the older the child gets the more influence they have on the choice of attraction, as they have an increasing influence on parent's decision power (Richards, 1995).

Moreover, family dynamics have a big influence on family decisions. For example, the literature concluded that single parents are more influenced by their children, and making decisions differently than two-parent families, indeed, the children becomes a significant socialization agent compared to two-parent families. Thus, single parents accept more CSA than two-parent families. In addition, the literature further found that fathers are more likely to learn about holidays from their daughters than their sons. Which correlates to the finding that daughters offer more CSA to their parents than their sons do. Thus, establishing that in the context of holidays, the strongest relationship is between fathers and daughters. This may be due to the fact that fathers are often the decision makers and purchasers (Watne et. al., 2014). This suggests that the decision to travel is influenced by FCS and family dynamic or in other words, family decisions are influenced by the family behavior.

Additionally, the conditions encountered in the locality of the attraction will influence the visitors (Dybedal, 1998d). Tourists will often need to be encouraged to travel the distance to the periphery by being offered good services (Prideaux, 2008). Thus, the staff encountered at the attraction will also affect the customers' experience, as they are in direct contact with the customers. The amusement park Faarup Sommerland, established that the way they act around the customer will affect the memory that the customers take home. Therefore, the service provided by the staff is crucial in giving the customer a good experience that they can recommend to others (Faarup Sommerland, 2018).

The literature further explained that tourism products are bought on the premise of good recommendations, and as most international tourists only visit once, recommendations are crucial (Swarbrooke, 1995f). Recommendations are quickly uncovered on social media, and the literature suggested that customers are highly influenced by friends in their network when selecting their next holiday. Moreover, the literature found that according to statistics 34 % change their travel plans due to influence from their friends on social media (Seismonaut Tourism, 2016). Online ratings and evaluation systems, assist consumers in making more informed decisions prior to

their purchase of a travel, accommodation or tourism product (Milman, 2009). Moreover, the other customers encountered during the holiday can also influence the experience of the traveler directly or indirectly, as the other customers' attitudes and behavior will influence the other guests (Yi & Gong, 2009). Hence, suggesting that the families' network of friends, as well as the peers encountered at the site also matters when the family decides what attraction to visit.

As established, friends, family and peers have great importance in the decision process. The TPB uncovers to what extent these individuals influence the decision maker, in this case the parents, and if they have a significant influence. As the parent's normative belief is established within their referent group, this represents the ideal behavior in the mind of the parent, thus resulting in the perceived social pressure. Why the following hypothesis can be presented:

> *H1: The parents' intention to visit peripheral attractions are influenced by:*
>> *a) Children*
>> *b) Peers*
>> *c) Family*
>> *d) Friends*

3.2.2 Hypothesis 2

There is a lack of market research, with regards to attractions and the visiting tourists, as the attraction market has a fragmented nature (Swarbrooke, 1995d). Thus, it is suggested that it is difficult to market an attraction. Nevertheless, few observations have been presented when it comes to attraction marketing. Swarbrooke (1995f) emphasized that attraction marketing has characteristics in common with both services and tourism products. Thus, marketing tools from both categories can be applied. Marketing of service products highlighted that; staff, image, information, and good recommendations are important. Moreover, the tourism product marketing highlighted

the importance of; accessibility, brochures, good directions, signposting and segmentation (Swarbrooke, 1995f).

Nash & Martin's research (2003) concluded that low visitor numbers in peripheral areas are linked to two factors; inadequate marketing and poor awareness of customer needs. They emphasized that the poor quality and quantity of marketing and promotion, are considered serious problems, as many peripheral areas suffer from a lack of visitors and funds to promote (Nash & Martin, 2003). The literature proposes less expensive promotional tools in order to give an overview of the tools available within the budget. Information is considered pivotal for visitors, as many decisions are taken prior to the trip, thus making the information available during the decision process vital (Leask, 2009). Therefore, brochures, and online information is crucial. Moreover, advertisements as; outdoor posters, coupons, and especially signposting is important for peripheral attractions. Additionally, there are ways to target the customer directly, such as; email marketing, personal selling or online advertisement which can help develop a targeted advertising strategy (Swarbrooke, 1995g & Richards, 1992).

As attractions themselves often do not have a large marketing budget, many attractions often become a symbol of the marketed destination, thus becoming a part of the destination marketing (Swarbrooke, 1995b & Dybedal, 1998a). Thereby, more regions will benefit from the tourists' visits when attractions collaborate. For example, the literature found benefits in the form of; promotional enhancement, sharing market information, and pooling of resources (Fyall, 2003). Therefore, many regions in Denmark co-operate in order to assemble their attractions in a joint destination, which offers the tourists multiple experiences (Visit Denmark, 2017b). However, the benefits of collaboration only exist if the attractions can establish trust and avoid conflict (Fyall, 2003). Furthermore, collaboration can be made with agencies, online platforms, or in the form of sponsors (Swarbrooke, 1995g & Seismonaut Tourism, 2016). It was evidently found that marketing can have huge benefits for attracting customers, as it was noted in the case of Visit Denmark, where an increase in customers visiting the country, was a result of their marketing efforts (Visit Denmark, 2017a).

Sparks & Pan (2008) researched which information sources, Chinese tourists used to gather information, and also had them rate their importance. They did so, in order to uncover which factors would impact the tourists ATTB in the TPB, why it will be employed during this research as well (Sparks & Pan, 2008). Thus, leading to the following hypothesis:

H2: Marketing tools will affect the parents' intention to visit peripheral attractions

3.2.3 Hypothesis 3

The literature states that; on one hand, some attraction managers do not believe competition to be strong in their sector, which make them believe that differentiation is not necessary (Swarbrooke, 1995c). On the other hand, the literature concluded that tourists, in time, have become increasingly demanding, have higher expectations to every attraction, and demand diversified products (Leask, 2009). Thus, amplifying the presence of competition. Competition is further strengthened as customers evaluate attractions prior to their visit (Milman, 2009).

Therefore, attractions need to be a flagship attraction, or at least have some unique features in order to attract customers. Many peripheral attractions suffer from the lack of image and brand (Nash & Martin, 2003). This is generally, because the development of brand images require an extensive amount of promotional activities which many managers cannot afford (Swarbrooke, 1995c). However, the creation of a good image is an important element in competitiveness and in attracting customers (Hu & Wall, 2005). In fact, the region's image will determine which visitors will be attracted to the destination, as it is the cognitive perspective that are the root of evaluations and selection of an individual's choice of destination (Nash & Martin, 2003).

Generally, studies of competitiveness have been conducted at the destination level rather than the attraction level. However, the competitiveness of an individual attraction, will essentially affect the tourism development in the whole destination area

(Hu & Wall, 2005). Therefore, the literature to some extend blurs the lines between attractions and destinations (Lew, 1987). Moreover, it is emphasized that attractions sometime grow into destinations, as some attractions are small-scale destinations in their own right. Evidently, complementary attractions, visitor services, and quality facilities are often what encourage tourists to travel the distance to the periphery (Hu & Wall, 2005).

There is an increasing focus on meeting visitor expectations through the recognition of visitors' motivations. However, the simple motivation does not equal a visit. Many aspects may affect the actual decision to visit, as will the customers' evaluation of an attraction (Leask, 2009 & Milman 2009). Milman (2009) presented the main areas of concern that customers have when evaluating amusement parks (See appendix 1). For example, the research concluded that activities in all weather conditions are rated with a relative high importance (Milman, 2009). Furthermore, many consider it a problem if attractions are only seasonally open (Nash & Martin, 2003). Therefore, many attractions are increasingly staying open all year around, and not only in the summer months (Plank, 2018). Moreover, accessibility is considered a problem, which may hinder customers' intention to visit (Nash & Martin, 2003).

Nevertheless, it is evident in the most visited attractions in Denmark (Table 1, p. 13) that six out of ten attractions actually have a peripheral location (Visit Denmark, 2016a). Thus, suggesting that some peripheral attractions are evaluated high enough to attract a large number of customers. Moreover, the literature found that many customers evaluate a natural environment with fresh air as a high factor, and in that case peripheral locations have advantages (Nash & Martin, 2003). Additionally, there are multiple phases of visiting an attraction, which are part of the overall experience (Swarbrooke, 1995f). The customers' state of mind before, during and after visiting the attraction will affect the overall evaluation of the visit (Milman, 2009). Therefore, the customer will not distinguish between the ones the management can control and the ones they cannot.

As the TPB suggests, the behavioral beliefs of the individual, forms the ATTB in question, as the attraction evaluation is a cognitive process (Milman, 2009). This process will affect the behavioral beliefs, either negatively or positively. Thus, leading to the following hypothesis:

H3: Attraction attributes will affect the parents' intention to visit peripheral attractions

3.2.4 Hypothesis 4

Accessibility is not only an important factor in visitors' perception of the destination, but also for the attraction itself in order to get tourists to visit (Nash & Martin, 2003). Distance is a factor that sometimes affects the actual decision to visit (Leask, 2009). However, the concept of distance can be abstract when it comes to a peripheral attraction (Prideaux, 2008). Distance mainly addresses the degree, or the scale of isolation of the periphery from the core, and the longer the distance from the core the more difficult it is to attract customers (Nash & Martin, 2003). Thus, the attractiveness of the attraction will have to be significant in order to get tourist to travel to peripheral locations.

Accessibility also includes the cost of the travel, which will influence whether the customer will choose to travel to a peripheral attraction (Prideaux, 2008). Indeed, Nash and Martin's research (2003) confirmed that tourists consider the costs of traveling to the periphery as high, as staying there and getting there can be expensive (Nash & Martin, 2003). This is also illustrated in figure 2, p. 12 where it is evident that tourists in Denmark spent most money on transportation and accommodation (Fonnesbech-Sandberg & Rick, 2005).

Moreover, the literature found that accessibility includes travel time, and the access to the periphery, which will decline as the difficulty of travel increases. Thus, lacking infrastructure and flight routes often present major problems for peripheral attractions. However, new transport technologies have adjusted the perspective of periphery by

reducing travel times and improved communication (Prideaux, 2008). In fact, peripheral attractions that enjoy developed infrastructure often attract a larger group of visitors than the ones that are difficult to access. Hence, the majority only visits, if the attraction is located close to an accessible road. Thereby suggesting that accessibility expands the chance of many visitors (Swarbrooke, 1995e).

The accessibility of the attraction can be linked to the control beliefs in the TPB, based on the fact that it can be a barrier or a factor that can impede the intention, and thus the behavior. Therefore, the following hypothesis is presented:

H4: Better accessibility increases the parents' intention to visit peripheral attractions

3.2.5 Model

In order to sum up the four hypotheses, model 1 below illustrates the four hypotheses in line with the TPB:

Model 1: Hypotheses Model
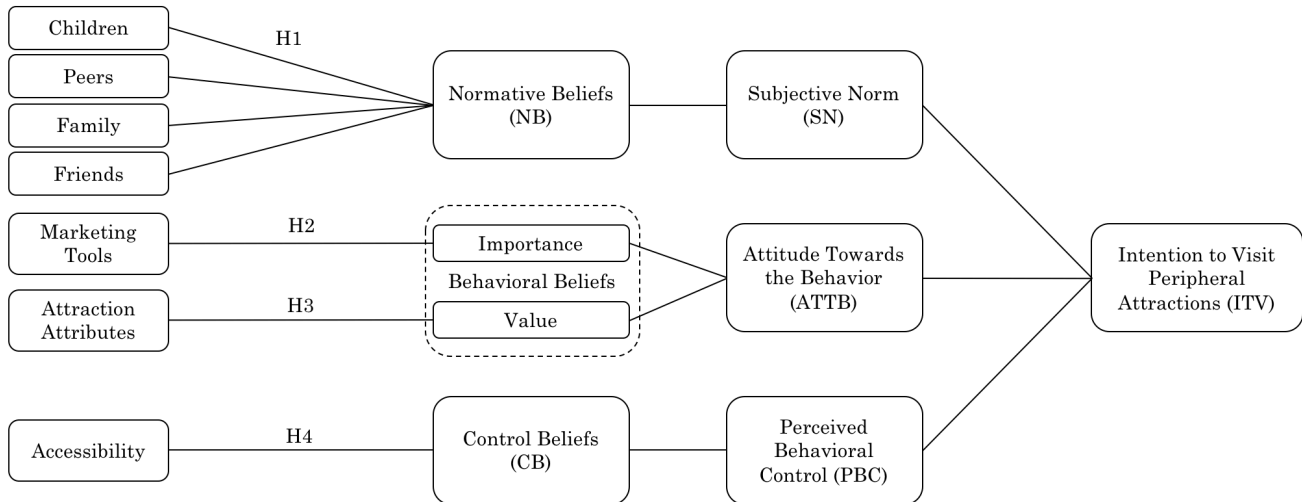
H1: The families' intention to visit peripheral attractions are influenced by:

a) Children

b) Peers

c) Family

d) Friends

H2: Marketing tools will affect the parents' intention to visit peripheral attractions

H3: Attraction attributes will affect the parents' intention to visit peripheral attractions

H4: Better accessibility increases the parents' intention to visit peripheral attractions

4. Methodology

The purpose of this section is to outline the methods utilized in this paper and explain the relevance of these. This chapter is based on the 'Research Onion', which is illustrated in figure 7 below. Each layer of the onion describes the methods that are the foundation for the data collection process (Saunders, Lewis, & Thornhill, 2009). Thus, this chapter will utilize the research onion as a structural guideline.

Figure 7: Research Onion

Adapted from Saunders et al., 2009
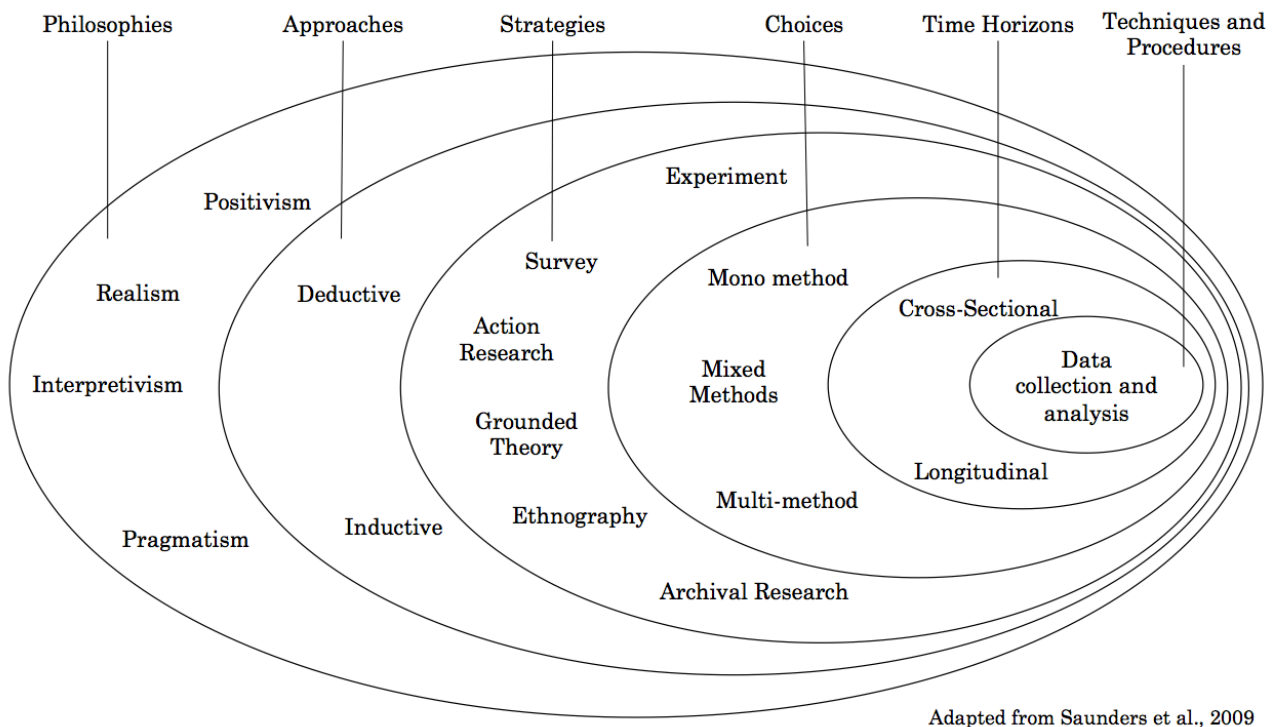
This chapter will thereby firstly present the overall research design. Secondly, it will discuss the applied philosophy, thirdly a short discussion on the approaches takes place. Fourthly the strategy is presented, fifthly what method has been applied and sixthly in what time horizon this paper is. Lastly, the data collection process and design are presented.

4.1 Research Design

The research design will give a general overview of how the researchers approach answering the research question. Thus, this section will contain clear objectives, derived from the research question, specify the sources from which the data is collected, and consider constraints. In other words, this section will reflect the thoughts behind the employment of the research design (Saunders et al., 2009).

4.1.1 Research Philosophies

The research philosophy is the basis of what assumptions and beliefs that are applied to the research. Thus, the type of knowledge being investigated defines the chosen research philosophy. While research philosophies have been developed throughout the years, the dominating philosophies are: Positivism, Critical realism, Interpretivism, Post-modernism and Pragmatism (Saunders, Lewis, & Thornhill, 2016).

In this paper the pragmatism research philosophy is exercised, as the main focus of the research question is to provide an actionable approach for managers, which is a main factor in pragmatism. Indeed, pragmatism accepts that several methods and types of knowledge can be applied, as it is recognized that no single point of view, nor one set of beliefs can give the whole picture, rather the pragmatist search to advance the research based on reliable, well-founded and credible data (Ibid.).

This provides the basis for the pragmatist's ontology, as this is considered a complex reality, with constant change of processes, which are based upon experiences and practices undertaken in the real world. As evident in the research, there are many different practices undertaken in the attraction industry, from full service destinations, to publicly run heritage sites, to privately owned single amusement parks. The accepted knowledge within the pragmatist philosophy constitutes the epistemology, while the key concern for the pragmatist is the research question, it does allow the researchers to work with a variation within the epistemology. Thus, focusing on solving the problem at hand and inform future practices. Finally, the axiology is the accepted values and its

roles, indeed in this paper, the research question is based upon the researchers' questioning and thoughts, while being value driven (Saunders et al., 2016).

4.1.2 Research Approaches

A research approach can be defined as inductive, deductive or abductive. The applied approach will depend on the type of study conducted, and on the way the literature is gathered (Saunders et al., 2009). The procedures are illustrated in figure 8 below.

Figure 8: Research Process

The process of deduction
Theories → Hypothesis → Data Collection → Finding → Hypothesis rejected or confirmed → Revision of the theory

The process of induction
Theory ← Hypothesis ← Finding patterns ← Data collection ← Observations of specific instances
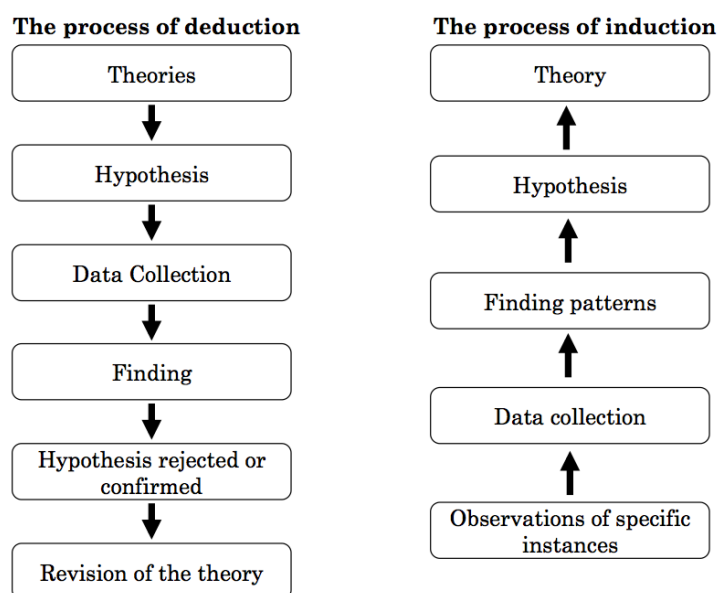
Adapted from Saunders et al., 2009

The inductive approach is based upon an observation of a specific instance, then progress to explore and collect data regarding this specific observation, while it proceeds to develop theory based on the empirical evidence. Thus, the research does not begin with any predetermined theory or conceptual framework (Ibid.).

The deductive approach is based on already developed theory, thereby, this theory will be tested through the collected data. Hereafter, the theory will either be confirmed or rejected (Ibid.).

The abductive approach comprises both of the above-mentioned approaches. Thereby, one part of the study is investigated by applying one approach, while the second part of the study is investigated by applying the other (Saunders et al., 2009).

The research in this paper did not begin with any predetermined theories or conceptual frameworks. An observation was made about a peripheral attraction, and therefore the researchers chose to investigate this observation and collect data regarding it. Therefore, this process began with an inductive approach. However, after this inductive phase, the literature presented possible theories to apply to the research question, why a deductive approach was employed, in order to apply a specific theory to the literature, while proposing hypotheses that can either be accepted or rejected. To test these hypotheses, data was collected with the specific hypotheses and theory in mind. Thus, this paper has been approached with both the inductive and deductive process and is therefore accepted as abductive.

4.1.3 Research Strategy: The Survey Strategy

The survey strategy, which is applied in this paper, is often applied for exploratory research. An exploratory study is the mean to uncover: *"What is happening; to seek new insights; to ask questions and to assess phenomena in a new light"* (Robson, 2002, p. 59). Thus, it clarifies the researchers' understanding of a problem. In this case the phenomenon is periphery, which will be addressed in the light of attractions. When conducting exploratory research, the researchers must be willing to change directions and insights along the way as a result of new data appearing during the process. Thus, also supporting the abductive research approach (Saunders et al., 2009).

The survey strategy is perceived authoritative as surveys allow for the collection of a large amount of data from a sizable population. In this case it is obtained by the usage of a questionnaire administered to a sample group. The collected data is then standardized in order to allow for easy comparison. The quantitative data collected will be analyzed quantitatively by the use of statistics. Moreover, the data collected by the

survey strategy can be used to establish possible reasons for relationships between variables, and to further produce models of these relationships. Additionally, the survey strategy allows for more control over the research process and when sampling is used, it is possible to generate findings that are representative of the whole population. Thereby, the researchers will spend more time making sure that the sample is representative, in designing the data collection, pilot testing, and ensuring a good response rate. The analyzing of the results will also be time consuming. However, the data collected by the survey strategy will not be wide-ranging like those collected by other research strategies, as the number of questions asked in the questionnaire is limited (Saunders et al., 2009).

4.1.4 Research Choice: Sequential Mixed Methods Research

The sequential mixed methods (SMM) research involves several methods in different phases of the research. Thus, giving the early phases opportunity to guide the next phase. Furthermore, the application of SMM provides the researchers, the opportunity to develop a contextual background to the research question, as well as rephrasing the research question (Saunders et al., 2016). The SMM method is illustrated in figure 9 below.

Figure 9: Research Design
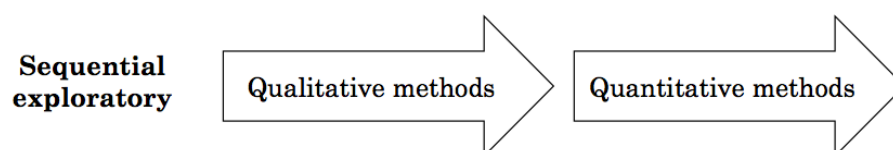
Adapted from Saunders et al., 2016

Indeed, the advantages of using a mixed method approach, is that it: "(…) *provides more evidence for studying a research problem than either quantitative or qualitative research alone*" (Creswell & Plano Clark, 2011, p 12).

Mixed methods can employ quantitative and qualitative data differently, while placing more weight on one or the other, thus making one method more dominating than the

other. In line with the survey strategy, the dominating method in this paper is quantitative. However, the SMM allows the researcher to clarify findings with another method, such as qualitative data (Saunders et al., 2016).

By choosing a mixed methods approach, the researchers therefore get the best of both worlds, so to say. However, the method is not without its limitations and constraints. By using mixed methods, the researchers have to have an understanding of both the quantitative approach as well as the qualitative approach (Creswell & Plano Clark, 2011).

4.1.5 Time Horizon

When planning the research, an important factor to consider is the time horizon for collecting the primary data. The time horizon can be either cross-sectional or longitudinal.

A cross-sectional study is based on data that is collected in a short time frame. It further investigates a particular phenomenon at a particular time and therefore often includes; surveys, interviews and qualitative methods.

A longitudinal study is based on repeated observations over a long period of time. Thus, it includes a rich source of data on which to test and develop theories of human development.

This paper investigates a current phenomenon, at a given time. Moreover, the data for the survey is collected over a short period of time. Therefore, only a cross-sectional study frame is relevant, and thus, is the time horizon for this study (Saunders et al., 2009).

4.2 Data Collection

The data collection is guided by the research design and will be the empirical evidence used to answer the research question. This section will contain how the secondary and primary data were collected, as well as ethical considerations for both types of data. Furthermore, the questionnaire design is discussed.

4.2.1 Secondary Data

Working with secondary data can help define the research problem, thus being an essential part of the research design (Malhotra et al., 2010). Furthermore, the collection of secondary data should happen prior to the collection of primary data, as some research problems can be answered solely with secondary data (Ibid.).

Secondary data are defined, as having been collected with another purpose than the research problem at hand, whereas primary data are collected by the researchers, with the purpose of answering the research question. However, secondary data can be just as valuable for the researchers as primary data (Ibid.). Not being collected for the specific research question in mind, is not the only disadvantage of secondary data, as several other disadvantages can appear, such as: The time frame for the data collected, the population definition, the objective of the study and especially the dependability (Ibid.).

However, these disadvantages are taken into consideration, for example with the application of the TPB, which has been tested on Chinese tourists with a specific destination in mind (Sparks & Pan, 2009). Thus, being somewhat different from the researchers' population.

The time frame was considered in general in the literature review, why the researchers tried to avoid data older than twenty years. Lastly, the dependability is commented on in section 4.3.1 Although these disadvantages are present with the secondary data, the below benefits outweighs these, why the data was included in the research.

Developing an Approach to The Problem

After a thorough investigation within the literature, the market of foreign tourists was investigated with the use of data from Visit Denmark, where it was evident that foreign tourists spend 4.5 nights on average, thus they are in the group of holiday travelers (Dybedal, 1998d). Furthermore, based on the literature, it is accepted that the willingness to travel increases the longer the stay (Ibid.). Why the researchers could approach the research problem with this group of foreign tourists in mind, and thus phrase the research question.

Formulate an Appropriate Research Design

Based on the secondary data, key attributes were uncovered (Milman, 2009). These attributes feed the theory applied to the research question. While the theory is of psychological background, it has been applied to the realm of tourism before (Ajzen, 1985, & Sparks & Pan, 2009). Within this secondary data pool, the researchers formulated the research design and the hypotheses. Furthermore, by relying on established theory, the researchers are able to find the dependent and independent variables, as the theory acts as a guideline (Malhotra et al., 2010).

4.2.1.1 Ethical Considerations

When using secondary data, the researchers must be aware of ethical implications that can arise, these are however most prominent when researchers carry out paid work, meaning that the client will pay for the time used by the researchers. In these cases, equitable time should be spent on the correct data collection. Especially with a problem at hand, that can be solely solved with secondary data, as the collection of primary data are much more time consuming, than the collection of secondary data. Indeed, it can also be the other way around, where the researchers are cutting corners by only applying secondary data, when primary data are needed (Ibid.). However, this has not been the case in this paper, where the researchers have sought to uncover recommendations to the research question, within the time frame and to the best of their abilities.

4.2.2 Primary Data

The primary data are collected through a questionnaire, which is based upon the Ajzen (2006) document on how to develop a questionnaire to uncover the independent and dependent variables within the TPB. However, secondary data have contributed to the questionnaire, as Milman (2009) has uncovered the key attributes for an attraction. Thus, qualitative data have also been implemented. Furthermore, by employing an already established theory to the problem at hand, the necessary variables are pre-determined, as the theory acts as a guide (Malhotra et al., 2010)

4.2.2.1 Questionnaire

Based on the theory, a questionnaire has been chosen to investigate the research question. A questionnaire, or in other words; a survey, is employed as a structured data collection, as the questions displayed, are outlined in a prearranged order for all respondents (Ibid.). The questionnaire is widely used within the survey strategy, as it presents an efficient way to collect large sets of data, being quantitative or qualitative, because the same questions are asked to a large population (Saunders et al., 2016). As the questionnaire is designed based on the TPB, the researchers undermine the disadvantages of designing a questionnaire from scratch, as the interdependent and dependent variables are already uncovered, thus eliminating the uncertainty that can be present in a questionnaire (Ibid.).

The questionnaire is classified as indirect, as the true purpose was not communicated to the respondents (Malhotra et al., 2010). Instead the area of interest (Peripheral attractions in Denmark and international tourists) were communicated with the distribution of the questionnaire (See appendix 4).

The questionnaire (See appendix 5) was distributed from the 29th of March to the 13th of April 2018, through Facebook, LinkedIn, Direct messaging and email. The respondents had to fill it out themselves, thus classifying it as a self-completion questionnaire (Saunders et al., 2016). It was compatible with web, mobile and tablet. With these channels, the sample control is considered low, as the researchers were not

in control of who answered the questionnaire, furthermore some subjects can refuse to respond, because they do not have any interest in the topic, while others lack motivation to answer or can be illiterate (Malhotra et al., 2016).

The response rate was 2 % (n = 167), however 1 % partially completed the questionnaire and 97 % distributed the questionnaire. 'Distributed' is based on the amount of people that clicks the link, reads the first page, but does nothing further. Based on the low response rate, a threat of 'non-response bias' is present, this occurs when the response rate is low, and the: *"Actual participants differ from those who refused to participate"* (Malhotra et al., 2016, p. 344). However, it must be taken into account, that the researchers are of Danish origin, and they each shared the questionnaire in their network, where a majority is Danish, thus this can to a certain extent explain the low response rate. Although the researchers' network is primarily of Danish origin, the target population was not, as this was international tourists, why the incidence rate is not low, but quite the opposite.

4.2.2.2 Questionnaire Design

Designing a questionnaire, is more of a craft than a scientific principle (Malhotra et al., 2010, p. 450) However, as previously mentioned, the questionnaire was designed based on the TPB. Indeed, other aspects are included in the questionnaire as well. These will be touched upon in the sections below.

The first page of the questionnaire informed the respondents of a filter, as they should have a child or children under the age of eighteen in order to answer the questionnaire, and then progressed with a definition of 'attraction' and 'holiday'. The next pages included demographic questions uncovering; their sex, marital status, how many children were to take part in the holiday and their corresponding age, the household income, the respondent's position, their education and their nationality. It was decided to have these questions in the beginning of the survey, because they were a prerequisite to classify the respondents. All were structured questions, besides the position, the age of the child and the nationality, which were unstructured questions. The question about

sex was a dichotomous question, as there were only two answers to choose between (Male or female). It was decided to exclude an 'I prefer not to answer' option as these would result in an invalid response, thus making the rest of the respondents' data nonviable. Household income was a scale, wherein the respondent had to choose which bracket they are in, these brackets had a distance of EUR 20,000 and ended with EUR 100,000+. The EUR was chosen as the currency, instead of DKK, to avoid that too many had to recalculate their household income, because they were not from Denmark. A standard exchange rate was not included, but it is not assumed to have affected the answers in a significant way, based on the larger brackets of EUR 20,000.

One question '*Going to a peripheral attraction would be:*' was measured in five different interval scales (Unenjoyable/Enjoyable, Bad/Good, Foolish/Fun, Unpleasant/Pleasant and Disliked/Liked). While twenty-three statements were measured based on the respondents' agreement on a seven-point Likert-scale (Strongly Disagree/Strongly Agree), these statements were phrased to avoid any acquiescence bias. Two questions measured the likelihood of a given behavior on a five-point Likert scale (Very Unlikely/Very Likely). Furthermore, the respondents were asked to rate the importance of attributes and marketing channels, using a five-point ordinal scale (Very Unimportant/Very Important). They were also asked to choose what channels they used in their holiday search and planning, in a list with fifteen different answers. The last option was an open-ended answer, where respondents could type in any other form of channel they used other than those already listed.

A small sample (n = 4) tested the questionnaire. The sample respondents were chosen based on their characteristics, which were similar to the target population. The pilot test revealed design issues on both web and mobile devices, as there was not a consistent distance between the seven-point Likert scales. Furthermore, the first page of the questionnaire, where the definitions were stated in the first draft, where rephrased, so the definition of peripheral did not appear before the respondent had to consider this. In addition, examples of peripheral attractions in Denmark was added to clear any misunderstandings.

4.2.2.3 Ethical Considerations

The design of the questionnaire was aimed at having the respondents being anonymous, however, based on the low response rate, and the fact that the researchers know some of the respondents, some individuals are able to be identified. But, these identities will not be shared with any third parties, neither will the researchers discuss the identity of respondents at any point. The site used for data collection was SurveyXact, an online survey tool, that prioritize the security of the data, as they have gone into a partnership with a leading accountancy firm, to monitor the data protection systems, which assures both the researchers and respondents that the data is secure (SurveyXact, 2018). This is especially important, with the focus of leakages of sensitive personal information, from sites such as Facebook (Chaycowski, 2018). Furthermore, the data will be deleted, upon the completion and oral examination of this project.

4.3 Evaluation of Sources

The sources utilized in the literature review have been obtained through academic articles and books found in the Copenhagen Business School's Library. It is considered trustworthy, as the data has been reviewed by Copenhagen Business School, thus evaluated as credible. Moreover, the majority of journals referred to in this paper are peer-reviewed.

Generally, all relevant material for this paper, has been viewed in a critical manner. When including material in this project, the sources have been evaluated based on; their origin, the writer, the date, and the general outlook of websites and content. Based on the above stated argumentation, the trustworthiness and credibility of the utilized sources is thus evaluated as reliable. However, as this is an exploratory study, it has to some extent, been difficult to find literature which addresses the research question. Thus, the researchers sometime had to draw on literature which described similar concepts and ideas, such as destinations, instead of attractions, and assume that these sources could provide the researchers with background knowledge.

4.3.1 Validity, Reliability and Trustworthiness

The term validity is used to evaluate whether the information presented in the research surely reflects the phenomenon (Veal, 2011). It is assessed that the correct data has been employed in regard to answering the research question and thus, ensuring validity of the paper. Furthermore, external validity refers to whether the results are generalizable or representative. In other words, whether findings may be applicable to other research settings. Thus, ensuring that the findings in the paper are congruent and can be used in similar situations. It is assessed that this study may be conducted on different kinds of attractions on different locations in other research settings, and thereby ensuring external validity. Moreover, there is the concept of internal validity which refers to, the extent of how accurately the subjects studied are represented by the chosen data and variables (Healy & Perry, 2000). This is further assessed to be ensured, as the data collection represents multiple demographics.

The term reliability ensures that a repetition of the paper using the same information and data collection process will provide consistent findings despite time, geography or identity of the researchers being dissimilar (Ibid.). It is assessed that a repetition of the project with a similar result is possible, because of the detailed methodology and the magnitude of information utilized, creating a strong foundation for comparable research.

Additionally, the data collection in this study is considered reliable as a pilot study has offered the researchers a way to test the questions being asked in the questionnaire. Furthermore, Cronbach's Alphas were calculated on variable constructs including at least three variables, all showed good or very good reliability.

Lastly, the term trustworthiness complies with the credibility, transferability, and dependability of the project. Thus, it is comprised by both reliability and validity (Shenton, 2004). Since both validity and reliability is achieved in this paper, it is also considered trustworthy.

5. Results

In this chapter the results of the survey will be presented. Firstly, the sample characteristics of the 167 participants will be introduced. Secondly, the conceptual framework will be tested. Finally, the results for hypothesis 1, 2, 3 and 4 will be outlined. Each of these sections will include different measures, constructs and analyses in order to reach conclusions on whether the four hypotheses should be accepted or rejected.

5.1 Sample Characteristics

The demographic profile of the sample is included in appendix 6, the vast majority were married females with one or two children and a university degree. An even distribution of household incomes were seen amongst the respondents, although only 2 % had an income lower than EUR 20.000, the five other brackets had an almost equal distribution. Twenty-five countries are represented in the sample, while North America makes up almost half of the sample (47 %). Furthermore, 40 % of the sample are from Europe (including Norway, UK and Iceland), and 9 % are from Australia and New Zealand. China, Peru, Panama, Syria, South Africa and Brazil represent 4 % of the sample.

5.2 Conceptual Framework

Model 2: Conceptual Framework Model
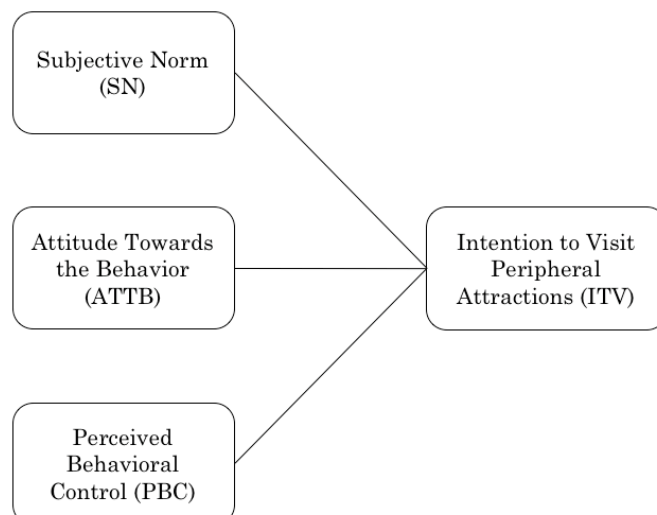
Before being able to test the hypotheses from chapter 3, the TPB (see model 2) must be tested, in order to uncover whether the application of TPB to peripheral attractions lives up to the general rules mentioned in section 3.1. The three determinants (SN, ATTB and PBC), and their respective constructs are shown in table 6. Each construct consists of a number of questions from the questionnaire.

SN, PBC and ATTB were measured on a seven-point Likert scale, while ITV was measured on a five-point Likert scale. Furthermore, the reliabilities were tested, and both SN_direct and ATTB are accepted as reliable with strong Cronbach's alphas of .814 and .910 respectively, however the Cronbach Alpha of PBC_Direct is acceptable at .796. It was not possible to test the reliability of ITV, as this construct only includes two variables.

Table 6: Direct Measures of Theory of Planned Behavior		Cronbach's Alpha
I would like to visit a peripheral attraction on our next holiday, because it is popular amongst my friends and family My child(ren) think it would be a good idea to visit a peripheral attraction on our next holiday My family (children/and or partner) have recommended that we visit a peripheral attraction on our next holiday I would like to visit a peripheral attraction, because I have heard a lot about it from my family	Subjective Norm **SN_Direct**	,814
Unenjoyable/Enjoyable Bad/Good Foolish/Fun Unpleasant/Pleasant Unfavorable/Favorable Dislike/Like	Attitude Towards the Behavior **ATTB**	,910
I feel I can travel 30 minutes with public transport (from a central station) to a peripheral attraction on our next holiday I feel I can travel 60 minutes by car to a peripheral attraction on our next holiday I feel there is nothing preventing me from visiting a peripheral attraction on our next holiday I feel I have enough money to visit a peripheral attraction on our next holiday	Perceived Behavioral Control **PBC_Direct**	,796
How likely would you be to visit a peripheral attraction on your next holiday I intend to visit a peripheral attraction on our next holiday	Intention to visit **ITV**	

After transforming each section into a construct, the researchers have applied a standard regression analysis, to test the TPB. The predictors were SN_direct, ATTB and PBC_direct, while the ITV construct was the dependent variable.

As evident in table 7, the TPB can be confirmed, as the equation was significant F = 33.461, S < .000, with the three factors explaining 38 % (R squared = .381) of the variance in ITV. Furthermore, all predictors have a positive β coefficient, as evident in table 7, with PBC having the highest β coefficient, thus having the highest influence on ITV. Furthermore, all are significant predictors with S < .001 as the highest and S < .000 as the lowest. Thus, the TPB is supported in this paper, why the researchers can

proceed to the hypotheses, to uncover the beliefs that influence and explain the predictors.

Table 7: ANOVA of Direct Measures	Sum of Squares	df	Mean Square	F	Sig.
Regression	71.452	3	23.817	33.461	.000
Residual	116.021	163	.712		
Total	187.473	166			

Regression Analysis of Direct Measures	β	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.
(constant)	.016	.429		.037	.971
SN_Direct	.202	.053	.261	3.815	.000
ATTB	.230	.068	.223	3.397	.001
PBC_Direct	.278	.057	.339	4.902	.000

Dependent variable: ITV

5.3 Hypothesis 1

Model 3: H1
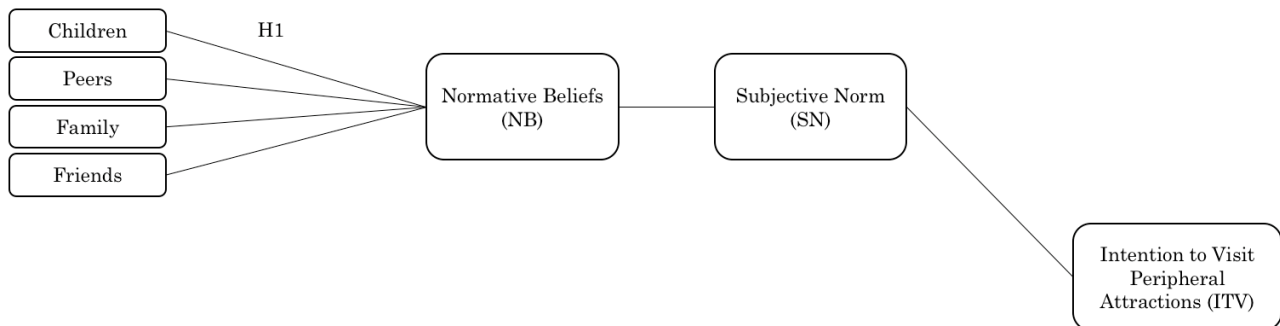
H1: The families' intention to visit peripheral attractions are influenced by:
    a) Children
    b) Peers
    c) Family
    d) Friends

Four new constructs were necessary to build, as illustrated in model 3, in order to examine the influence of a, b, c and d. Table 8 illustrates the variables that are included

in each construct. The first variable in each referent construct, is the injunctive belief strength and the second variable is the motivation to comply.

Table 8: Measures of Normative Beliefs

My child/children thinks we should visit an attraction on our next holiday In a holiday decision process/I want to do what my kids thinks we should do	NB_Children
My encounters on a holiday think that we should visit an attraction on our holiday On a holiday, I want to do the same as my encounters have done	NB_Peers
My friends think that we should visit an attraction on our holiday Generally speaking, I want to do what my friends think I should do	NB_Friends
My family think that we should visit an attraction on our holiday Generally speaking, I want to do what my family think I should do	NB_Family

Each construct was multiplied with each other, thus forming a new scale from 1-49, this was constructed in order to investigate who had the most influence among the referents (See table 9). Each construct consists of two variables, hence it was not possible to test the reliabilities.

Table 9: Rated Referents (n = 167)	Mean	Standard Deviation
Children	28.10	13.15
Family	22.26	14.11
Peers	20.11	11.86
Friends	14.87	12.44

A standard regression analysis (Table 10) was conducted, with all four NB constructs as predictors, and the SN_direct construct as the dependent variable.

The equation was significant with $F = 26.874$, $S < .000$, with the four referent groups explaining 40 % (R Squared = .400) of the variance in the direct measure of SN. Consistent with table 9, children ($\beta = .319$, $S < .000$), family ($\beta = .241$, $S < .004$) and peers ($\beta = .180$, $S < .065$), all had a significant influence on SN_direct. However, friends ($\beta = -.001$, $S < .995$), does not have any influence on SN_direct, thus the researchers can accept H1 a, b and c, while rejecting H1 d.

Table 10: ANOVA of Normative Beliefs	Sum of Squares	df	Mean Square	F	Sig.
Regression	124.593	4	31.148	26.874	.000
Residual	186.609	161	1.159		
Total	311.202	165			

Regression Analysis of Normative Beliefs	β	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.
(constant)	1.179	.366		3.224	.002
NB_Friends	-.001	.097	-.001	-.007	.995
NB_Family	.241	.082	.291	2.947	.004
NB_Children	.319	.084	.302	3.775	.000
NB_Peers	.180	.097	.173	1.860	.065

Dependent variable: SN_Direct

5.4 Hypothesis 2

Model 4: H2
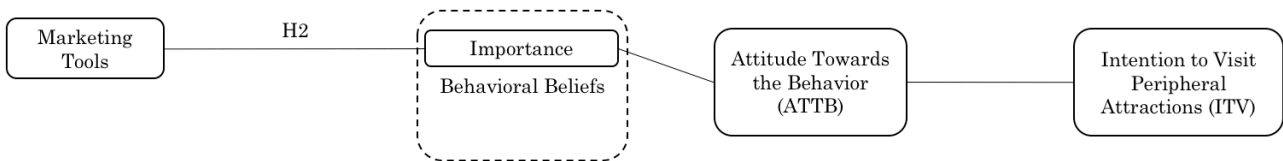
H2: Marketing tools will affect the families' intention to visit peripheral attractions

Based on the literature, the researchers wanted to investigate how the different tools, where rated, and if they had an influence on ITV (see model 4). First, the usage of tools were investigated (See table 11 below). The top five tools, where online based, such as; social media, regular Internet search, recommendation sites, and webpages. However, word of mouth sticks out in the top five, as it is not solely Internet based. In the free text field 'other options', "Lonely Planet guidebooks" and "What I like" was mentioned.

Table 11: Respondents Usage of Marketing Tools	Percentage (n = 167)
Internet Search	84 %
Social Media	79 %
Word of Mouth	71 %
Recommendation Sites (TripAdvisor etc.)	69 %
Webpages	69 %
Sales Promotion (Discounts etc.)	46 %
Advertisement	26 %
Brochures	25 %
Emails from the location	16 %
TV	15 %
Signs/Directions	14 %
Press	7 %
Sponsors/Partners of the Attraction	6 %
Radio	5 %
Others	1 %

Furthermore, the researchers investigated the importance of these tools, as the respondents were asked to rate each tool on a five-point Likert scale, where one was 'Very unimportant' and five was 'Very important'. A mean and standard deviation calculation was carried out, to reveal the most important tools, which are shown in table 12 below.

Table 12: Rating of Marketing Tools	Mean	Standard deviation
Internet Search	4.58	.55
Webpages	4.37	.66
Word of Mouth	4.34	.83
Recommendation Sites (TripAdvisor etc.)	4.07	.95
Social Media	3.68	1.10
Sales Promotion (Discounts etc.)	3.68	1.11
Advertisement	3.19	1.12
Others	3.01	.90
Emails from the location	2.93	1.23
Brochures	2.92	1.23
Press	2.83	1.12
Sponsors/Partners of the Attraction	2.68	1.12
TV	2.47	1.17
Signs/Directions	2.47	1.17
Radio	2.19	1.11

Based on the table 11 and 12, it can be established that the online based marketing tools are of importance to the tourists, and especially the general Internet search, which is the most utilized and highest rated tool. Subsequently, webpages are the second most important tool in their search, although it is only used by 69 %.

Next, a standard regression analysis (See table 13), was carried out with all these tools in mind. The independent factors being the rating of the tools, and the ATTB being the dependent factor. The equation was significant, $F = 2.424$, $S < .003$. The fifteen marketing tools, explain 19 % of the variance in ATTB (R squared = .194).

However, only eight out of the fifteen tools, had a connection to ATTB, while only five had a significant impact on ATTB. These five were, Brochures ($\beta = .225$, $S < .004$), Radio ($\beta = .163$, $S < .133$), Sales Promotions ($\beta = .155$, $S < .075$), Webpages ($\beta = .328$, $S < 0.022$) and Others ($\beta = .246$, $S < .010$).

Table 13: ANOVA of Marketing Tools	Sum of Squares	df	Mean Square	F	Sig.
Regression	34.239	15	2.283	2.424	.003
Residual	142.181	151	.942		
Total	176.421	166			

Regression Analysis of Marketing Tools	β	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.
(constant)	2.467	.906		2.724	.007
Social Media	.032	.076	.035	.424	.672
Brochures	.225	.077	.268	2.940	.004
TV	-.179	.115	-.203	-1.561	.121
Radio	.163	.108	.176	1.509	.133
Recommendation Sites	.082	.093	.075	.876	.383
Word of Mouth	.152	.099	.122	1.539	.126
Advertisement	-.073	.097	-.080	-.761	,448
Press	-.039	.101	-.042	-.389	.698
Emails from the location	-.085	.093	-.092	-.910	.365
Sales Promotion	.155	.086	.167	1.796	.075
Sponsors/Partners of the Attraction	-.007	.103	-.008	-.069	.945
Signs/Directions	-.067	.079	-.076	-.845	.400
Webpages	.328	.141	.215	2.322	.022
Internet Search	-.011	.161	-.006	-.071	.944
Other	.246	.094	.218	2.160	.010

Dependent variable: ATTB

Thus, H2 can partly be accepted, as the overall equation does have a significant impact on the ATTB, however, it cannot fully be explained by the fifteen marketing tools mentioned in this paper.

5.5 Hypothesis 3
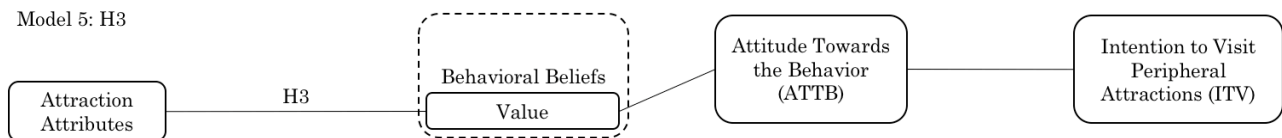
Model 5: H3

H3: Attraction attributes will affect the parents' intention to visit peripheral attractions

In model 5 the literature shed light on different aspects of the attractions, indeed, a lot of different attributes are present with different attractions, thus the researchers set out to uncover which ones were significant, as well as of importance to the tourists. A set of 25 attributes were presented to the respondents, and they were asked to rate these on a five-point Likert scale, where 1 = Very unimportant and 5 = Very important, the attributes are rated in table 14 based on the mean.

Table 14: Rating of Attraction Attributes	Mean	Standard deviation
Ride/Attraction safety	4.74	.67
Friendly and courteous staff	4.62	.70
Security	4.53	.74
Cleanliness of the park or attraction	4.48	.61
Overall perceived value for money	4.42	.64
Quality of rides or attractions	4.41	.61
Rides or activities that appeal to families	4.40	.64
Rides or activities that appeal to children	4.38	.75
Quality of food	4.37	.69
Quality of entertainment and shows	4.22	.72
Staff's knowledge about the attraction's features	4.21	.72
Rides or activities that appeal to people of all ages	4.20	.78
Price of admission	4.11	.80
Value for money for food purchased	4.11	.81
Appropriate display of show and entertainment times	3.98	.85
Creativity exhibited in the park or attraction	3.91	.79
Number of entertainment options offered to guests	3.88	.81
Variety of food prices	3.86	.88
Variety of entertainment options (Shows, parades, music)	3.77	.86
Overall number of activities (eg. Rides) in the attraction	3.73	.90
Layout of the park	3.63	.85
Level of theming of the attraction	3.63	.95
Quality of landscaping	3.60	.90
Number of thrill rides in the attraction	3.35	1.06
Availability of spectacular stage revues	3.29	.80

Furthermore, the researchers investigated whether some of the factors correlates with each other, thus a factor analysis, with a Varimax rotation method and Kaiser Normalization has been employed. For this purpose, the extraction method of Maximum Likelihood has been applied.

As seen in Table 15 below, seven factors were identified, coefficients below .3 were suppressed, and six variables loaded on more than one factor (> .300) (See appendix 7). However, they were only included on the factor where their loading was highest. The reliability for factor one to four was also calculated, where factor one to three showed good reliability. Factor four only has a decent reliability.

Table 15: Factor Construct and Reliability	Factor loading	Factor name	Cronbach's Alpha
Friendly and courteous staff	.800	Factor #1 - Staff, Safety and cleanliness	.827
Ride/Attraction safety	.784		
Staff's knowledge about the attraction's features	.519		
Cleanliness of the park or attraction	.568		
Security	.561		
Quality of food	.440		
Quality of rides or attractions	.368		
Overall perceived value for money	.397		
Number of entertainment options offered to guests	.618	Factor #2 - Entertainment	.782
Variety of entertainment options (shows, parades and music)	.758		
Quality of entertainment shows	.673		
Appropriate display of show and entertainment times	.550		
Creativity exhibited in the park or attraction	.459	Factor #3 - Overall theming, quality and activities	.758
Level of theming of the attraction	.478		
Quality of landscaping	.406		
Number of thrill rides in the attraction	.760		
Overall number of activities (e.g. rides) in the attraction	.613		
Rides or activities that appeal to families	.824	Factor #4 – Activity selection	.667*
Rides or activities that appeal to people of all ages	.494		
Ride or activities that appeal to children	.577		
Availability of spectacular stage revues	.624	Factor #5 – Layout	
Layout of the park	.682		
Variety of food prices	.620	Factor #6 – Food prices and variety	
Value for money for food purchased	.879		
Price of admission	.919	Factor #7 – Admission price	

* If 'Rides or activities that appeal to people of all age' are deleted Cronbach's Alpha = .682

After identifying the seven factors, the researchers applied a standard regression analysis, which is shown in table 16 below. H3 was tested with the seven factors as predictors, and the ATTB as the dependent variable. The equation was significant F = 2.263, S < .032, with the seven factors explaining 9 % of the variance in ATTB (R squared = .091). However, only factor one had a significant relation (β = .468, S < .028) to ATTB, although factor two, three, four and seven had a relation to ATTB, these were not significant.

Table 16: ANOVA of Attraction Attributes	Sum of Squares	df	Mean Square	F	Sig.
Regression	15.987	7	2.284	2.263	.032
Residual	160.434	159			
Total	176.421	166			

| Regression Analysis of Attraction Attributes	β	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.
(constant)	2.775	.882		3.145	.002
Factor #1 - Staff, Safety and cleanliness	.486	.211	.206	2.221	.028
Factor #2 - Entertainment	.070	.143	.043	.492	.623
Factor #3 - Overall theming, quality and activities	.151	.145	.096	1.044	.298
Factor #4 - Activity selection	.119	.156	.065	.766	.445
Factor #5 - Layout	-.035	.137	-.025	-.254	.800
Factor #6 - Food prices and variety	-.128	.119	-.094	-1.073	.285
Factor #7 – Admission Price	.099	.112	.077	.880	.380

Dependent variable: ATTB

Within factor one, the researchers analyzed the most important variables, as evident in table 17. In this table, it can be seen that the top six attributes, are the same from the overall rank, however quality of food and staff's knowledge about the attraction's features, are on a ninth and eleventh spot in the overall rank, but they do carry some significance in the factor.

Table 17: Rating of Factor #1 Attributes	Mean	Standard deviation	Overall rank
Ride/Attraction safety	4.74	.67	1
Friendly and courteous staff	4.62	.70	2
Security	4.53	.74	3
Cleanliness of the park or attraction	4.48	.61	4
Overall perceived value for money	4.42	.64	5
Quality of rides or attractions	4.41	.61	6
Quality of food	4.37	.69	9
Staff's knowledge about the attraction's features	4.21	.72	11

Based on the above equations, H3 can partly be accepted, as the attributes does have a relation to ATTB, however, upon further investigation, it is only eight variables which carries a significance.

5.6 Hypothesis 4
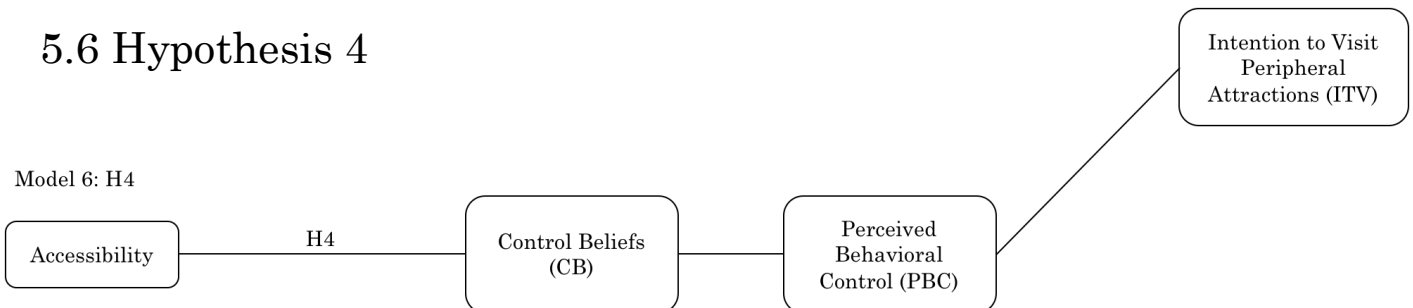
Model 6: H4

H4: Better accessibility increases the families' intention to visit peripheral attractions

The last hypotheses, H4, is presented in model 6, where the intention is to uncover how, or if the control beliefs relate to the PBC. Therefore, three constructs were created, each containing two variables. Two of the variables scales (marked with * in table 18), where turned as the question was loaded with the opposite meaning than the rest of the questionnaire. The control beliefs construct can be seen in table 18.

Table 18: Measures of Control Beliefs

The 60 minutes it takes me by car to arrive at an attraction makes it difficult for me to visit* Having a car would enable me to visit an attraction that are 60 minutes away	**CB_Car**
The 30 minutes or more (from a central station) it takes me by public transport to arrive at an attraction, makes it difficult for me to visit* Easily navigated public transport would enable me to visit an attraction that are 30 minutes away	**CB_PublicTransport**
I expect that having the opportunity to take a shuttlebus, makes it possible for me to visit an attraction Taking a direct shuttlebus from the central station to an attraction enables me to visit the attraction	**CB_Shuttlebus**

* Scales have been turned

After creating these constructs, a standard regression analysis was applied as shown in table 19 below. The three control beliefs constructs being the predictors, and the PBC being the dependent variable. The equation was significant $F = 8.309$, $S < .000$, with the three constructs explaining 13 % of the variance in PBC. All three constructs have a significant influence on PBC, with CB_Car being the most influential ($\beta = .221$, $S < .019$), although CB_Shuttlebus ($\beta = .186$, $S < .017$) are more significant, its influence on PBC is lower than CB_Car. Moreover, CB_Public Transport ($\beta = .143$, $S < .106$) did have a connection to PBC, however, it does not have a strong significance.

Table 19: ANOVA of Control Beliefs

Table 19: ANOVA of Control Beliefs	Sum of Squares	df	Mean Square	F	Sig.
Regression	44.210	3	14.737	8.309	.000
Residual	289.104	163	1.774		
Total	333.314	166			

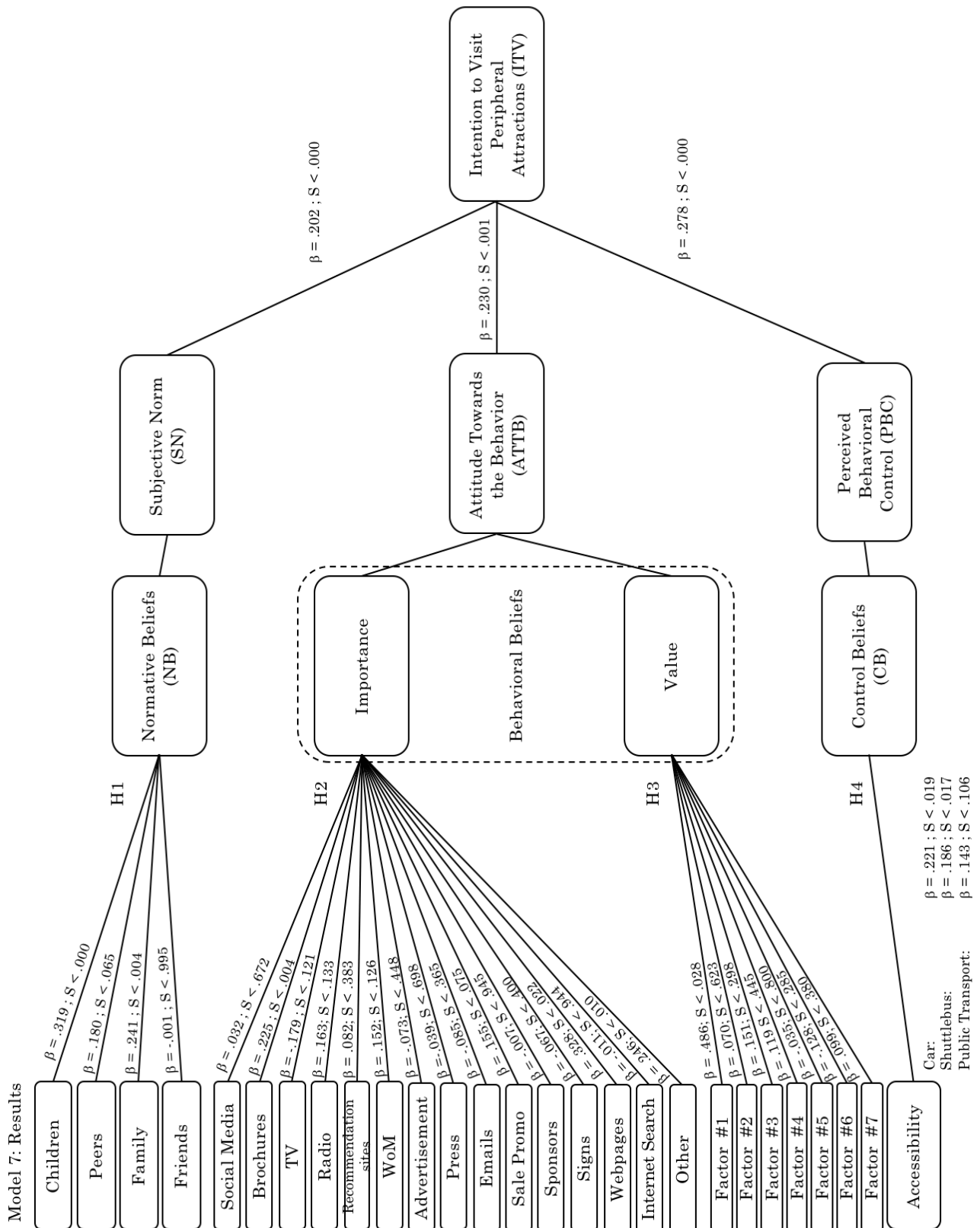| Regression Analysis of Control Beliefs	β	Coefficients Std. Error	Standardized coefficients Beta	t	Sig.
(constant)	2.495	.630		3.960	.000
CB_Public Transport	.143	.088	.134	1.625	.106
CB_Car	.221	.093	.185	2.371	.019
CB_Shuttlebus	.186	.077	.188	2.403	.017

Dependent variable: PBC_Direct

Therefore, H4 can be accepted, as better accessibility to the attraction, results in a higher ITV.

After confirming that the control beliefs have an impact on the ITV, the attitude towards the accessibility are of interest. Based on the means, seen in table 20, it does not appear

to be a big issue for the tourists to visit the peripheral attraction in the first place. The negative weighted statements were scored relatively low, 2.65 and 2.99 respectively, thus, showing some indifference. However, easier accessibility will enable the tourists to visit the peripheral attraction, as they scored these statements relatively high, 5.92, 5.93 and 5.76 respectively. Thus, it can be concluded that easier access will enable the tourists to visit the peripheral attraction.

Table 20: Mean Accessibility Questions	Mean	Standard deviation
The 60 minutes it takes me by car to arrive at an attraction makes it difficult for me to visit	2,65	1.73
Having a car would enable me to visit an attraction that are 60 minutes away	5.92	1.48
The 30 minutes or more (from a central station) it takes me by public transport to arrive at an attraction makes it difficult for me to visit	2.99	1.99
Easily navigated public transport would enable me to visit an attraction that are 30 minutes away	5.93	1.39
I expect that having the opportunity to take a shuttlebus, makes it possible for me to visit an attraction	5.62	1.54
Taking a direct shuttlebus from the central station to an attraction enables me to visit the attraction	5.76	1.45

The summarized results are illustrated in model 7 below.

Model 7: Results

Intention to Visit Peripheral Attractions (ITV)

$\beta = .202 ; S < .000$

$\beta = .230 ; S < .001$

$\beta = .278 ; S < .000$

Subjective Norm (SN)

Attitude Towards the Behavior (ATTB)

Perceived Behavioral Control (PBC)

Normative Beliefs (NB)

Behavioral Beliefs

Importance

Value

Control Beliefs (CB)

H1

H2

H3

H4

Children — $\beta = .319 ; S < .000$
Peers — $\beta = .180 ; S < .065$
Family — $\beta = .241 ; S < .004$
Friends — $\beta = -.001 ; S < .995$

Social Media — $\beta = .032 ; S < .672$
Brochures — $\beta = .225 ; S < .004$
TV — $\beta = -.179 ; S < .121$
Radio — $\beta = .163 ; S < .133$
Recommendation sites — $\beta = .082 ; S < .383$
WoM — $\beta = .152 ; S < .126$
Advertisement — $\beta = -.073 ; S < .448$
Press — $\beta = .039 ; S < .698$
Emails — $\beta = -.085 ; S < .365$
Sale Promo — $\beta = .155 ; S < .075$
Sponsors — $\beta = -.007 ; S < .945$
Signs — $\beta = -.097 ; S < .092$
Webpages — $\beta = .326 ; S < .944$
Internet Search — $\beta = -.011 ; S < .010$
Other — $\beta = .246 ; S < .010$

Factor #1 — $\beta = .486 ; S < .028$
Factor #2 — $\beta = .070 ; S < .623$
Factor #3 — $\beta = .151 ; S < .298$
Factor #4 — $\beta = .119 S < .445$
Factor #5 — $\beta = -.035 ; S < .800$
Factor #6 — $\beta = .128 ; S < .285$
Factor #7 — $\beta = -.128 ; S < .380$

Accessibility — $\beta = .069 ; S < .666$

Car: $\beta = .221 ; S < .019$
Shuttlebus: $\beta = .186 ; S < .017$
Public Transport: $\beta = .143 ; S < .106$

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6. Discussion

The aim of this chapter is to discuss the results, in coherence with the literature review, and thereby discuss how these findings respond to the hypotheses, and ultimately the research question. This section will firstly discuss the hypotheses one by one. Subsequently, this discussion is the foundation for the recommendations given in chapter 7, managerial implications, which will also answer the research question.

6.1 Hypotheses

The four hypotheses presented in this paper was constructed based on the existing literature found in the deskwork in order to help answer the research question:

How can peripheral attractions successfully attract the foreign families visiting Denmark?

The hypotheses were developed based on existing literature and tested within the conceptual framework of the TPB. Indeed, the fieldwork carried out by the researchers were based on this theory, why the TPB is central to the hypothesis model in model 1.

Model 1: Hypotheses model
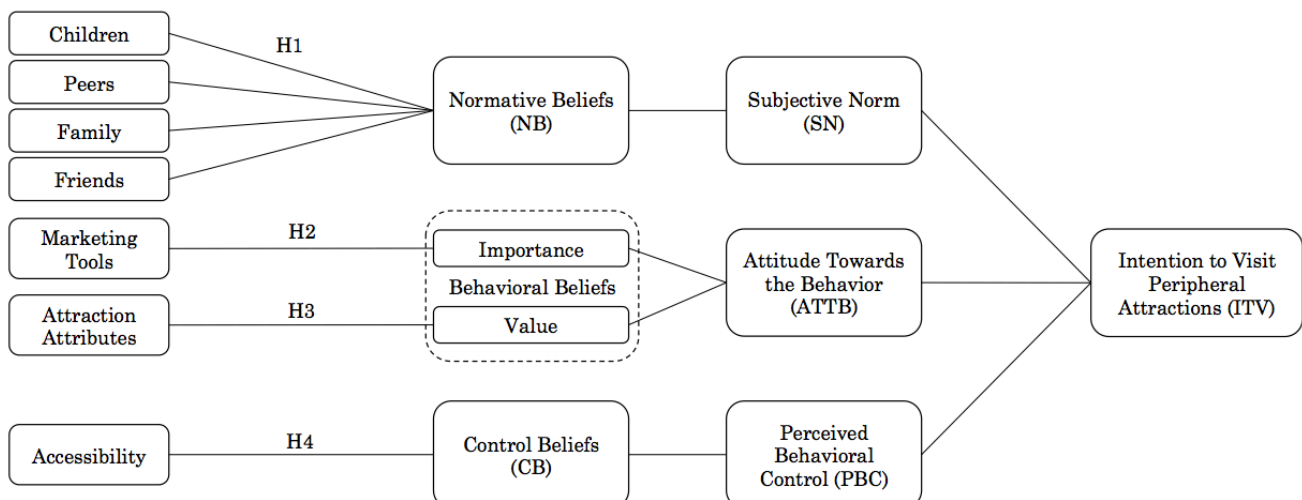
In section 5.2 the hypotheses were tested, and therefore this chapter presents the opportunity to further combine literature on the subject with the results collected. Thus, this section will discuss the following four hypotheses:

H1: The families' intention to visit peripheral attractions are influenced by:
> *a) Children*
> *b) Peers*
> *c) Family*
> *d) Friends*

H2: Marketing tools will affect the families' intention to visit peripheral attractions

H3: Attraction attributes will affect the parents' intention to visit peripheral attractions

H4: Better accessibility increases the families' intention to visit peripheral attractions

6.1.1 Hypothesis 1

> *H1: The families' intention to visit peripheral attractions are influenced by:*
> *a) Children*
> *b) Peers*
> *c) Family*
> *d) Friends*

In order to determine how to attract families with children to peripheral attractions, the researchers sought to research who influenced the parents when making their holiday decisions. For this purpose, four constructs were built which supported the findings from the literature. The literature suggested that the families' holiday decisions were largely influenced by the family dynamic and family behavior. More so, it stressed that children influence their parents' decisions. Thus, making children the

first referent group. The results clearly confirmed that children have influence, and more so, than any other groups. Thus, when comparing this result to the findings from the literature, the respondents generally have an open FCS and low control in their families, as the parents are more willing to consider their children's opinions. This was evident as parents confirmed that they indeed wanted to do what their children thought they should do. Thus, amplifying the effect children have on their parent's decisions.

Next, the literature found that other people encountered at a holiday site, as well as the staff encountered, influence the family when deciding which attractions to visit. Thus, making peers the second referent group. Indeed, the results also verified that peers have a significant influence on the families' holiday decisions, as many parents wanted to do the same as their encounters had done. This observation is also linked to the findings from the literature which states that peers have a direct and/or indirect impact on the families' choices, as the encounters' attitudes and behavior, affect the overall experience.

Moreover, the literature established that the whole family unit had an influence on the holiday planning. Thus, making the family the third referent group. The literature discovered that customers have become increasingly family-oriented and that, for example, grandparents are increasingly accompanying the families on the family trips. Thus, suggesting that not only the inner, but also the outer family is participating in holiday decisions. Indeed, the results from the research supported that the whole family's opinions matter when travelling, as parents wanted to do what their family thought they should do. Thus, making family the second most significant influencers. Thereby, the results supported that family cohesion and togetherness indeed are important factors when families make holiday decisions.

Lastly, the fourth referent group established was friends. In this case the literature stressed the high influence of online recommendations from friends. However, even though the literature accepted this group as influencers, the results showed that the

friends did not have any influence on the parents' ITV. Thus, making the researchers reject this group as influencers based on their research.

Children, family and peers does indeed, have an impact on parent's ITV. However, it is seen that children have the highest impact of all, emphasizing the strong and open FCS, thus, children are accepted and encouraged to be a part of the family decisions. The rest of family also have an impact on the ITV, thus making the entire family unit important. Moreover, encounters on site have an influence as well on the ITV, thus emphasizing the need for attractions to deliver memorable experiences to their visitors. Friends, however, have no influence on the ITV, even in times where social media has never been bigger.

6.1.2 Hypothesis 2

H2: Marketing tools will affect the families' intention to visit peripheral attractions

The literature suggested that low visitor numbers in peripheral areas are linked to inadequate marketing, so in order to figure out how to attract foreign families to peripheral attractions, different marketing tools were considered. Several tools were outlined in order to give an overview of which tools might affect the families. As attractions lie within a sector that is known to be less communicative, promotional efforts were suggested in order to better communicate and attract potential customers.

The marketing tools outlined in the literature were also presented to the respondents in the survey, and it was measured which tools were utilized and which were rated as most important. Generally, Internet based tools were very important for the respondents, which is in alignment with the literature stating that the customers have become increasingly Internet-driven. Moreover, word of mouth was commonly used and equally important to the parents, which relates to the findings in H1, which concluded that people are largely influenced by each other on site. One small difference which is

noticeable is that the rating of social media differed on the two scales, as it was the second most utilized tool, however, only the fifth most important tool. This suggests some healthy scepticism towards social media, indeed, it is interesting to consider this in the light of the findings from H1, were friends were found, to not have an impact on the ITV, thus limiting the influential power over the parents. This, could also be the case with social media, as it is widely used within the group, but it might not be with that much influential strength towards the parent's mind. Additionally, recommendation sites were rated high on both lists, which also supports the high usage found in the statistics from the literature.

Based on the test of the conceptual framework, it is certain that the ATTB affects the ITV, however, when the researchers sought to uncover which marketing tools influenced the ATTB, it was uncovered that only a few tools did so. From the five most utilized tools, web-pages and word of mouth were the only ones which had an influence on the ATTB, with web-pages having the highest influence. Furthermore, the brochures where the third highest influencer, only surpassed by the "other" category, however, the brochures where only used by 25 % of the respondents, and it was only rated important enough to be placed in the 10th spot.

The types of tools, that had a significant influence, can be split into two phases, the planning phase and an on-location phase, the former having web-pages and the 'other' category as influential, and the latter having brochures and sales promotion as influential. Of course, with mobile devices today, the web-pages can also be in the on-location phase, but it is assumed the majority of time spent on web-pages, happens in the planning phase.

6.1.3 Hypothesis 3

H3: Attraction attributes will affect the parents' intention to visit peripheral attractions

In order to figure out how to attract foreign families to peripheral attractions, different attributes were presented in order to conclude on what is of importance for the visitors. There is an increasing focus on recognizing the tourists' motivations to travel, as established in the literature. The literature helped uncover the twenty-five most important attributes which all present important areas of concern, which customers have when evaluating an attraction.

Based on the rating of the attributes in the fieldwork, it was possible to do a factor analysis, which pooled the attributes together in groups, thus allowing the researchers to see correlations between attributes. Factor #1: Staff, Safety and Cleanliness, were not only the most reliable, but also the one with the highest influence on ATTB, thus confirming the literature, which states that customers have become more individualistic and require more customized and quality services in order to be encouraged to travel to the periphery. Furthermore, the attributes in factor #1, were also some of the highest rated attributes, which serves the fact, that a high service effort from the staff, will have a positive influence on the customers' attitudes.

The attributes pooled together in factor #1, are equivalent to Lew's (1987) tourist experience in his cognitive perspective, thus placing the tourists in a matrix, where they value; security, safety, recreation and quality high.

Although other factors did have an influence on the ATTB, none of these were significant. Interestingly, food prices and variety, does not have any influence at all, this is assumed to align with the fact that food quality is rated higher on the overall list, and therefore, it can be established that the tourists prefer quality over quantity. This also cement the tourist experience within the cognitive perspective, as quality is a factor here.

6.1.4 Hypothesis 4

H4: Better accessibility increases the families' intention to visit peripheral attractions

Peripheral attractions have the disadvantage of distance, therefore it came of interest to examine how accessibility affected the peripheral attractions' ability to attract the foreign families. The literature found that distance is a factor that can affect the actual decision to visit, however in Denmark it was found evident that tourists already have a high spend on transportation, and thus must to a certain extent be willing to use it.

Moreover, the literature suggested that accessibility expands the pool of tourists, thus, it was interesting to examine whether the parents perceived travel times as a problem. The periphery was defined as a 30-minute commute from a main station with public transport or a 60-minute car ride, from the tourists' own base, such as a holiday home. Furthermore, the possibility of taking a shuttle bus was added in to the mix, as this has been seen in many tourist sites like LEGOLAND.

Evidently, all three aspects did have a significant influence on the PBC, thus the accessibility of the attraction is of great importance for the parents' ITV. With the possession of a car, having the highest influence. However, the most significant were the shuttle bus. Thus, giving the attraction an unique opportunity, to give the tourists a way to not only visit the attraction, but to a certain extent, also deciding the amount of time they spent at the attraction. This is assumed to be a great opportunity to maximize the tourists' spend, but also being in full charge of the entire experience, that the tourists have with the attraction.

Giving the opportunity to take a shuttle bus, does not mean that the tourists will actually choose this option, as it can be seen on the mean calculation of the three statements, wherein the public transport is rated the highest, with the possession of car coming in close second. The shuttle bus was actually rated the lowest, although still more than 5.5. This does give the idea, that tourists rather want to navigate themselves,

but in the case where public transport is not easily navigated, it could be an interesting business case, to have shuttle busses available from main stations. It must also be kept in mind, that the sample's prior knowledge of Denmark, is not known, so although the country does have good infrastructure to most parts of the country, it is not known, if the tourists are aware of this. Furthermore, the negative weighted statements were scored quite low (< 3), thus showing that they did not agree with them, indeed, this also feeds the idea that they are, to a certain extent, aware that the infrastructure is good in Denmark, and thus not seeing the peripherality as an issue.

6.2 Research Question Considerations

The research question was found of importance as many attractions still heavily under-represent the international tourist segment. Evidence found that this market is becoming larger in Denmark and is increasingly profitable. Therefore, it comes of interest to examine how to attract these customers. Especially, for attractions which have the disadvantage of having a peripheral location. Thus, the research question was formed and came to be:

How can peripheral attractions successfully attract the foreign families visiting Denmark?

This question has been examined by the help of deskwork, and then further explored by establishing hypotheses in chapter 3, which have enabled the researchers to establish relationships amongst variables and causality in chapter 5. Thus, the results of the fieldwork in chapter 5, came of importance when discussing the four hypotheses in this section, as these were specifically referencing the Danish attraction market. Even though, this discussion already examines many factors included in the research question it does not provide a managerial solution that states "this is the way to do it". Chapter 7: Managerial Implications will provide the best possible answer to the research question as the research question is managerial in nature.

7. Managerial Implications

In this chapter the results will be summarized in order to discuss the managerial implications and explain what they mean in terms of action. Thus, this section will indicate which actions are necessary in order to respond to customers. Furthermore, this section will help identify any additional information needed for greater certainty, as well as discuss any possible future research on the topic.

7.1 Suggested Actions

The following actions suggested will focus on answering the research question:

How can peripheral attractions successfully attract the foreign families visiting Denmark?

It was evident that the market of foreign families is increasingly profitable, and thus it is undeniably a market which should be considered by the attraction management. It is primarily the foreign visitors who secure the tourism growth in Denmark, thus, no attraction, peripheral or not, should neglect this group. Some peripheral attraction examples in Denmark, such as Louisiana, Faarup Sommerland and LEGOLAND have demonstrated high visitor numbers, even with their relative peripheral location.

Based on the results and the discussion, it was uncovered that there were several phases, that management has to be very aware of, when trying to attract foreign families. Especially, since these phases consist of different tools, which vary in their effect on the ITV.

7.1.1 Attraction Basics

Based on the rating of attraction attributes, it was clear that; quality, safety, security, staff and cleanliness were very important attributes for the visitors. These were also

highlighted attributes in the literature. Indeed, the results showed that these attributes were not only factored together, but they had the highest impact on the ATTB. Thus, establishing a baseline of attributes, that have to be available at an attraction for any visitor, in order to impact the ITV. Most important were the ride/attraction safety, however, this is already considered as a very high priority by most attractions, especially within amusement parks in Denmark, as very few accidents have happened over the years. Nevertheless, with an ever-increasing threat of terrorism, management must consider the security surrounding the attraction. Sites like Kronborg Castle, which are on the UNESCO list of World Heritage Sites, should have increased focus on security, but it is not considered a priority to establish security checkpoints at smaller peripheral attractions.

One attribute, that the management can support, is the staff. The visitors rated friendly and courteous staff the second most important attribute. Indeed, it has proven to be of great importance in places like Faarup Sommerland, which is known for their friendly staff. Furthermore, since an attraction can be characterized as both a service product, but also a tourism product, it is incredible important to realize that the staff is a key factor in creating this product, but in conjunction with the visitors, as each individual are a part of creating the experience.

Management should therefore encourage their staff to go the extra mile for the guest, for example like Disney's Cast members (Disney's term for their staff), where each cast member is allowed to offer a little Disney magic. This is often simple things as handing out a 'skip the line' ticket if a ride broke down, even though, that these tickets will create a longer wait for the rest of the guests. The service level can never be too good, as it has such a significant influence on the ITV. The staff should be management's number one priority, as they are paramount for the customers' experience.

Lastly, the management should always stay aware of trends on the market. For example, it was argued that attractions should not only be open seasonally, as it was established in the literature, that an increasing number of foreign tourists arrive all

year round. The example of TIVOLI in Copenhagen showed that expanding the season, could potentially result in a better distribution of capacity and in growth opportunities.

7.1.2 The Planning Phase

In the planning phase, it was evident that children have a very high influence on the parents' decision-making when it comes to the holiday decision process. Thus, implying that management should include this segment in their entire design of the marketing mix. By including them, they will cater to the aspects that are appealing to children, of course still based on the attraction, and their audience. Furthermore, it was seen that the outer family also have an influence on the parents' ITV, which should also be kept in mind by management. It was uncovered in the literature, that grandparents are beginning to join the family holidays, thus the management needs to cater to a larger group of people. For example, by having larger seating arrangements, where the entire family can be seated together. Furthermore, the 'family with children' segment is increasingly attractive, as these are likely to have a higher spend on the holiday.

Attractions lie within a sector that is often less communicative. Therefore, different promotional efforts were discussed in order to help improve communication and attract potential customers. It was discovered that mostly online based platforms and channels were rated high by the visitors. Furthermore, it was clearly seen that webpages had the most significant influence on the ITV. Thus, amplifying the need for management to have a; strong, impactful and easily navigated web-page, that clearly represents the attraction, and makes the visitor want to visit the attraction. Additionally, the management should consider that the customer can be easily impacted by competitors online, thus having a catchy web-page even more important.

Although there was not a significant connection between the ITV and other online channels, such as Internet search and social media, the management should still direct resources to be present on these channels, as they are still rated high by the tourists. The example of Visit Denmark's marketing efforts proved, that the foreign visitors in

Denmark mostly arrive from the countries that Visit Denmark directs their marketing efforts at. Thus, targeted marketing strategies are assumed to be most successful, as most attractions are niche products. Low visitor numbers in peripheral areas are often linked to inadequate marketing. Thus, if management fails to be present and target the families, the consequences can be lack of awareness and loss of revenue amongst others.

7.1.3 On Holiday

While on holiday, the actors taking part in the trip, especially children, have a great deal of influence on the decision process. Thus, making the need for attention towards children relevant. However, even though the literature mentioned that it was very relevant to have activities for children, it was not rated as one of the most important attributes for the parents in the research. However, children should still be considered as they have a huge influence on the ITV. Thus, the management should consider targeting the children, for example by placing the commercial messages in children height.

Furthermore, another layer of marketing tools can be added to the mix, specifically, brochures and sales promotion, as these have a direct impact on the ITV. It could also be considered to have a specific children brochure, to capture the attention of the young audience. These brochures should be up to date, give precise travel information, and be written in several languages to target different nationalities. This also goes for the web-page. Customers are dependent on digital platforms before and during the trip, in order to search for information. Thus, the tools mentioned in the planning phase, are still crucial, as they are still reachable with mobile devices, which stresses the fact, that the web-page should be mobile compatible.

Attractions are primarily marketed by the management, however encounters met on a holiday acts as a secondary marketeer, as they are a part of the production process, as their attitudes and behavior affect the other customers' experiences. Moreover, direct contact with other customers may result in individual recommendations, which can

have a significant influence on the parents' ITV. This is also supported by the fact that word of mouth is highly valued by parents. These encounters are to some extent uncontrollable variables, however the attraction basics in the former section, provides the foundation for creating good ambassadors out of former visitors. Thus, making them a positive encounter for other families. In addition to being on-site ambassadors, their reviews on recommendation sites, such as TripAdvisor, will also affect another parents' ITV.

7.1.4 Facilitating the Visit

The most influential factor for the parents, were their belief that they could visit the peripheral attraction. Therefore, it is fundamental for management to help the parents to visit the attraction. It was found that creating successful visitor attractions in peripheral areas is a major and complex task, since the scale and attractiveness of the attraction, will have to grow, the more the remoteness increases. Luckily, peripheral areas have the advantage of a natural and atmospheric environment, which the literature found to be popular. Likewise, peripheral locations often reflect the popularity of activity-based holidays. Thus, the management will have to encourage tourists to travel the distance to the periphery, by making sure that customers get the atmosphere they expect from a peripheral attraction.

It was clear that the parents did not see the periphery as a big issue, as most were unconcerned. However, they clearly preferred the easier option of the means of transportation. This refers back to the updated brochures and web-page, where directions should be clearly stated, for both car arrivals and public transport arrivals. For peripheral attractions, that do not have easy access already established, it is important for management, to encourage local politicians to invest in infrastructure in the area, as it will have a significant impact on the parents' ITV. This encouragement is assumed to resonate stronger with the politicians, if several attractions collaborate and push this agenda. As presented in the literature, there might be benefits in

considering collaborations, also in the form of joint marketing campaigns, branding and market information. As well as economic development within the peripheral area.

Lastly, an opportunity lies within the establishment of shuttle buses, especially from central stations and to the attractions. This has already been established in LEGOLAND in Billund and at Den Blaa Planet in Copenhagen. Den Blaa Planet has indeed taken it one step further, as they already in the bus, offers the opportunity to buy tickets to the attraction, and learn more about the animals in brochures in the bus, thus starting the experience, even before the visitors reach the attraction. Of course, these two examples have central stations in a proximity that makes the shuttle bus journey last no longer than 20 minutes, depending on traffic. However, if the attraction is placed further out than this, it could be considered possible to establish shuttle busses, from the nearest train station, especially on Zealand, to help the visitors take the journey. The train infrastructure is very good throughout the country, whereas the bus infrastructure can be considered lacking in the peripheral areas of Denmark.

7.2 Limitations

The limitations in this paper mainly focus on the literature and theories applied but will also identify any additional information needed for greater certainty.

Firstly, the literature search has been difficult as much literature does not focus on attractions but on destinations. Furthermore, many authors blur the lines between attractions and destination. Thus, some of the literature utilized in this paper is limited, as it does not focus on attractions specifically. Moreover, the majority of the literature did not focus on online promotional tools. Hence, this information has been collected from other sources not focusing on attractions.

Additionally, some literature as for example Dybedal (1998) and Nash & Martin (2003) focus on a specific country, and thus may not necessarily be fully applicable to Denmark. Subsequently, the key attributes presented by Milman (2009), which are applied to this

research is focused on amusement parks while this research includes other forms of attractions too, why attributes of museums for example have not been included. Moreover, the researchers chose to limit the type of attractions and segments discussed in this paper.

Secondly, the framework of TPB, which is utilized in this paper, has its limitations, as the conditions to predict behavior cannot change without becoming invalid. Hence, intervening events for each respondent can have an influence on the final result. Indeed, a larger sample, could minimize this risk. Furthermore, it must be considered that the ITV and PBC of the sample can change. Especially the PBC could change, once the respondents look into booking a holiday in Denmark, and realizing the cost of car rental.

Thirdly, the data collection and results have its limits. For example, the survey is only a snapshot of time and thus, does only present the current trends. Furthermore, the relationships between the different variables and constructs only explain from 9 to 40 %, why it only shows a limited coherence. The majority of respondents were female, thus a male perspective is lacking.

Fourthly, there may be some aspects, which the researchers have not discussed in depth due to the scope of this paper. Thus, some aspects are not taken into consideration, which may have added greater certainty to the research. Some of these aspects are presented in the section, future research, below.

7.3 Future Research

Based on the research carried out in this paper, several other topics of interest have occurred. Firstly, the single parent families have been mentioned, as it is stated in the literature that single parent families are more influenced by their children than two-parent families. Secondly, the literature mentioned that the older the child is, the more influence they have on their parents. Thus, it is assumed that the normative, behavioral and control belief can differ based on the material status and the age of the children.

However, the majority of the respondents in the fieldwork where married or living with a partner and had young children. Moreover, the cultural differences in the beliefs statements, could be investigated, if the attraction management would prefer to cater more to one population group than others.

Another opportunity is to examine within other business areas of the tourism industry, such as the hospitality industry, or applying the TPB to a single attraction, that does not have a peripheral location. This would give the opportunity to see if the fundamental attributes differ based on the location of the attraction.

Lastly, as the paper is limited in its explanatory power of the ATTB and the PBC, future research could focus on uncovering variables that better explain these constructs.

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9. Appendices

9.1 Appendix 1 – Key Attributes

Key Attributes for Evaluating the Guest Experience at Theme Parks 381

Table 3. Importance of attributes when evaluating the guest experience at theme parks (*n* = 608)

Theme park facility	Mean	Standard deviation
Ride safety	4.80	0.592
Cleanliness of the park or attraction	4.69	0.628
Quality of rides or attractions	4.65	0.646
Friendly and courteous staff	4.65	0.669
Staff's knowledge about the park's features	4.55	0.759
Security	4.51	0.800
Overall perceived value for money	4.44	0.804
Line management for rides and attractions	4.40	0.829
Quality of food	4.40	0.834
Overall number of attractions in the park	4.34	0.783
Value for money for food purchased	4.26	0.991
Creativity exhibited in the park or attraction	4.24	0.868
Availability of activities for all weather conditions	4.20	0.911
Opportunity to escape from everyday life	4.19	1.030
Price of admission	4.16	0.996
Quality of entertainment and shows	4.15	1.002
Rides or activities that appeal to people of all ages	4.12	0.984
Variety of food prices	4.09	1.035
Layout of the park	4.03	0.952
Availability of spectacular stage revues	3.99	1.016
Number of thrill rides in the park	3.92	1.164
Appropriate display of show and entertainment times and location	3.89	1.052
Rides or activities that appeal to families	3.84	1.184
Price of merchandise	3.82	1.189
Quality of landscaping	3.81	1.034
Rides or activities that appeal mainly to adults	3.79	1.025
Number of entertainment options offered to guests	3.79	1.010
Level of theming of the park's attractions and rides	3.79	1.023
Variety of entertainment options (shows, parades and music)	3.77	1.099
Availability of fireworks	3.58	1.209
Number of street food vendors	3.53	1.073
Number of sit-down restaurants	3.40	1.084
Rides or activities that appeal mainly to children	3.39	1.310
Variety of merchandise	3.38	1.195
Variety of food	3.26	1.150
Multilingual staff	3.24	1.453
Variety of shopping options (stores and outside vendors)	3.23	1.190
Number of shopping facilities	3.19	1.177
Level of educational experience	3.13	1.247
Availability of street performers	2.98	1.185
Availability of parades	2.97	1.217

Milman, 2009

9.2 Appendix 2 – CSA Relationship

TABLE 1. Relationship Between Gender, Family Size, and Consumer Socialization Agency (CSA)

CSA given/accepted	Gender/Family structure compared	N	Mean CSA	t	df	Sig. (2-tailed)
Mother's acceptance of CSA from:	Daughters	152	4.27	1.61	242	.11
	Sons	92	4.01			
Father's acceptance of CSA from:	Daughters	57	4.37	3.46	141	.00
	Sons	85	3.70			
Daughters offering CSA to:	Fathers	57	4.37	−.55	207	.58
	Mothers	152	4.27			
Sons offering CSA:	Fathers	86	3.70	1.85	176	.06
	Mothers	92	4.01			
CSA given and accepted in:	One-parent families	158	4.25	2.07	384	.04
	Two-parent families	228	3.99			
Whole sample		387	4.10			

Watne et al., 2014

9.3 Appendix 3 – Nash & Martin Research

Table 1. Issues and problems identified by respondents and their associated grading or category

Issues/problems	Low	Low–moderate	Moderate	Moderate–high	High
Peripherality					*
Economic activity and impact of oil—Aberdeen City					*
Economic activity and impact of oil-north and west Grampian		*			
Seasonality				*	
Costs to visitors					*
Infrastructure		*			
Visitor numbers	*				
Public sector				*	
Private sector			*		
Others	*				
Scottish Tourist Board/VisitScotland	*				
Enterprise companies				*	
Area Tourist Board				*	
Local authority				*	
European Union	*				
Co-operation	*				
Vested interests				*	
Leadership	*				
Marketing	*				
Image	*				
Competition					*
Funding	*				
Accommodation and levels of service		*			
Attractions			*		

Nash & Martin, 2003

9.4 Appendix 4 – Accompanying text

Accompanying text for the questionnaire

Could you please spare a few minutes to answer Maria & Rikke's questionnaire? We are in the midst of writing our thesis regarding peripheral attractions in Denmark and international consumers. Therefore, we need parents, who are not from Denmark and have a kid/kids under the age of 18, to answer these questions. Preferably you would like to visit Denmark in the future, but this is not a prerequisite. We thank you very much for your time.

https://www.survey-xact.dk/LinkCollector?key=7J5NW54C9P9K

9.5 Appendix 5 – Questionnaire

Thank you for taking the time to answer our questionnaire about peripheral attractions in Denmark.

For coherence purpose, please only answer these questions if you have a child or children under the age of 18. But first, a few definitions are needed:

An **attraction** is defined as either recreation entertainment (That is: performances, Sporting Events or Amusement Parks) or within the realm of Culture, History & Art (For example: Museums & monuments, Performances or Festivals)

Holiday is defined with a minimum length of **5** days and 4 nights

1. Sex

(1) ❑ Male

(3) ❑ Female

2. Status

(1) ❏ Married

(2) ❏ Partners living together

(3) ❏ Partners living apart

(4) ❏ Single

3. Children (who will take part in the holiday)

(1) ❏ 1

(2) ❏ 2

(3) ❏ 3

(4) ❏ 4

(5) ❏ 5 +

4. Age of children

Please fill in the age per child

Child 1 _____

Child 2 _____

Child 3 _____

Child 4 _____

Child 5 _____

Child 6 _____

5. Yearly household income in euros

(2) ❏ 0-20.000 €

(3) ❏ 20.001-40.000 €

(4) ❏ 40.001-60.000 €

(5) ❏ 60.001-80.000 €

(6) ❏ 80.001-100.000

(7) ❏ 100.001 € +

(8) ❏ Prefer not to include

6. Position (Please type in)

_____

7. Education

(1) ❏ High School

(2) ❏ Diploma

(3) ❏ Masters

(4) ❑ Bachelor

(5) ❑ PhD

(6) ❑ Technical

(7) ❑ Other (Please type in)   _____

8. Home Country

_____

9. Please rate the following statements according to their importance

	1 = Very Unimportant	2 = Unimportant	3 = Neither	4 = Important	5 = Very Important
Number of entertainment options offered to guests	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Variety of entertainment options (shows, parades and music)	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Quality of entertainment and shows	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Appropriate display of show and entertainment times	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Friendly and courteous staff	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Ride/Attraction safety	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Staff's knowledge about the attraction's features	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Cleanliness of the park or attraction	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Security	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Variety of food prices	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Value for money for food purchased	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Quality of food	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Availability of spectacular stage revues	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

	1 = Very Unimportant	2 = Unimportant	3 = Neither	4 = Important	5 = Very Important
Layout of the park	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Creativity exhibited in the park or attraction	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Quality of landscaping	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Rides or activities that appeal to families	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Rides or activities that appeal to people of all ages	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Rides or activities that appeal to children	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Number of thrill rides in the attraction	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Overall number of activities (e.g. rides) in the attraction	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Quality of rides or attractions	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Price of admission	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Overall perceived value for money	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏
Level of theming of the attraction	(1) ❏	(2) ❏	(3) ❏	(4) ❏	(5) ❏

Defintion of Peripheral: a 60 minute journey by car, from whatever starting point you have or 30 minutes by public transport, from a central station, such as Copenhagen Central Station. Please be aware that if you are lodging outside the city, this will increase your travel time with public transport.
A peripheral attraction can be e.g. Bakken themepark north of Copenhagen, Faarup Sommerland outside Aalborg, the Louisana museum in Northern Zealand, Langelands Festival on Langeland or Legoland in Billund.

10. Going to a peripheral attraction on our next holiday would be:

(1) ❏ 1 = Unenjoyable

(2) ❏ 2

(3) ❏ 3

(4) ❏ 4

(5) ❏ 5

(6) ❏ 6

(7) ❏ 7 = Enjoyable

(1) ❏ 1 = Bad

(2) ❏ 2

(3) ❏ 3

(4) ❏ 4

(5) ❏ 5

(6) ❏ 6

(7) ❏ 7 = Good

(1) ❏ 1 = Foolish

(2) ❏ 2

(3) ❏ 3

(4) ❏ 4

(5) ❏ 5

(6) ❏ 6

(7) ❏ 7 = Fun

(1) ❏ 1 = Unpleasant

(2) ❏ 2

(3) ❏ 3

(4) ❏ 4

(5) ❏ 5

(6) ❏ 6

(7) ❏ 7 = Pleasant

(1) ❏ 1 = Disliked

(2) ❏ 2

(3) ❏ 3

(4) ❏ 4

(5) ❏ 5

11. Please rate below statements according to your agreement

	1 = Strongly Disagree	2	3	4	5	6	7 = Strongly Agree
11 a: I would like to visit a peripheral attraction on our next holiday, because it is popular amongst my friends and family	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
11 b: My child(ren) think it would be a good idea to visit a peripheral attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
11 c: My family (children and/or partner) have recommended that we visit a peripheral attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
11 d: I would like to visit a peripheral attraction, because I have heard a lot about it from my family	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
11 e: I feel I can travel 30 minutes with public transport (from a central station) to a peripheral attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
11 f: I feel I can travel 60 minutes by car to a peripheral attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
11 g: I feel there is nothing preventing me from visiting	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑

	1 = Strongly Disagree	2	3	4	5	6	7 = Strongly Agree
a peripheral attraction on our next holiday							
11 h: I feel I have enough money to visit a peripheral attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑

12. Please rate below statements according to their likelihood

	1 = Very Unlikely	2 = Unlikely	3 = Neither unlikely nor likely	4 = Likely	5 = Very Likely
12 a: How likely would you be to visit a peripheral attraction on your next holiday?	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
12 b: I intend to visit a peripheral attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

13. Please mark what you have used/will use in your holiday search/planning

(1)   ❑ Social Media
(2)   ❑ Brochures
(3)   ❑ TV
(4)   ❑ Radio
(5)   ❑ Recommendation sites (TripAdvisor and the like)
(6)   ❑ Word of Mouth
(7)   ❑ Advertisement
(8)   ❑ What is in the press
(9)   ❑ Email from the location
(10)   ❑ Sales promotion (Discounts, Coupons etc.)
(11)   ❑ Sponsors/Partners of the place
(12)   ❑ Signs/Directions
(13)   ❑ Webpages
(14)   ❑ Internet search
(15)   ❑ Others, please type in   _____

14. Please rate how important each of these were/are to you in your holiday search/planning

	1 = Very Unimportant	2 = Unimportant	3 = Neither	4 = Important	5 = Very Important
Social Media	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Brochures	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Tv	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Radio	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Recommendations sites (TripAdvisor and the like)	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Word of mouth	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Advertisement	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Press	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Emails from the location	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Sales Promotion (Discounts, Coupons etc.)	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Sponsors/Partners of the place	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Signs/Directions	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Webpages	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Internet search	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑
Other	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑

15. Please rate below statements according to your agreement

	1 = Strongly Disagree	2	3	4	5	6	7 = Strongly Agree
15 a: My child/Children thinks we should visit an attraction on our next holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 b: In a holiday decision process, I want to do what my kids thinks we should do	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 c: My encounters on a holiday think that we should visit an attraction on our holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 d: On a holiday, I want to do the same as my encounters have done	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 e: My friends think that we should visit an attraction on our holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 f: Generally speaking, I want to do what my friends think I should do	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 g: My family think that we should visit an attraction on our holiday	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 h: Generally speaking, I want to do what my family think I should do	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 i: The 60 minutes it takes me by car to arrive at an attraction makes it difficult for me to visit	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑

	1 = Strongly Disagree	2	3	4	5	6	7 = Strongly Agree
15 j: Having a car would enable me to visit an attraction that are 60 mintues away	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 k: The 30 minutes or more (from a central station) it takes me by public transport to arrive at an attraction makes it difficult for me to visit	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 l: Easily navigated public transport would enable me to visit an attraction that are 30 minutes away	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 m: I expect that having the opportunity to take a shuttlebus, makes it possible for me to visit an attraction	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑
15 n: Taking a direct shuttlebus from the central station to an attraction enables me to visit the attraction	(1) ❑	(2) ❑	(3) ❑	(4) ❑	(5) ❑	(6) ❑	(7) ❑

Thank you for taking the time to answer our questionnaire, it is much appreciated!

9.6 Appendix 6 – Sample Characteristics

Appendix 6: Sample Characteristics (n = 167)	Percentage
Sex	
Male	17 %
Female	83 %
Status	
Married	69 %
Partners living apart	1 %
Partners living together	21 %
Single	8 %
Number of Children	
1	41 %
2	40 %
3	13 %
4	2 %
5 +	3 %
Household Income	
< 20,000 €	2 %
20,001 - 40,000 €	13 %
40,001 - 60,000 €	18 %
60,001 – 80,000 €	11 %
80,001 – 100,000 €	14 %
100,001 + €	18 %
Prefer not to include	24 %
Education	
High School	11 %
Bachelor	29 %
Diploma	20 %
Masters	25 %
PhD	7 %
Technical	4 %
Other	5 %

Home Country	Percentage
USA	37 %
Canada	10 %
Sweden	8 %
Germany	7 %
New Zealand	7 %
Norway	7 %
Iceland	5 %
UK	4 %
Australia	4 %
Finland	2 %
France	2 %
China	1 %
Italy	1 %
Austria	1 %
Brazil	1 %
Czech Republic	1 %
Hungary	1 %
Netherlands	1 %
Panama	1 %
Peru	1 %
Romania	1 %
Scotland	1 %
South Africa	1 %
Spain	1 %
Syria	1 %

9.7 Appendix 7 – Rotated Factor Matrix

Appendix 7: Rotated Factor Matrix	1	2	3	4	5	6	7
Number of entertainment options offered to guests		.618	.335				
Variety of entertainment options (shows, parades and music)		.758					
Quality of entertainment shows		.673					
Appropriate display of show and entertainment times		.550					
Friendly and courteous staff	.800						
Ride/Attraction safety	.784						
Staff's knowledge about the attraction's features	.519				.317		
Cleanliness of the park or attraction	.568						
Security	.561						
Variety of food prices						.620	
Value for money for food purchased						.879	
Quality of food	.440						
Availability of spectacular stage revues					.624		
Layout of the park					.682		
Creativity exhibited in the park or attraction			.459				
Level of theming of the attraction			.478		.393		
Quality of landscaping			.406		.432		
Rides or activities that appeal to families				.824			
Rides or activities that appeal to people of all ages				.494			
Ride or activities that appeal to children				.577			
Number of thrill rides in the attraction		.760					
Overall number of activities (e.g. rides) in the attraction		.613					
Quality of rides or attractions	.368			.346			
Price of admission							.919
Overall perceived value for money	.397					.333	.343