

Holiday Homes and Sustainable Tourism Planning in Northern Jutland

TEMPUS SEMINAR

27 April 2011

THE EUROPEAN UNION

The European Regional
Development Fund



Investing in your future

Jacob R. Kirkegaard Larsen
Henrik Halkier


AALBORG UNIVERSITY

The Danish Holiday Home

- **Delimitation/definition**

Privately owned cottages or houses, often situated in clusters within a rural area close to the coast and used with a tourism or recreational purpose – in Danish also classified as “*summer house*”

- **Owners and renters**

18% rented out through official rental bureaus
- 82% are used by its owners
(or rented out privately)

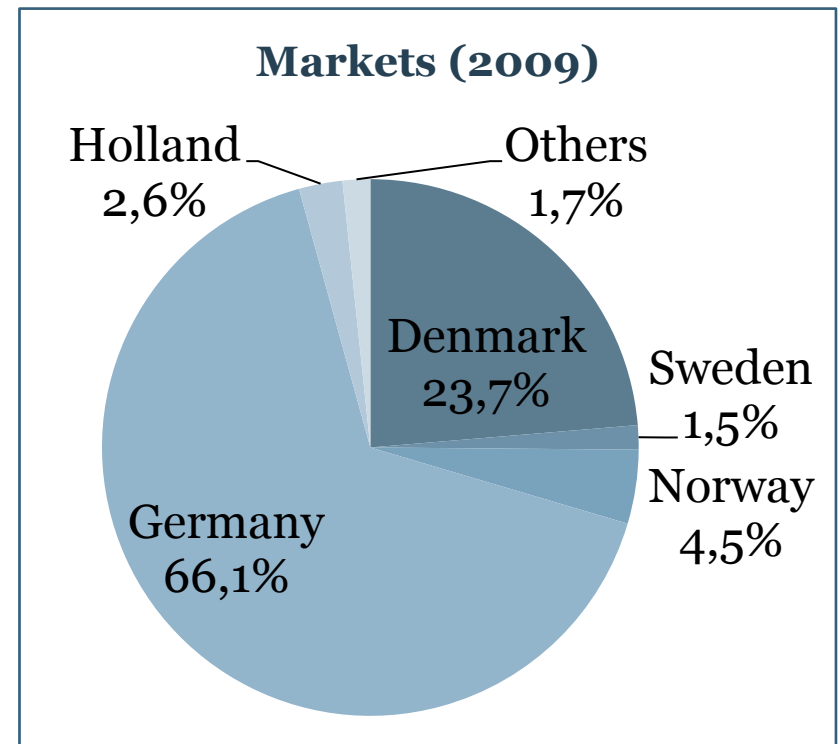
Renters: 35% of all overnight stays
and 56% of all foreigners

The Danish Holiday Home - Owners

- The typical owner:
 - Middle age (45+) / elderly
 - No children living at home
- Space-time Distance
 - Danish owners only
 - All year “Weekend homes” (Müller 2002)

The Danish Holiday Home - Renters

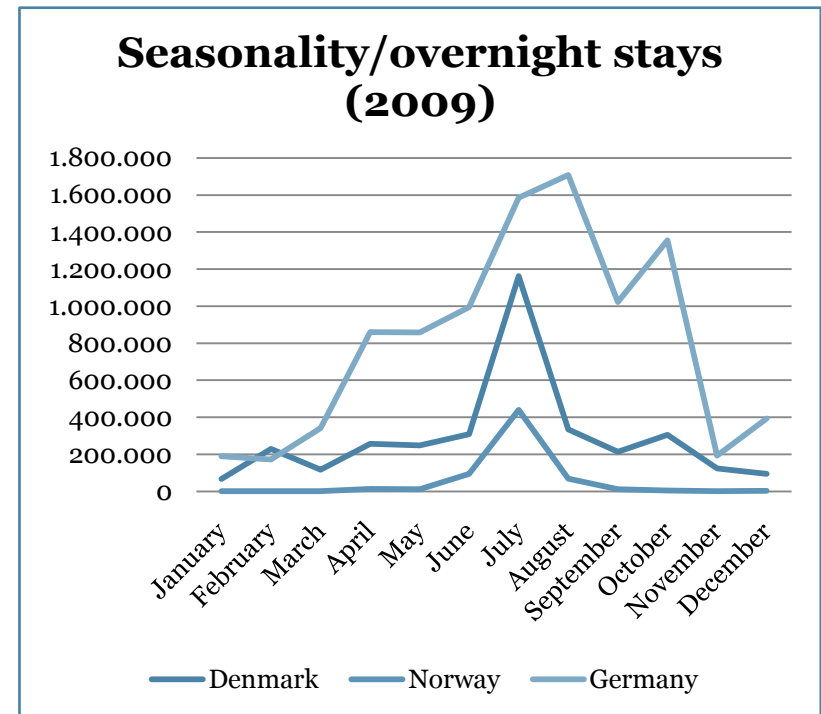
- Markets
 - German dominance



Source: Statistics Denmark

The Danish Holiday Home - Renters

- Markets
 - German dominance
- Seasonality
 - Lack of shoulder seasons



Source: Statistics Denmark

The Danish Holiday Home - Renters

- Markets
 - German dominance
- Seasonality
 - Lack of shoulder seasons
- Renter segments
 - Families with children

Segments	
Family (with children 0-12 years)	30 %
Couples	25 %
Family (with children 12+)	13 %
With friends	8 %
Grandparents with grandchildren	7 %
Others	6 %
Single	1 %
Unanswered	10 %

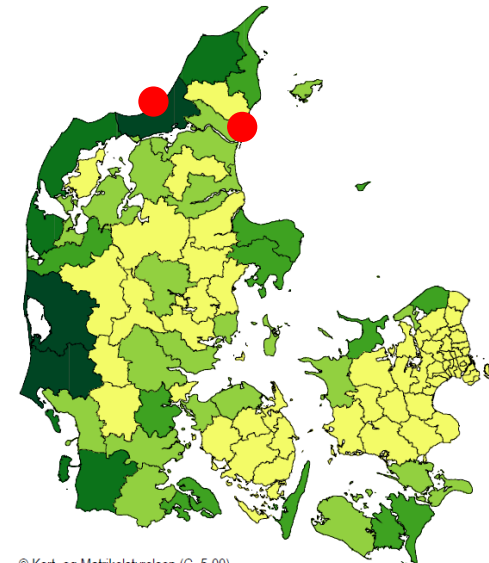
Source: VisitDenmark 2005

Holiday Home Motivation: Comparing Renters and Owners

- Second home motives in Danish context: two apparently different groups of users seems attracted by the same “product” – a holistic understanding of motivation requires a comparison of the two.
- Placing renter motives within the research tradition on second home tourism

Method

- Owners’ motives:
Literature review: Motives for use (not for ownership)
- Renters’ motives:
Qualitative interviews with families in Blokhus and Hals
(east/west coast)



© Kort- og Matrikelstyrelsen (G. 5-00)

Danish Second Home Owner Motivation

Skifter-Andersen & Vacher (2009)

1. Getting away from daily life and relax
2. Togetherness with family and friends
3. Being close to nature

Gram-Hanssen & Bech Danielsen (2009)

1. Being together in a different way
2. Getting away from home
3. Nature makes the difference
4. Being at home in the second home

Home
Continuity
Place attachment



Away:
Togetherness
Relaxation
Nature

Home: Continuity and attachment

OWNERS:

The second home includes a high degree of continuity, recognisability seeing that it is repeatedly visited

(e.g. Chaplin 1999; Jaakson 1986; Quinn 2004)

Strong emotional attachment to the second home/the area - the second home often part of the owner's personal identity

- Ownership through many years / generations
- Childhood or close family relations

(e.g. Jaakson, 1986; Kaltenborn, 1997, 1998, 2002; Svenson 2004; Quinn 2004)

RENTERS:

81 % of the renters are returning visitors (VisitDenmark, 2005)

Acquaintance(s) with a rented second home – either in the same destination or a similar one – contribute to the decision of this year's holiday destination.

Previous visit seems to contribute with a kind of emotional product or place attachment which makes them return...

Away: Inversion, relaxation & togetherness

OWNERS:

The second home is a "free area" where all activities and chores are done out of free will and where life moves in a slower pace.

(Chaplin 1999; Quinn 2004)

The second home provides a frame for inviting and being with family and friends and enjoy a more intimate and close way of being together.

(Arronson 2004; Gram-Hanssen & Bech Danielsen 2009; Jaakson 1986; Skifter Andersen & Vacher 2009)

RENTERS:

Getting away from work and having time to be together as a family without the daily tasks that dominate everyday at home.

"I have to say I didn't have high expectations about anything except that I looked forward to being with my family. Relaxing..."

(Danish mother)

The frame for extended "family reunions": Grandparents with children and grand children (4) / inviting the grandparents or uncles/aunts (3)...

Away: Nature...

OWNERS:

A second home in the vicinity of the city as a recreational compensation for the daily urban life

(Dijst et al. 2005; G. Halseth & Rosenberg 1995; Müller 2002; Svenson 2004; Skifter Andersen & Vacher 2009; Tress 2002)

Closeness to nature is related with outdoor activities + experiencing the unspoiled, authentic and non-touristic nature

(Jaakson 1986; Jarlöv 1999; Petterson 1999; Stynes et al. 1997)

RENTERS:

The beach and garden - activating the children and providing parent pleasure

Interviewer: Could you tell me about a typical visit to the beach?

German father: (...) everything is packed in two cars; all sorts of things – wind shields and toys for the children, chairs for us, something to drink (...) So we go there in the cars and builds everything up, we sit down and the children are gone...

Daughter (11 years): ...we're in the water, in the dunes, maybe building a sand castle... different sorts of things.

"It very nice with this terrace... we can sit here and the children can play..."

(Norwegian father)

Home & Away

OWNERS:

”At home” is still associated with the first home and it is the change between the two homes that is important to the owners

(Gram-Hanssen & Bech Danielsen 2009)

The “simple life” in the second home is only desirable for a period then the complex and more challenging life at the first home is again preferred.

(Perkins & Thorns 2006)

Kaltenborn (1998): ”The *alternate* home”

Chaplin (1999): ”Home yet holiday”

RENTERS:

The holiday home provides a “practical” environment as its facilities help maintaining everyday life routines (food, sleep, safety etc.)

Danish and Norwegian families:

The sense of *home/away* relates to more than a shift between everyday life and holiday:

“*Most of the time we are away doing something, so when we are at home [in the holiday home] we just need to relax.*” (Danish mother)

German families

Inversion to higher extent obtained in the mere shift from their everyday home to the holiday home and surrounding nature.

Holiday Home motives...

- Basic motives appear to be similar – escape from home by means of nature and family togetherness and yet feeling at home
 - Renters motivation *do* entail activation of children and therefore differ from owners motives
 - Diversity also exist across markets and even within the family
- ➔ *A complex set of motives has to be considered when developing the holiday home / coastal destination in Northern Jutland...*

Planning for sustainable tourism in North Jutland: Key challenges

1. Dispersed decision-making power

- local/regional government >< tourism development bodies
- dispersed private ownership of key asset (summer houses)

2. Producer-driven policies

- marketing of existing experiences
- more of (nearly) the same

3. Uncertainty of international competition

- traditional core markets shrinking
- revolution in transport and communication increase competition