

# Winter Camping in Friesland

*Academic Research Report*



# Winter Camping in Friesland

*A research on what resources and activities are necessary for winter camping to attract more tourists to Friesland*

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### Abstract

Winter is not the most prevalent season to go camping. However, it became more popular during the last years and Friesland wants to implement winter camping in order to expand the tourism season. Therefore, necessary resources and activities for winter camping to attract more tourists to Friesland were found out in this research. The authors conducted interviews with various winter camping guests and campsite owners at multiple campgrounds in the province of Friesland, the Netherlands. This study used a qualitative approach and was carried out between December 2022 and January 2023.

The findings of this academic research report indicate that winter camping in the Dutch province Friesland holds the potential to generate more tourism demand and therefore more profit for the region than being used at this moment. In order to answer the problem statement, all elements of the conceptual model were thoroughly analysed, and several things can be concluded. Although seasonality has been a dealbreaker for winter camping in Friesland in the past, the conducted interviews reveal a more open attitude towards staying on campgrounds in winter if the necessary resources are available. Further, the mentioned push factors including escapism, relaxation and spending time with loved ones support the previously conducted secondary research. Several new insights can be identified in answering the research question about pull factors for winter camping in Friesland. Instead of striving for freedom, simplification of live, or deceleration, the sample valued aspects like weather, distance, surroundings and activities more. And also, external factors such as social networks and work seem to motivate tourists to visit Friesland. However, one external factor for tourist motivation is not used to the advantage of the concerned camp ground owners. Advertising the business and related activities especially in winter could help accelerate the off-season camping business.

**Keywords:** winter camping, camping Friesland, camping activities, seasonality, push factors, pull factors

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### 1. Introduction

Camping as a recreational activity in which participants take up temporary residence in the outdoors, usually using tents or specially designed or adapted vehicles for shelter (Ryalls, 1998) has been practiced since the 20<sup>th</sup> century (Walters, 2020). Camping season generally refers to the months from April to October in the northern hemisphere. These months are characterized by the mildest temperatures and are therefore the safest conditions to sleep outdoors (Clarke, 2022). This report, however, intends to find out whether winter camping, so off-season camping could be a profitable future business of the province Friesland in the North of the Netherlands. Winter camping can be divided into two categories, cold camping and hot tent or shelter camping (Harris, 2021). Cold camping describes camping in a tent without an external heat source. Different to camping in summer, this kind of camping requires a four-season tent, which is thicker in material and has a different pole structure to ensure wind resistance. In this form of camping, a warm sleeping bag and a good insulation set up are the only warmth regulators (Harris, 2021). Hot tents on the other hand are shelters designed to accommodate a wood-burning stove that can reach temperatures of up to 25 degree Celsius. A hot tent provides warmth and comfort that can sustain for many days at a time (Outdoors Magic, 2021).

Currently, Friesland is offering many camping options available during the summer months. Over 170 campsites are spread over the province, which account for a significant part in the overall tourist numbers of the region. Hence, extending the season into the winter months creates the opportunity to generate even more income through tourism on the one hand, and to better balance the presence of tourists and spread it over the year on the other hand. In order to draw reliable conclusions, qualitative research is conducted in form of short interviews with current tourists in Friesland on-site. The research project was initiated by Marjan Soepboer, region manager of Friesland and contact person of Toerisme Alliantie Friesland (TAF). TAF is a cooperation of different groups and stakeholders within the region, such as governmental entities, entrepreneurs, hotels, etc (Toerisme Alliantie Friesland, 2022).

The aim of this research report is to answer the problem statement “What are the necessary resources and activities for winter camping to attract more tourists to Friesland?”. Therefore, key concepts like seasonality, push and pull-factors, external factors and tourist motivation are examined. Further, the methodology justifies how the research was conducted. The conclusion provides an answer to the researched problem statement and other relevant documents such as the initial project plan are to be found in the appendices. Additionally, the following objectives for this research project were defined: Understanding the influence of the winter season on camping facilities and activities, identifying push and pull factors influencing tourist motivation to go winter

camping in Friesland, identifying the influence of external factors on tourist motivation to go winter camping in Friesland, and eventually giving recommendations on how to attract winter tourists to Friesland in order to spread the tourism season over the entire year.

Conducting this research is relevant for many stakeholders concerned with tourism in Friesland such as Toerisme Alliantie Fryslan (TAF), Merk Fryslan, Marketing North-East Fryslan, campsites, activity providers, gastronomy, and any other organization that generates part of their income from tourist spending. Furthermore, there is a research gap regarding winter camping within the region which needs to be filled in order to develop suitable offers for possible winter camping guests. The overall aim is to increase tourist arrivals in Friesland which are not limited to solely the summer months. This way, the tourism industry in this region can generate more profit.

As discussed in detail in the following chapters, there are several factors that influence the attractiveness of winter camping in Friesland. Seasonality poses a problem for many tourism-related organizations as most tourists travel during the summer months and arrive in masses that are sometimes hardly manageable. The demand for a product or service is so high in these times that an organization might run into supply issues. An example of that could be too few camping spaces available in summer. In winter however, there is not enough demand existent for the supply, which becomes visible in the form of empty spots on campgrounds for instance.

Additionally, tourist motivation is influenced by three main factors- push, pull and external factors. Their characteristics and degree of influence are also discussed in further detail.

## 2. Literature Review

The key topics of this research paper include seasonal tourism, push factors (motivation) to go camping and the pull factors of tourists to go camping. The most significant findings of the evaluated literature are presented in this chapter as a result of a thorough analysis of the current literature on these issues.

### 2.1 Seasonality

The following section reviews the existing literature on seasonality within the tourism industry. Hereby, the definition and the importance of seasonality for tourism is introduced to give a clear understanding of the topic. Further, literature is reviewed to highlight the impacts of seasonality on the industry and the environment. To get an understanding of the seasonality within the Netherlands, visitor statistics and literature focused on seasonality in the Netherlands are reviewed.

Seasonality is a phenomenon evident in the tourism industry which has a significant influence on the tourism industry in regard to supply and demand as well as the tourism environment. Various

authors (Chen & Pearce, 2012; Duro & Turrión-Prats, 2019; Page & Connell, 2014; Ridderstaat & Croes 2020; Vergori, 2017) define seasonality as uneven tourists' flows in a particular destination throughout the year, which occur due to changes in weather, calendar and seasons. BarOn (1975, as cited in Vergori, 2017) and Ridderstaat and Croes (2020) further specify that seasonality is caused by natural as well as institutionalized factors. Natural causes of seasonality link to any natural phenomena as well as the climate, weather and seasons throughout the year (Page & Connell, 2014; Vergori, 2017). On the other hand, seasonality is caused by human actions and choices in relation to culture, ethnicity, religion and social factors such as holidays or school vacations (Ridderstaat & Croes, 2020; Vergori, 2017). Based on the factors causing seasonality, Ridderstaat and Croes (2020) further defines seasonality in more detailed "as an annually organized pattern in tourism-related developments that reflects differences between and within seasons, and which are influenced by events of natural, institutional, or peer/rival tourism markets' nature, that may affect people's travel and tourism expectations and preferences" (p.754).

Based on the interaction of the natural and institutionalized factors at the country of origin and the destination, Butler and Mao (1997, as cited in Page & Connell, 2014; Vergori, 2017) identified three basic types of seasonality: one peak, two peak and non-peak. One peak seasonality is the most common type of seasonality and occurs in destinations with one highly important peak tourism season, in most cases summer. Destinations with two peak tourism seasons such as summer and winter, experience a two peak pattern. A non-peak pattern of seasonality mainly occurs in urban areas as these offer attractions which do not depend on seasons and attract tourists all year round. Nevertheless, in a further study, Chen and Pearce (2012), identified on the basis of aforementioned framework six seasonal patterns of tourists' flows highlighting the differences in monthly and average tourist arrivals. These six patterns are: rolling hills, plain, single-peak mountain, multi-peak mountain, basin and plateau.

The aforementioned seasonality patterns do not only showcase the tourists' flows (Chen et al., 2019) but are also a display of tourism demand for those destinations. Hence, seasonality is one of the most significant and distinctive aspects of tourism demand which has an impact on destination management, business planning, and operations for the tourism industry. Furthermore, (Ridderstaat & Croes, 2020) seasonality is crucial for the sustainable development of tourism destinations since it can have positive or negative consequences on social, economic, and environmental developments. Nonetheless, (Chen et al., 2019) due to the industries economic linkages, seasonality does not only affect the tourism industry but also other industries and a destination's economy.



### 1.1.1 Impact of Seasonality on Tourism

The impacts seasonality has on the tourism industry as well as other industries, the economy, society, employment and the environment can be negative as well as positive (Duro & Turrión-Prats, 2019), nonetheless it directly affects the demand as well as supply side (Vergori, 2017). Various authors (Caponi 2022; Chen et al., 2019; Duro & Turrión-Prats, 2019; Martín et al., 2014; Vergori, 2017) highlight the negative impacts seasonality can have (Duro & Turrión-Prats, 2019) which can also have an effect on the destination image, tourists' choice and their spending. An important negative impact of seasonality (Chen et al., 2019; Martín et al., 2014; Vergori, 2017) is the overuse of facilities, resources and infrastructure during the high peak tourism seasons while these are underused during the off-peak seasons. This may also have a further influence on customer as well as inhabitants' satisfaction (Chen et al., 2019; Martín et al., 2014). Other authors (Duro & Turrión-Prats, 2019; Vergori, 2017) also highlight seasonality's impact on prices within the destination. For both tourists and residents, the prices are adjusted through differential pricing strategies increasing prices in peak season and decreasing prices in off-peak seasons which may also be seen as a positive impact. Furthermore, Caponi (2022), Chen et al. (2019) and Martín et al., (2014) highlight that due to seasonality, businesses and organisations are unable to use their investments as an advantage throughout the full year but have to cover general costs also during off-peak season which potentially results in closure during this period. In order to extend a peak season, for example (Duro & Turrión-Prats, 2019) different tourism products depending on the season have to be developed such as festivals or other events. In general, tourism has a major impact on the environment, (Martín et al., 2014) yet seasonality increases this impact as massive tourist concentrations during peak season can lead for example to damage of flora and fauna and massive production of waste. Even though the tourism industry is vital for a destination's economic growth, (Martín et al., 2014; Vergori, 2017) seasonality negatively impacts job stability creating mainly temporary jobs during peak season which require little qualifications. Finally, the previous mentioned impacts have especially negative effects on the community potentially decreasing their quality of life (Caponi 2022; Chen et al., 2019; Martín et al., 2014; Vargas-Sánchez et al., 2014). In particular, the community's perception of tourists based on Doxey's Irridex Model (1975, as cited in Vargas-Sánchez et al., 2014) varies depending on the season. Doxey's Irridex model (1975, as cited in Fan et al., 2019; Vargas-Sánchez et al., 2014) generally measures the host community's attitude towards tourists going through the four stages of euphoria, apathy, annoyance and antagonism. Hereby, the hosts' attitude and interaction with tourists changes based on the inflow of tourists. Therefore, Vargas-Sánchez et al. (2014) points out that during peak season, the hosts' perception of tourism is rather unfavourable while during off-peak season, the hosts' perception is rather favourable.

The understanding of these impacts is of great importance, (Ridderstaat & Croes, 2020) as it helps managing a destination's development sustainably by minimizing consequences such as inefficient resource allocation, instability and unavailability of employment and excessive environmental pressure. On the other hand, some studies (Chen et al., 2019; Duro & Turrión-Prats, 2019; Martín et al., 2014) point out the positive effects seasonality can have for the destination's economy. The most positive impact seasonality has (Duro & Turrión-Prats, 2019; Martín et al., 2014) is that the destination's economy as well as infrastructure is able to recover during the off-peak season. This is also important to help the destination and the community to preserve their identity (Duro & Turrión-Prats, 2019). Further, seasonality gives destinations the opportunity to recover in a sociocultural manner (Chen et al., 2019; Martín et al., 2014) so locals can participate in various cultural as well as social events in a 'normal' way. Lastly, (Martín et al., 2014) especially the flora and fauna of the destination would be able to recover from the high-peak season, (Chen et al., 2019) but also resources can be renewed during the off-peak season.

### 1.1.2 Seasonality in the Netherlands

The Netherlands places a high value on domestic as well as inbound tourism, with both contributing significantly to the Dutch economy (OECD, 2020). According to the World Tourism Organization (UNWTO, 2022), in 2019, about 20 million inbound tourists and 25 million domestic tourists visited various destinations in the Netherlands. In addition, as stated by OECD (2020), in 2018, about 88 billion Euros, or 4.4% of the entire GDP, were generated by the tourism industry. Further, 7.2% of all employment, or close to 700 thousand people, were employed in the tourism sector. The study of Vergori (2017) highlights that the Netherlands can be classified as a one-peak or single-peak mountain destination based on the average overnight stays from the years 1990 to 2014. Figure 1 (Vergori, 2017) shows the one-peak pattern of the Netherlands and points out the highest peak in August, but the summer months of May, June and July also play a significant role.

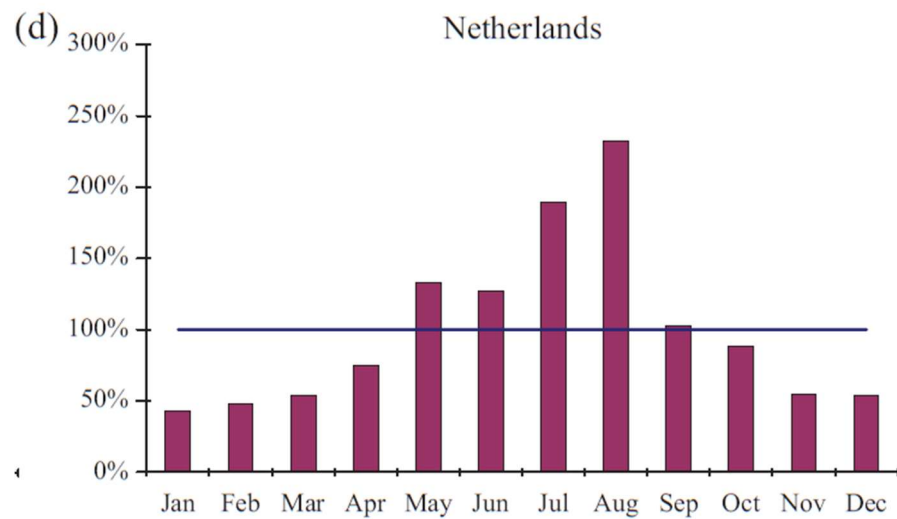


Figure 1: Seasonal tourism pattern of the Netherlands (Vergori, 2017, p.1016)

## 2.2 Tourist's Motivation

Seasons, and especially the weather, can be a motivation for tourists to choose a certain destination. However, there are more reasons and therefore, the motivational factors of tourists will be explained in the following.

### 2.2.1 Motivation Defined

According to Marcus & van Dam (2020), 'motivation' comes from the Latin word 'movere', meaning 'moving'. Motivation is what gets people moving. Motivation can be described as "the inner readiness of a person to perform certain actions" (p. 321). Ryan & Deci (2000) agree that "to be motivated means to be moved to do something" (p. 54). Thus, one who lacks inspiration or urge to act is said to be unmotivated, whereas one who is energised or activated in the direction of a goal is said to be motivated. People differ not only in their levels of motivation but also in their motivational styles. In other words, their drive varies not only in intensity (i.e., how much drive there is), but also in direction (i.e., their type of motivation) (Ryan & Deci, 2000). Gopalan et al. (2017) add that the theoretical idea of motivation is used to explain human behaviour. Humans can react and meet their wants when they are motivated to do so. The construct that causes someone to want to reproduce a behaviour and vice versa can also be considered a form of motivation. The mechanism that initiates,

directs, and sustains goal-oriented behaviours is referred to as motivation. In essence, it motivates individuals to act in order to fulfil a need, expect, or goal.

### 2.2.2 Intrinsic and Extrinsic Motivation

Motivation can be distinguished between two factors; intrinsic and extrinsic motivation. Intrinsic motivation refers to doing something because it is inherently interesting or enjoyable, and extrinsic motivation refers to doing something because it leads to a separable outcome.

According to Ryan & Deci (2000), individuals have intrinsic motivation, but it also manifests itself via the interactions between people and their activities. Some activities are inherently motivating for people while others are not, and not all tasks are intrinsically motivating for everyone. Due to the fact that intrinsic motivation arises from the interaction between a person and a task, some authors define intrinsic motivation in terms of how fascinating the activity is, while others define it in terms of the benefits one derives from engaging in an intrinsically motivated task. Even while it is obvious that intrinsic motivation is a significant form of drive, most of what people do isn't, strictly speaking, intrinsically motivated. Extrinsic motivation is a concept that applies whenever an action is taken to achieve a distinct goal. Thus, intrinsic motivation contrasts with extrinsic motivation, which refers to engaging in an activity for its own sake rather than its practical benefits. Correia & Kozak (2017) describe intrinsic and extrinsic motivation differently. Interest or enjoyment, felt pressure and tension, and feelings of relatedness are the three components that make up the multidimensional phenomenon known as intrinsic motivation. It has been proposed that interest and enjoyment are both psychological states and innate tendencies. It stands to reason that those who are very interested in or enjoy something will probably spend considerably more time than others who are less inclined toward it on activities linked to that area. On the other hand, extrinsic incentives pertain to people's aspirations and life objectives.

### 2.2.3 Hierarchy of Needs

As a general theory of motivation, Maslow's hierarchy of needs is useful. According to Maslow's theory, there are five categories of needs that serve as motivators for humans. These categories include physiological needs, needs for safety and security, needs for social interaction and a sense of belonging, needs for ego, status, and self-esteem, and wants for self-actualization. This hypothesis is thought to be based on three fundamental presumptions. First, whereas satisfied needs do not motivate behavior, unmet needs do. Furthermore, human requirements span from the most fundamental (physiological) to the most complicated (self esteem). Third, before moving upward and activating a new region of need, people must, at the very least, satisfy a lower degree of need (Maslow, 1943).

### 3.2.4 Alderfer's Motivation Theory

Maslow talked about five needs. A smaller number of needs (three) are identified by Alderfer's theory from 1969: the existential needs. These are existence, relatedness, and growth. Therefore, the motivation theory is also known as the ERG theory. These needs may have varying degrees of priority for various people, and their relative importance to a person may change over time (Marcus & van Dam, 2020).

### 2.2.5 Tourist Motivation

As stated by Pektaş (2022), people have always wanted to travel for a variety of reasons, at least as far back as recorded history goes. The primary drivers of travel were trade, religion, holidays, Olympic events, and the desire to regain health. To become a modern person, people travel nowadays to achieve a variety of goals. As a consequence, the reasons people provide for traveling change throughout time. It is clear how important motivation is for visitors when they are regarded as motivated individuals who seek escape from the monotony of their daily lives. According to several academics, the most important aspect of a tourist's decision-making process is their motivation. It is one response to the long-standing question that has preoccupied tourism researchers: "Why do people travel?" As the driving force behind human behaviour, motivation is a crucial component in analysing tourist behaviour. Furthermore, a model to identify tourist motivation; the Travelling Career Ladder (TCL), has been constructed. The TCL hypothesis, which considers the motivations of tourists, is influenced by Maslow's theory of the hierarchy of needs. There are five stages of handling visitor motivation in the TLC. While there may be multiple demands driving the visitor at a given step, one of these wants may predominate. The fundamental tenet of the TCL concept is that individuals' motivation to travel will alter as they gain travel experience (Pearce & Lee, 2005). The TCL can be found below in figure 2.



Figure 2: Travel Career Ladder (Pearce & Lee, 2005)

## 2.3 Push Factors

The push factors that influence tourists' decisions to go to a specific destination will be discussed in the paragraph that follows. Examples of these push factors will then be provided and further discussed. Additionally, camping specific push factors will be identified.

### 2.3.1 Push Factors Defined

Tourism continues to favour outdoor hospitality as a pastime. Various push (and pull, outlined in 2.4) considerations can be used to partially explain its attractiveness. According to Brooker & Joppe (2013) push factors are defined as “clients' internal motives, instigated by needs for escapism, rest, relaxation, personal wellness, curiosity, adventure and social interaction” (p.2). Additionally, push factors are the emotional demands that drive a person's decision to travel to a particular location in the first place. Tourists also get away from monotonous and demanding environments (Hassell et al., 2015). Push factors are characterized as underlying motivations or pressures that drive travellers to look for experiences that will lessen their missing needs. The majority of push factors are intrinsic motivators, such as the need for solitude, leisure, status, physical fitness, adventure, and interpersonal contact. Traditionally, push factors have played a major role in triggering a desire to visit a particular location (UK Essays, 2018).

All of the push factor definitions are comparable, as can be read above. They all describe underlying motivations for visiting, including relaxation, avoiding daily stress and routine, and the desire to travel to a particular location. In the context of wanting to visit a specific place, the following paragraph will explore the push factors that initially entice visitors to go camping as this study

examines the resources and activities necessary to persuade people to come winter camping in Friesland.

### 2.3.2 Push Factor Examples

Examples of push factors are learning new things, increasing ones knowledge, experiencing different cultures and ways of life, and trying new foods and beverages. Moreover, push factors mentioned are getting away from crowds, escaping from routine, having fun, and being entertained (Pektas, 2022). The following; camping specific push factors will elaborate more on push factors.

### 2.3.3 Camping Specific Push Factors

As has been mentioned in Hassel et al. (2015), numerous push factors influence travellers' decisions to go camping. Many chose to camp during the more sedate, cooler months, selected places apart from other campers, and engaged in "doing nothing" as a means of seeking solace. On the other hand, some campers seek to get away from undesirable facets of civilization, such as consumerism. Additionally, campers enjoyed being away from everyone. The desire of campers to unwind away from their hectic home life and escape from daily pressures is in line with that. They viewed camping as a retreat from other less restful holiday experiences. The experience of being cut off from others, nature, and oneself was connected to the desire to detach. Because of the busy lifestyles that individuals lead in modern society, returning to simplicity is difficult. They want to unwind after getting caught up in the chaos of everything. The most frequent sort of disconnection was the sense of detachment from others as a result of things such as technology diversions, time, and opportunity. Camping allowed them to interact with others on a deeper level than they could at home, such as their partner. Another motivating element is that some campers typically reside in urban areas where they spend their days "staring at four walls". Once they reach the campgrounds, the atmosphere has changed, and they experience peace once again. Parents also mentioned how disconnected their kids were from the natural world. Parents who take their kids camping aim to teach them things about nature that they probably won't learn in school. Additionally, campers want to get their kids away from technology and utilize the trip as a means to divert them with different activities.

## 2.4 Pull Factors

The pull factors that cause tourists to choose to go camping are highlighted in the next paragraph. It will start by defining them and end with examples.

### 2.4.1 Pull Factors Defined

Pull factors relate to the perceived emotional benefits provided by a destination. Tourists are pulled by the emotional benefits (camping has) and seek recreational opportunities. Pull factors are also defined as the emotional benefits provided by a destination, included experiencing nature,

aesthetics, and creating self-image. Experiencing nature is clearly an important factor in campers' experiences because it is the setting in which they choose to spend their leisure time (Hassel et al., 2015). Pull factors are destination generated forces and the knowledge that tourists hold about a destination (UK Essays, 2018). Furthermore, pull factors emerge due to the attractiveness of a destination, including beaches, recreation facilities, and cultural attractions. Pull factors are also considered more decisive in explaining the choice of destination (Hassel et al., 2015). Moreover, "pull factors are external in nature and have to do with the attributes that make a destination attractive" (Fraiz et al., 2020).

### 2.4.2 Pull Factor Examples

Travelers take vacations for a variety of reasons. Some people travel to a location because the weather is pleasant or because there is no snow at their home destination. The safety of the destination is particularly crucial, especially for travellers who are taking youngsters. To avoid endangering their family members, they wish to carefully consider their travel plan. Additionally, families base their holiday on quality time spent together. So, one of the motives this target group travels to a place is to spend time together. Additionally, travellers would prefer to have a unique experience when traveling than to see the major attractions. Participating in local life is becoming especially popular. Travelers now want to do more than just visit destinations; they also want to contribute to the local economy or destination they visit (ANWB, 2021). Furthermore, Pektas (2022), identified additional pull factors such as theme parks or amusement parks, a clean, unspoiled environment, good value for money, engaging and welcoming locals, appropriate lodgings, and appetizing local cuisine.

### 2.4.3 Camping Specific Pull Factors

The pull factor creating self-image is connected with campers wanting to camp as it contributed to an image they desired for themselves. The urge to reinforce one's self-identification is a driving force behind returning to camping because it is viewed as a part of the identity of campers who have previously experienced it. Camping allows people to reconnect with themselves (Hassell et al., 2015). Being able to spend time outside and experience the freedom that comes with it is often cited by campers as the primary draw factor. They enjoy having the freedom to go wherever and enjoying time in the outdoors. They relish the tranquility, the primal atmosphere, the simplification of their lives, and the slower pace. Tourists, on the other hand, also enjoy unique and different experiences because they are more exciting. As a result, some campers find that accommodations like glamping tents are attractive. Another pull factor is a unique activity associated with the campsite. Consider festivalgoers who decide to spend the night in the campgrounds. This was also accompanied by new trends, such as individuals using tents only once and considering the environment. These guests



sleep on cardboard “kartents”, which are used as temporary tents. Spending the night at a distinctive spot, like the midline of a football team, is in accordance with this. As a result of this unusual event, the campers were drawn to the place. People also go camping for environmental reasons that are important to them. Because they are so concerned with the environment, campers, for instance, are drawn to certain locations that offer various opportunities to take the environment into account (ANWB, 2021). Additional pull factors identified were overall cleanliness of a destination, safety and security, friendliness of staff, clean bathrooms, ease of access, the price, pet friendly, a pool, an onsite restaurant, the activities/events, and being kid friendly (Fjelstul, 2013).

## 2.5 External Factors

External factors do not stem from an individual itself, but from its surroundings such as family, friends, cultural background, work or living situation and can influence a person’s decision-making.

As mentioned previously, the tourist recognizes the need to travel when sensing a difference between their actual state and their desired state. This need can be triggered by external stimuli such as family, friends, other social networks, or advertisements (Robinson et al., 2011). Seaton and Bennett, (1996) underline this assumption by stating that motivation of the individual person to travel in order to fulfil that need have been largely created by society and shaped by everyday life.

One example of an external factor that brings people to travel is business travel. As stated by Davidson (1994), “Business tourism is concerned with people travelling for purposes which are related to their work” (p.272). Stainton (2022) agrees that business tourism is a means of travel that takes place for the primarily importance of a work-related activity. However, not only do people travel for business purposes. The leisure tourism market has been flourishing and increasing over several decades now, with the leisure travel market size reaching US\$ 804.4 Billion in 2022 (Imarc Group, n.d.). Travelling for leisure purposes can be categorized as a self-fulfilment and growth need

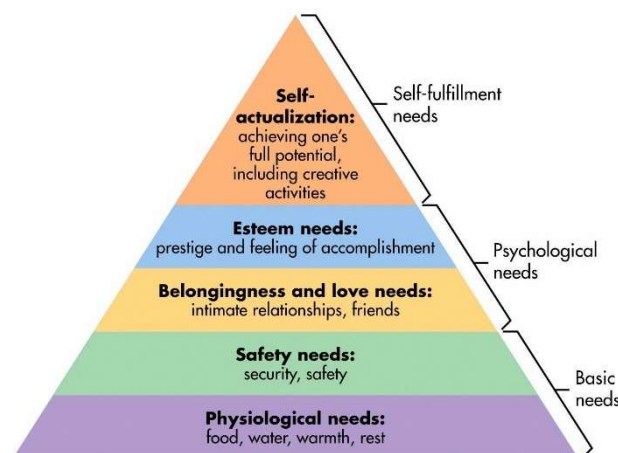


Figure 3: Hierarchy of Needs (Maslow 1943)

in the hierarchy of needs

by Maslow (1943). While physiological, safety and belongingness needs are deficiency needs that have to be met or else a person will suffer physiologically or psychologically, growth needs such as self-actualization differ greatly from person to person and fulfilling these increases the quality of life (*Bedürfnispyramide*, 2022). Hence, in countries that are suffering from war, poverty or other factors that do not allow the fulfilment of basic human needs, people will focus on these needs first before considering to travel (*Motivation Factors of the Tourists*, n.d.). But also, within a society there are decisive differences that influence tourism motivation. Belonging to a certain social class can impact the frequency of traveling and the choice of destination. Additionally, ever-changing market variables alter tourism. Changes in value of currency, market stagnation such as due to covid-19, and other aspects influence the decisions of a tourist. Lastly, advertising is one of the most important external factors that help the tourism industry to generate tourists from both the local and international marketplace. In tourism, the customer does not receive a tangible product after their purchase, but a holiday on the basis of expectations developed via advertising. Consequently, advertisements are a relevant external factor that can influence tourist motivation (Gurtoo, 2022).

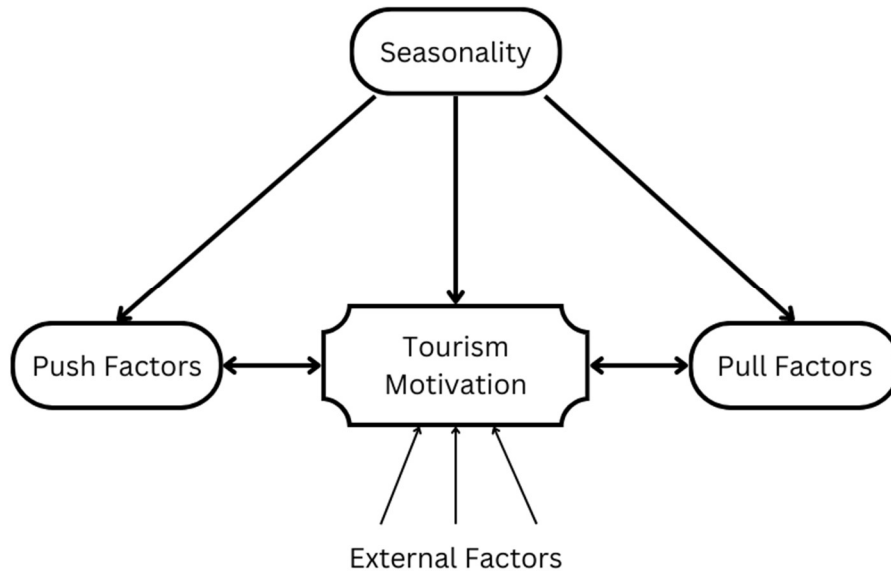
To summarize, there are several external factors that impact an individual's motivation to travel, such as particular forms of tourism, the individual's position in Maslow's hierarchy of needs, social factors and advertisements.

### 3. Methodology

In the following chapter, the approach to the research is explained and described in detail as to how to answer the problem statement. In order to do so, a conceptual framework has been developed. Resulting from the four main concepts, four research questions have been developed which were the basis of the resulting questionnaire matrix. Afterwards, the research method, the population and sampling as well as the limitations and reliability and validity are explained.

#### 3.1 Conceptual framework

The conceptual framework illustrates the relationships between the numerous concepts from the literature review, highlights the important concerns that must be taken into account for this thesis, and supports in developing the research questions.



*Figure 4: Conceptual Framework*

As the different seasonality patterns are the overlaying topic of the research, they can be found on the top of the conceptual framework. In the Netherlands, the season can be described as a single-peak mountain destination and therefore shows the most visitors in the month May to August and significantly fewer throughout the rest of the year. From here on, the concept of seasonality patterns can be connected to the Push factors as well as to the Pull factors since both of them are influenced by it but do not influence the seasonality the other way around. Seasonality can have an influence on the push factors such as the need for solitude, leisure, status, physical fitness, adventure, and interpersonal contact. A tourist that seeks relaxation, is more likely to choose a warm weather destination to relax in the sun. On the other hand, the pull factors such as the emotional benefits provided by a destination including experiencing nature, aesthetics, and creating self-image are also influenced by the seasonality in the way that the nature needs to be appealing for tourists to spend time camping in it for example. However, the push and pull factors have a direct influence on the tourist's motivation of choosing a destination and out of which motivation the choice resolves. Different motivations for visiting a certain destination are relaxation, avoiding daily stress and routine, and the desire to travel to a particular location. The other way around can the different motivations of tourists also influence the push and pull factors. Furthermore, does the tourist motivation play an important role as it can also be directly connected to the seasonality. As the seasonality can have a huge influence on the tourists motivation when choosing for a holiday destination but the other way around can the tourists motivation not influence the seasonality. Finally, the tourism motivation is highly influenced by external factors such as political, economical,

social, technological and environmental factors from the PESTEL. However, the tourist motivation cannot influence the external factors.

### 3.2 Research questions

The following four research questions have been developed after a close examination of the literature and identification of the differences. Every single one of them contributes to answering the problem statement of what the necessary resources and activities for winter camping are in order to attract more tourists to Friesland.

#### **1. To what extent does the winter season have an impact on tourist activities and camping facilities in Friesland?**

To answer the problem statement, it is important to understand the different influences the seasons have on activities while camping in Friesland. This question aims to give an understanding of natural influences such as different temperatures or certain weather events that cannot be easily influenced but need to be taken into account when planning tourist activities. These seasonal patterns will influence the tourist's motivation, which is crucial to understand in order to find out what specific resources and activities are needed.

#### **2. What push factors influence tourists to go winter camping in Friesland?**

To attract more tourists it is important to understand the tourists' travel motives. The push factors give answers as to why people initially want to leave their home. Answering this question will provide insights into the travel motives of camping tourists and can therefore give answers to what is needed at the site to please the tourists' motives as well.

#### **3. What pull factors influence tourists to go winter camping in Friesland?**

In order to find out what necessary resources and activities are needed in winter that make camping more attractive, it is crucial to find out what pull factors the region already has to offer. The question aims to find out about the uniqueness of Friesland as a tourism destination and therefore why tourists choose to spend their time in Friesland. Finding out Friesland's unique selling points and therefore pull factors contributes to answering the problem statement as it illustrates the advantages and differences towards other destinations for winter camping. Furthermore, it will showcase if any resources are missing that are crucial for winter camping tourists.

#### **4. Which external factors influence tourist motivation to go winter camping in Friesland?**

Besides, the push and pull factors, do also external factors influence the tourist's motivation to book a holiday. The external factors are barely influenceable but as they still have an influence on the tourist's motivation it is important to understand them. Finding out the external influences will help

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to get a better understanding of things that cannot be changed and therefore need to be taken into account.

### 3.3 Questionnaire Matrix

In the next step, the questionnaire matrix has been developed. The information which can be found in the questionnaire matrix has been derived from the literature review out of which the research questions have been developed as well.

**Topic: *Winter camping in Friesland***

**Problem Statement: *What are the necessary resources and activities for winter camping to attract more tourists to Friesland?***

1 Concepts you use	2 Definition that you follow	3 Research Questions (Open, Directed to Primary Research)	4 Information needed	5 Research Method (1 or multiple)
<b>Concept 1:</b> Seasonality	“an annually organized pattern in tourism-related developments that reflects differences between and within seasons, and which are influenced by events of natural, institutional, or peer/rival tourism markets’ nature, that may affect people’s travel and tourism expectations and preferences” (Ridderstaat & Croes, 2020, p.754).	1. To what extent does the winter season have an impact on tourist activities and camping facilities in Friesland?	<ul style="list-style-type: none"> <li>- Seasonal influence on vacations</li> <li>- Preferred vacation activities during winter</li> <li>- Type of winter camping/accommodation</li> <li>- Weather influence</li> </ul>	Qualitative interviews
<b>Concept 2:</b> Push Factors	Push factors are the emotional demands that drive a person's decision to travel to a particular location in the first place. Tourists also get away from monotonous and demanding environments (Hassell et al., 2015).	2. What push factors influence tourists to go winter camping in Friesland?	<ul style="list-style-type: none"> <li>- Types of motivation</li> <li>- Hierarchy of needs</li> <li>- How the current offer of winter camping in Friesland impacts tourist’s motivation</li> <li>- For example, cultural, escape, relaxation, strengthening family togetherness, wish and self-fulfillment, prestige, shopping, social</li> </ul>	Qualitative interviews

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			<p>interaction.</p> <ul style="list-style-type: none"> <li>- Why choose winter over summer for example</li> </ul>	
<p><b>Concept 3:</b> Pull Factors</p>	<p>Pull factors relate to the perceived emotional benefits provided by a destination. Pull factors are also defined as the emotional benefits provided by a destination, included experiencing nature, aesthetics, and creating self-image (Hassel et al., 2015).</p>	<p>3. What pull factors influence tourists to go winter camping in Friesland?</p>	<ul style="list-style-type: none"> <li>- Visit reasons</li> <li>- Planned activities</li> <li>- Purpose of vacation</li> <li>- Type of camping (hut, tent, caravan, etc.)</li> <li>- Means of transportation</li> <li>- Group size?</li> <li>- Amount of times visited</li> <li>- How they heard of Friesland (mouth to mouth/internet)</li> <li>- Money available</li> <li>- Choose for Friesland or the campsite</li> </ul>	<p>Qualitative interviews</p>
<p><b>Concept 4:</b> External Factors</p>	<p>External factors do not stem from an individual itself, but from its surroundings such as family, friends, cultural background, work or living situation and can influence a person's decision-making.</p>	<p>4. Which external factors influence tourist motivation to go winter camping in Friesland?</p>	<ul style="list-style-type: none"> <li>- Weather</li> <li>- Restrictions</li> <li>- Money to spend</li> <li>- Location</li> <li>- Social background</li> <li>- Occupation</li> </ul>	<p>Qualitative interviews</p>

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*Figure 5: Research Matrix*

The above figure shows the process of developing the research matrix. The first column contains the four different concepts of pull factors, tourist's motivation, seasonality, and external factors. Moving on, the definitions for each individual concept are provided which are used for the research. Out of each concept, one research question was developed which can be found in column three. Furthermore, does the next column provide all information which is required from the participants to later answer the corresponding research question. Finally, in column five the research method can be found. In close collaboration with the stakeholders a qualitative interview will be conducted in order to gain as many qualified answers of the participants as possible.



### 3.4 Research method

To answer the problem statement thoroughly, qualitative research was done. As qualitative research aims at understanding people's feelings, behavior, opinions, their decision-making processes, values, or norms this approach is the most suitable as all these are factors which were aimed to find out (Saunders et al., 2019). The research that was conducted can be split into primary and secondary research. For secondary research, a variety of literature was researched. The primary research, on the other hand, consisted of qualitative interviews. To ensure sufficient ground knowledge about the different topics in order to get a better insight and understanding of them, different literature has been consulted as can be seen in the table in appendix 1.

The main focus of this research relied on gathering data via in-depth interviews because there is not as much literature on the current status quo of winter camping in Friesland. This enabled a more thorough examination of the unique subject and the clarification of the real significance of respondents' replies. After the principal of the project had recommended certain winter camping places in the area, these were contacted by the researcher to find out how many guests were on site and when the best time for a visit would be. Once the researcher arrived at the campground, interviews were conducted with the campground owner as well as with all guests that were met. In addition to that and as not as many guests were available, two online interviews with regular guests took place and two interviews with camping experienced tourists in the city were held. In total nine interviews were conducted, after that the saturation point was reached as answers started to repeat themselves more and more.

### 3.5 Population and sampling

The population of this research includes every tourist that visits one of Friesland's campsites overnight. In the year 2021 roughly 4,600,000 tourists stayed overnight in Friesland on a campground (Centraal Bureau voor de Statistiek, 2022). As it was not possible to include everyone individually in the research, sampling was applied. The principal of the project had recommended multiple campgrounds that already offer winter camping; therefore, these are the most interesting to visit. Furthermore, since certain campsites offer winter camping already, the chances are high that a lot of tourists would be available to conduct research with. The campsites De Zilveren Maan, Camping de Waps, Zeilschool de Pean, and the Camperplaats Leeuwarden were contacted. All four campsites were asked for an appointment to conduct the research on-site, therefore purposeful sampling is applied. On the site all guests were interviewed as well as the campground owners. As not enough participants could be reached, two regular guests of the campground were called and interviewed as well as two tourists in the city of Leeuwarden that were camping experienced.

## Winter Camping in Friesland

### De Zilveren maan

The Friese Wouden's mini-camping de Zilveren Maan is situated in the Province Tytsjerksteradiel on the outskirts of Friesland's primary ecological structure on the water. The campsites offers a few pitches for guest either to bring their own tent or rent one at the location. Furthermore, can small cabinets be rented out. Besides that, does the campground offer separate sanitary facilities and a heated recreation room. In the summer months canoes and rowing boats can be rented out. The rich nature and its variety in landscapes invite guest to enjoy a bike ride (De Zilveren Maan, n.d.).

### De Waps

The campsite is located in the province Sneek in the midst of the Fontein forest on the border of the Frisian village Oudemirdum in Gaasterland. It offers room for motorhome, caravan or tent campers furthermore are sanitary facilities available as well as additional hikers' cabins. The campground itself states "At De Waps you can relax, enjoy the freedom, conviviality and love for nature, for which Camping de Waps is known" (Camping de Waps, 2021).

### Zeilschool de Pean

The sailing school and its accommodations is located in the province of Friesland surrounded by lots of nature and water. Besides its eight small chalets that can hold up to six people at a time, the sailing school offers also two big group accommodations that can hold up to 77 people which makes it attractive also for class trips. On site, catering facilities are available and of course boats for sailing lessons but also for regular rentals (Zeilschool de Pean, 2021).

### Camperplaats Leeuwarden

The Camperplaats Leeuwarden is located on the outside shirt of Leeuwarden, Friesland's capital city. The campground offers 18 motorhome camper pitches including Wi-Fi, electricity for the motorhome as well as water and a playground. The campsite is rather basic but well taken care of as it guarded 24 hours (Camperplaats Leeuwarden, 2023).

The questions for the interview were developed specifically to interview guest/tourists at the campsite. These different participants at the campsite were addressed directly according to the convenience sampling method, as everyone on site was asked to participate and this approach produced relevant results while being relatively cheap and easy, with subjects readily available. Fleetwood (2021) states that convenience sampling relies solely on the first primary data source that is accessible for the study. This approach also explicitly calls for recruiting volunteers wherever they can be found, which is practical for the audience this study is targeting (Fleetwood, 2021). To ensure

the representativeness of the study as many interviews as possible were conducted until the saturation point was reached.

### 3.6 Limitations

As winter camping is not very popular and known in the area of Friesland yet, conducting secondary research was limited as to find sufficient information and examples in Friesland. However, next to secondary research the primary research consisted of conducting interviews. This brought further limitations to the table as for the communication barrier. The interviews were conducted at campgrounds in Friesland during the winter season, therefore there were not as many tourists available and out of those, English-speaking people were required. As English was not the participants native language, the answers given were slightly different from what the person actually meant because they could not find the perfect words to express their opinion in another language as they would in their native language. Also, a lot of times the campground owners did not speak the best English, therefore the communication could only take place in Dutch. On top of that it did take quite some time to find a suitable date to meet with the campground owners as the communication did not go too smooth and took a lot of time in the preparation phase already. Furthermore, were some participants in a rush and answered questions shorter and without thinking too much about it, some participants also gave answers of what they thought the interviewer might like to hear as a lot of people have trouble stating their opinion in a face-to-face conversation as they would for example in an online questionnaire. Lastly, was it very difficult to reach enough participants as most of the campgrounds did not have any guests at all or only a few, which were then also hard to meet at the campground itself as they were busy during the day.

### 3.7 Validity and reliability

The results of the interviews are purely dependent on the individual's perception, which has a huge impact on the validity of the research since the material collected relates to personal beliefs and attitudes. Therefore, this data does not accurately reflect the hypothesis of the study. This has an impact on the thesis' validity as well because it cannot be assumed that a subsequent investigation will yield the same results. The results of this study cannot be fully generalized because social circumstances are unpredictable, and the population's individual opinions can change over time. Rather, they are restricted to the place and time where the research was done. To ensure that the research was valid and reliable, every work performed by an individual group member was peer-reviewed by the other group members this way mistakes could be eliminated. Furthermore, when designing the interview questions, special attention was paid to formulating the questions clearly, with easy vocabulary, only asking for one answer at a time, asking open questions, and without already suggesting a certain answer to the interviewee to make the results reliable.

## 4. Results and Analysis

Within the following chapter the outcomes of the interviews will be stated, analysed and discussed. Hereby, the outcomes of the interviews will be analysed based on the four research questions but first the persona of the people interviewed will be outlined. Afterwards, the responses regarding the seasonal influence on tourists' motivation will be analysed and the push factors influencing tourists to go winter camping will be showcased. To answer the third research question, the pull factors of winter camping in Friesland will be explained based on the interviewees' responses. Lastly, the external factors influencing tourist motivation will be explained. The interview transcripts can be found in Appendix 2 to 5 and Appendix 6 contains the coding matrix.

### 4.1 Persona

In order to gain an understanding of who is interested in and who is already winter camping in Friesland, it was necessary to create a persona of the people visiting Friesland and on the basis of the responses of the campground owners. To create this persona, questions regarding their origin, age, occupation, types and times of camping and duration of stay were asked.

As already mentioned in the methodology, due to a lack of winter camping tourists, various types of interviews have been conducted. Therefore, the analysis is based on responses from the campground owners of De Zilveren Maan and Camping De Waps (Appendix 2), guests at campsite of the Zeilschool de Pean (Appendix 3), regular guests at Camperplaats Leeuwarden (Appendix 4) and tourists interested in camping who were visiting Leeuwarden (Appendix 5). However, it seems that based on the interview type conducted the persona of tourists visiting Friesland for camping differs. Figure 6 shows the three small personas created based on the responses of the camping guests.



**Bert**  
Regular Guest

Age: 70  
Occupation: Retired  
Origin: Neighbour province  
Type of camping: Campervan  
Duration of stay: 2 to 6 weeks



**Sven**  
Guest

Age: 32  
Occupation: Teacher  
Origin: Friesland  
Type of camping: Hut/Lodge  
Duration of stay: 2 nights



**Eleanor**  
Tourist

Age: 48  
Occupation: Writer  
Origin: Ireland  
Type of camping: Tent  
Duration of stay: 3 days

*Figure 6: Personas winter camping tourists*

According to the campground owners, visitors camping in Friesland are elderly couples or single travelers aged 60 or over. The regular guests of the Camperplaats Leeuwarden also fall under this description. Nonetheless, the campground owner of Camping De Waps also reports having students and families with kids as guests. The interviewees who were staying in huts at the Zeilschool de Pean were in their 30s while the tourists asked in Leeuwarden were around 50 years old. According to the campground owner of De Zilveren Maan, the duration of their visitors' stays differs, some stay one or two nights, others stay up to two or three weeks. The guests interviewed at the Zeilschool de Pean indicated to be staying for the weekend, just like tourist 2 also prefers a long weekend for a camping vacation. Additionally, the campground owner of Camping De Wasp states the average duration his guests are staying is 3 days. But especially returning customers, spend two to six weeks at the same camp site. Returning guest 1 even states to be staying at the Camperplaats Leeuwarden for 60% of the year. Moreover, the guests at the Zeilschool de Pean and the regular guests at the Camperplaats Leeuwarden indicated to be traveling with their partner, their family or their friends, only tourist 1 would go camping by herself and her dog.

The majority of the people interviewed were from the Netherlands and mostly even from Friesland or the neighbour provinces. Only tourist 1 was international and visited Leeuwarden from Ireland. The occupations of the people interviewed differed, but only regular guest 3 indicated to be retired. Additionally, only regular guest 2, tourist 1 and tourist 2 indicate that they are interested in camping because they are on a budget. Generally, the preferred type of camping also varies. According to the campground owner of De Zilveren Maan, tents are not as popular as caravans or campervans.

However, the campground owner of Camping De Waps also offers tipi tents with heating and sheep blankets for winter. Furthermore, some interviewees stated their interest in camping in a tent or used to camp in a tent. Others, like the regular guests at the Camperplaast Leeuwarden, own a campervan or prefer staying in camping lodges.

Overall, it can be said that the persona of people interviewed for winter camping in Friesland differ. Nonetheless, the majority of people interviewed were from the Netherlands and particularly from either Friesland or its neighbour provinces and traveled with their partner or family. And there seems to be a tendency for short stays of about 2 to 3 days and a preference for camping in campervans during the colder days.

### 4.2 Seasonal Influence

The first research question focused on *the extent to which the winter season has an influence on tourist activities and camping facilities in Friesland* and aimed to gain an understanding about the seasonal influence on vacations, the weathers influence and tourists' preferred winter activities and camping types. Overall, all interviewees have stated that the different seasons have to an extent an influence on their travel motivation as well as the choices they make.

As already explained in the literature review, the Netherlands has a one-peak seasonal pattern with the high season during the summer months May to August (Vergori, 2017). This is also noticeable on the campsite of the campground owner of De Zilveren Maan as he states that "in the last three years in the months of July and August we had too many requests" (Appendix 2.1, p.45). This overuse of facilities may also have a negative impact on the campsite owners as they are fully booked and potentially overworked during the high-peak season but have barely any guests during the off-peak seasons (Chen et al., 2019; Martín et al., 2014; Vergori, 2017). But the campground owner of De Zilveren Maan also does not believe that many tourists are even interested in winter camping and does not promote it even though his campsite is open all year round. Other campsites, however, may not even be open, leaving little opportunities for tourist to go winter camping in Friesland. This situation also creates a negative impact on job stability (Martín et al., 2014; Vergori, 2017) because as the campground owner of De Zilveren Maan shares, he is in need of another job in order to support himself due to the little income in winter.

A part of the interviewees indicated their preference in camping during summer rather than in winter, other prefer spring or would go camping during any season. Regular guest 3, in particular enjoys traveling outside the public holidays most as he is able to get away from the crowds which also raises his interest in winter camping. Hence, it seems like tourists are more motivated to travel during summer, especially since they would travel further, for example to other countries and destinations with warmer climates. Additionally, the summer season offers more variety in activities

for camping guests, such as water sports of any kind. During winter on the other hand, tourists prefer to stay closer to their home and travel for shorter periods such as weekend trips. As pointed out by various the campground owner of De Zilveren Maan, the guests at the Zeilschool de Pean and tourist 2, a major demotivating factor is the weather as it is too cold and rainy to go camping in a tent in Friesland. Nonetheless, the regular guests at the Camperplaats in Leeuwarden and tourist 1 indicate that the weather has little or no influence on their choice of travel or activity, except for when it comes to biking.

Overall, it can be said that the winter season has to an extent an influence on tourists' motivation to go camping in Friesland. Due to various influences like the desire to stay closer to home or the cold and rainy weather, winter camping in Friesland may be more attractive as a short trip getaway to tourists living close by or within Friesland.

### 4.3 Push Factors

Push factors reveal the motivations behind people's initial travel decisions (Hassel et al., 2015). *What push factors motivate tourists to undertake winter camping in Friesland* clarified the answer to the question of why tourists pick Friesland as the location for their winter camping vacation.

There were many push factors found, including holidays, vacations, spending time with loved ones, needing rest, and looking for a challenge. For example, Guest 1 was there to celebrate his birthday. Additionally, this visitor makes yearly camping vacations to Terschelling for Christmas and New Year's. By coincidence, guest 2 also had a birthday, and he goes camping frequently on birthdays. Furthermore, due to her husband's employment being nearby and the availability of friends nearby, regular guest 2 goes camping. Referring back to the literature review, Hassel et al. (2015) mentioned that people travel because they seek escape from everyday life. Many of the people that were spoken with agreed that they enjoy going winter camping to get away from their daily routines. As stated by guest 1, "we go camping to escape from everyday life" (Appendix 3.1, p. 51) and as stated by campground owner 1, "people go camping to escape from everyday life" (Appendix 2.1, p. 43). Additionally, guests enjoy exploring new locations each time they travel and seek out new experiences when they do. Additionally, campers seek relaxation. All campsite owners, from de Zilveren Maan and Camping de Waps, who have a lot of nature that promotes rest for their guests, agreed to this. The fact that visitors look for challenges while winter camping and that winter camping is a difficulty in and of itself was cited by campground owner 2, camping de Waps. However, no other owner of a campground, tourist, guest, or returning guest backed up this assertion.

The TLC ladder of Pearce & Lee (2005) identifies that one of the reasons to go camping is to maintain their relationships, including family relationships. Most interviewees agreed that the main benefit of camping is the opportunity it provides for family time. Furthermore, one of the primary reasons to travel back in the days was because of holidays (Pektas, 2022). Guest 1 confirms that they make an effort to spend the holidays close to relatives, as well as tourist 2 who enjoys spending their time together before the holidays while camping. Regular guest 1 spends his weekends with his family and goes camping during the week. The Netherlands is a tiny country, making travel within it simple. This makes it easier- to visit relatives whether or not guests are on vacation. Furthermore, every two weeks while camping, regular visitor 3 takes care of the grandchildren. This further demonstrates how camping facilitates quality family time. They choose to camp close to their families' homes deliberately so they may visit their daughter frequently.

As observed, traveling to Friesland for winter camping is most often motivated by a desire to discover new areas and spend time with loved ones.

### 4.4 Pull Factors

*'What pull factors influence tourists to go winter camping in Friesland?'* identifies why people travel to certain destinations. As a result, various pull factor variables; weather, distance, nature, accessibility, and activities were identified.

According to both regular guest 1 and regular guest 3, weather does not influence their travel choices. Regular guest 1 adds to that that Friesland is beautiful in winter. The only thing he does not enjoy about the season is when it is raining, and he has to bike somewhere. However, he thinks the rain is calming. On the other hand, there were various interviewees that stated that the winter is too cold for them to go camping or to do certain activities. Thus, the opinions are mixed. Distance can also have an influence on travel decisions. However, most interviewees did not live too far away and stated that they like to stay close to home towards the holidays. Experiencing nature is clearly an important factor in camper's experiences because it is the setting they choose to spend their leisure time (Hassel et al., 2015). Friesland fulfils this need, because one of their pull factors is nature. Guest 1, guest 2 and tourist 1 enjoy staying close to water, as well as nature and outside life. Returning guest 1 adds that he loves the quietness of nature. Furthermore, nature is more liked than the city because it is possible to get away from everyday life, says returning guest 2. All campsites visited for this report have been accessible quite well, at least by car. Some of them were slightly difficult to reach due to public transportation but because winter campers come by car most often, this is not a big restriction. Campground owner 2 (Camping de Waps) mentioned that his camping is close to the village, and that camping materials are getting better so it is easier to camp during winter times.



Moreover, regular guest 1, who is a regular guest at Camperplaats Leeuwarden, says that the camping has the necessary facilities, it is a comfortable place, shops are in the neighbourhood, and traveling there is easy by car or public transport. However, he also adds that not every campsite is ready for winter guests which prevents it for Friesland to increase the guests during winter season. Regular guest 3, does not agree and states that he does not miss any facilities needed to go winter camping in Friesland. Lastly, it was discovered that activities in Friesland are one of the main factors guests choose to come there. All interviewees mentioned at least that walking and biking are one of the fundamental activities guests participate in. Furthermore, many villages worth visiting are present in Friesland such as Hindeloopen, Sloten and Lemmer. Campground owner 2 (Camping de Waps) mentioned that these are a museum in itself. In addition, he mentioned that winter camping is an experience itself and that is also a reason why guests visit during winter. Ice skating was also mentioned various times as a winter activity, as well as shopping and sightseeing. In addition, museums are a popular attraction, and the 'Elfstedentocht' by bike is in demand. Moreover, campground owner 2 stated that certain people have less money after corona times and look for something closer to home. Due of the convenience of staying close to home, inhabitants of Friesland or areas nearby may decide to come. This can provide an improved flow of guests to Friesland.

To conclude, Friesland offers a big variety of pull factors. The influence of weather is not fully identified because interviewees are not on the same page. They enjoy nature a lot and believe that Friesland is an accessible destination. Moreover, the fact that Friesland offers sufficient facilities for winter camping is also not agreed on by all interviewees. Regarding the activities; museums have been mentioned multiple times, as well as walking, biking, and shopping. Therefore, it is concluded that Friesland offers something for everyone.

### 4.5 External Factors

The last research question aimed to discover "*which external factors influence tourist motivation to go winter camping in Friesland*". Within the literature review, various external influences on tourists' motivation have already been pointed out. The research conducted further highlighted these but also added valuable external influences which simplify the understanding of peoples' choices to go winter camping in Friesland.

Robinson et al. (2011) and Seaton (1997) already explained that tourists' choices for travel and activities are triggered by external factors such as family, friends and other social networks. All interviewees have stated to be traveling with their family or friends or are winter camping in Friesland to see their family. Next to family and friends, work has a major influence on people's travel choices since it determines on when people are able to go on vacation (Davidson, 1994; Stainton, 2022). Some may travel because of their job, others can only travel during certain periods

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of the year because their job requires them to work the rest of the year. The campground owner of De Zilveren Maan particularly states that due to the seasonal influence of camping, he is only able to go on vacation during the off-peak seasons from November to March. Nonetheless, regular guest 1 also points out that a lot of bureaucracy people are unable to travel during winter because they are required to work. Retired people, on the other hand, seem to be more interested in winter camping or using their boat in winter times because of their spare time. Regular guest 1 generally highlights that he believes a lot of people are interested to winter camp and travel Friesland in winter, but the facilities are not available. He particularly points out the necessity of opening bridges all year round because people are searching for opportunities to use their boats during winter times. In addition to that, camping facilities in Friesland are not ready to receive visitors during the winter season, hence do not advertise this type of tourism. However, Gurtoo (2022) and Robinson et al. (2011) already established that advertisement is a major external factor influencing peoples' choices to travel. But if there is no advertisement for winter camping in Friesland due to lack of facilities, then the awareness of facilities and potential interest of tourists to go winter camping in Friesland stays rather low.

Various interviewees describe camping as freedom since they are able to go wherever they want whenever they want. Particularly during the Covid-19 pandemic, hotels were closed while camping in campervan or on boats gave people the sense of freedom since they could travel wherever they wanted to whenever they wanted to, and they were not connected to people (Gurtoo, 2022). In a sense, camping is a way for people to escape from their everyday lives, stressful work and people by staying in the quiet and calm nature. Regular guest 3 particularly states going on holiday is a part of life, however, as already established in the literature review, people only create travel motivation when they have fulfilled their basic and psychological needs as stated in Maslow's hierarchy of needs (Maslow, 1943). Travelling, on the other hand, is a self-fulfilment need which is consequently externally influenced by the fulfilment of the other needs as described by Maslow. Further, Regular guest 1 even describes it as a "security place" (Appendix 4.1, p.55) which is a basic need in life but also when traveling (Maslow, 1943). Fulfilling these human needs is a major external factor influencing peoples' decisions to travel and particularly in winter the desire to fulfil these needs may grow with the peoples' necessity to work.

Concluding, it can be said that especially sociocultural and economical external factors influence tourist motivation to go winter camping in Friesland. These may be connected to the fulfilling of human needs and the interaction with family and friends. But also, one's work influence and the advertisement of winter camping in Friesland.

## 5. Conclusion and Recommendations

The following chapter provides the answer to the problem statement “What are the necessary resources and activities for winter camping to attract more tourists to Friesland?” after a thorough understanding of the concepts as well as the conducted primary research. At the beginning of the chapter the outcome of the research is concluded, afterward recommendations are made for the stakeholders to implement.

### 5.1 Conclusion

Seasonality is one of the most influential factors that determine tourism flow and demand, and therefore have an effect on destination management, business planning, and operations in the tourism industry (Vergori, 2017). Especially one peak seasonality patterns (Chen et al., 2019; Martín et al., 2014; Vergori, 2017) can cause an imbalance of the use of tourism facilities, resources and infrastructure, which on the other hand have further effects on pricing, availability and profitability. The Netherlands is a one-peak destination which welcomes most of its tourists in August and the other summer months (Vergori, 2017). Consequently, this means that camping in Friesland reaches its highest demand during this time. This also becomes evident in the qualitative research conducted, as campground owners state that they are booked out in summer and fail to attract enough tourists in winter, which leads to the partial closing of campgrounds or a not sufficient amount of income throughout the year. The statements of interviewed camper tourists reflect this thesis; however, they focus less on seasons than anticipated.

Tourist motivation has been the reason for traveling ever since and can be divided into push and pull factors. Push factors describe a tourist’s internal motives such as needs for escapism, relaxation, or new experiences that lead the tourist to a particular destination (Brooker & Joppe, 2013), while pull factors are destination-specific expected emotional benefits such as climate, culinary, or local life. Experiencing the outdoors, and the freedom and simplicity that come with camping is a main pull factor for camping tourists (Hassel et al., 2015). The most mentioned push factors for Friesland’s camper tourists align with previously conducted secondary research. Some examples of these are escaping everyday life, relaxing, and spending time with family and friends. When comparing the literature of pull factors for camping and the responses of interviewees in Friesland, many differences can be identified. While known pull factors for camping (Hassel et al., 2015) are freedom, simplification, a slower pace, and security among other things, Friesland’s camper tourists put emphasis on other aspects such as the weather, distance, nature, surrounding villages and activities. When looking at the external factors that influence tourists to visit Friesland’s campgrounds, the assumption that social networks such as family and friends, as well as work-related topics influence people in their motivation whether and where to travel (Seaton, 1997) is true. However, the

interviews also reveal that advertising, which is one of the most important external factors that generate tourist motivation to visit a specific destination (Gurtoo, 2022), is not made use of. This is a crucial factor contributing to the low camping tourism demand off-season. As camping is perceived to be a summer activity by many respondents, Friesland's campgrounds are not the first travel destination that comes to mind when planning the next winter holiday. To answer to the problem statement "What are the necessary resources and activities for winter camping to attract more tourists to Friesland?" it can be concluded that the interviews conducted show that camping tourists in Friesland are already mostly satisfied with the activities and resources on-site. They know what to expect when coming to Friesland, which is mainly bike and walking paths, and value these activities. What impacts them more are unfavorable weather circumstances like ongoing rain, which are not influenceable by Toerisme Alliantie Friesland.

To conclude, seasonality, push, pull and external factors are all elements that shape a tourist's motivation to visit a certain destination. Although the findings of the conducted primary research have revealed many similarities to already existing literature, there are some factors that should be considered in order to improve the chance of more tourism demand for Friesland campgrounds in winter and consequently generate more profit.

### 5.2 Recommendations

After closely analysing the research and the conducted interviews, the following three recommendations were designed.

1. **Conducting research in the summer:** Due to the limitation and difficulty of not reaching a lot of guests/campers that would fill in the questionnaire, it is recommended to repeat the study with a similar questionnaire again in the summer. As the owners of the campgrounds have said, summer is the high season for camping it is clear that more guests can be conducted. As research has also shown, a lot of the winter camping guests said they would not go camping in summer either as this is the time they go further and longer on vacation. Whereas asking campers in summer it is clear that these guests are more into camping and therefore could be asked why they do or do not consider coming back in winter for winter camping.
2. **Promoting Friesland's walking paths:** As the majority of correspondents of the research have mentioned their preference of going on walks in the nature, this is a unique selling point that attracts a lot of the guests to the region. Friesland has a lot of walking and bike paths to offer which are surrounded by nature and can be enjoyed in summer as well as in winter. Therefore, it is recommended to pay special attention to these when promoting the

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area and the campgrounds in winter. Furthermore, it can be promoted in combination with getting a timeout before the stressful holiday season or to get out of the busy city and find some relaxation in the peaceful and quiet nature of Friesland. When promoting, special attention should be paid on starting the promotion in summer to the current guest to attract them to come back in winter again.

3. **Promoting camper storage:** Since the campgrounds have a lot more free spaces in winter, these could be offered as storage place for campers. This benefits the campground as they still have a constant income during the low season, but also the camper owners as they could still come by and spend a few days of winter camping on site while also having a space to leave their camper during the colder month. Furthermore, it does save the guests money as they do not need to rent a garage for this period.

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## 7. Appendices

### Appendix 1: Literature research

Topic	Purpose	Sources
Seasonality	Identifying different seasonal patterns and how they can influence the tourists decisions	<ul style="list-style-type: none"> <li>- Forecasting Seasonal Tourism Demand Using a Multiseries Structural Time Series Method</li> <li>- Tourism seasonality worldwide. Tourism Management Perspectives</li> <li>- A Framework for Classifying Causal Factors of Tourism Demand Seasonality: An Interseason and Intra-season Approach</li> <li>- Tourism: a modern synthesis</li> <li>- Research Note: Seasonality Patterns in Asian Tourism.</li> <li>- Residents' Attitude to Tourism and Seasonality</li> <li>- Patterns of seasonality and tourism demand forecasting. Tourism Economics,</li> <li>- Tourism Trends and Policies</li> <li>- World Tourism Organization</li> </ul>
Push Factors	Finding out what pushes the tourists to leave their home	<ul style="list-style-type: none"> <li>- Trends in camping and outdoor hospitality - (Journal of Outdoor Recreation and Tourism)</li> <li>- Exploring the Motivations, Experiences and Meanings of Camping in National Parks</li> <li>- UK Essays</li> </ul>
Pull Factors	Understanding why people travel to certain destinations	<ul style="list-style-type: none"> <li>- Exploring the Motivations, Experiences and Meanings of Camping in National Parks.</li> <li>- UK Essays</li> <li>- Disclosing homogeneity within heterogeneity: A segmentation of Spanish active tourism based on motivational pull factors. Journal of Outdoor Recreation and Tourism</li> <li>- Trendrapport toerisme recreatie en vrije tijd 2021</li> <li>- Exploring Pull Factor Influences at Campgrounds by RV Association Members. Journal of Tourism Insights</li> </ul>
External Factors	Identifying external factors that can influence the tourist travel	<ul style="list-style-type: none"> <li>- BWL-Lexicon</li> <li>- Financial Times Management. Business travel 1<sup>st</sup> edition</li> <li>- Leisure Travel Market Size, Share, Growth, Research Report. IMARC Group</li> </ul>

	motivation	<ul style="list-style-type: none"><li>- Tutorialspoint. Motivation Factors of the Tourists</li><li>- A Theory of Human Motivation</li><li>- What is business tourism and why is it so big?</li></ul>
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## Appendix 2: Interview Transcript Campground owners

### 2.1. Interview Campground owner 1

De Zilveren Maan 10.12.2022

Flo: My first question would be what does a camping vacation mean to you?

Campground owner: A few days of rest and **escaping from everyday life.**

Flo: Where are you from?

Campground owner: **From this region.**

Flo: How old are you?

Campground owner: **65.**

Flo: Do you have other occupations next to owning this campground?

**Campground owner: Yes, we need another job because our campground is too small to generate enough income. So in summer, we organize activities and team buildings.**

Flo: With whom are you usually traveling?

Campground owner: We travel together once or twice a year. The rest of the time we travel alone because one of us has to stay here and look after our business.

Flo: Have you ever camped in Friesland before?

Campground owner: Yes, but it was a long time ago.

Flo: How often did you do that then?

Campground owner: Once a year.

Flo: What is your budget for going on vacation?

Campground owner: We don't have one. If we go on vacation we do whatever we want to do.

Flo: What are the main reasons that guests visit your campground?

Campground owner: Relaxation and **nature. We have a lot of footpaths and cycling paths.** Furthermore, it is not overcrowded with tourists.

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Flo: Are there any other activities that guests can do in the neighborhood besides walking and cycling?

Campground owner: Yes, **fishing**. But other than that only in the big cities around us.

Flo: Which activities do you usually do when going on vacation?

Campground owner: **Enjoying nature and being active, such as hiking and climbing**. We have recently been to Norway.

Flo: Does the weather have an influence on your choice of activities?

Campground owner: **Yes, it must not rain**.

Flo: If you could wish for more activities to be in the neighborhood, which activities would you choose?

Campground owner: We accepted that there are not many activities to do here. So **we do not need anything**.

Flo: What is your preferred season to go on vacation and why?

Campground owner: **We are only able to go on vacation between November and March. During the other months we have to be here for our business.**

Flo: Have you ever done winter camping before?

Campground owner: No.

Flo: Would you consider it?

Campground owner: **We would only consider to wintercamp in a warmer country.**

Flo: Why would you not camp here in winter?

Campground owner: Because of the **cold temperature**.

Flo: Would you consider it if you had a heating source in your camper?

Campground owner: Not really.

Flo: What is your target audience for the campground?

Campground owner: Mostly **older people that travel in couples or alone**.

Flo: Do you have a lot of returning guests?

Campground owner: Yes, about 60% are **returning guests**. They seem to like the area.

Flo: How many days do guests stay on your campground on average?

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Campground owner: It is difficult to say. Some stay **one or two nights**. But most of them are staying for **two to three weeks**?

Flo: And the returning guests?

Campground owner: **They stay longer. Two to six weeks.**

Flo: Did you already do something to attract more tourists in winter?

Campground owner: No. We do not advertise or anything. It only says on our website that we are opened all year. We also think it doesn't make sense to spend money on that if there are so few tourists that consider winter camping.

Flo: But you would like to have some more guests here in the winter, also to stretch out the season?

Campground owner: Yes.

Flo: Can you manage the tourist arrivals in summer or do you sometimes have too many booking requests?

Campground owner: Yes, **in the last three years in the months July and August we had too many requests.**

Flo: I saw you have different kinds of camping available, which one is the most popular?

Campground owner: **Caravan camping.**

Flo: **The tents are not as popular?**

Campground owner: **No.**

Flo: Do you get feedback from the guests about how they liked their stay?

Campground owner: Yes, most people like it. They do not miss anything here because they know that this is a small campground and if they want to do something they have to drive somewhere and organize activities themselves.

Flo: Has anybody ever told you that it would be nice if this campground offered more things?

Campground owner: No.

Flo: When is **fishing** possible?

Campground owner: Theoretically it is possible all year round, but from February till May lay eggs, so it is not allowed to fish.

Flo: Is there anything you would like to add?

Campground owner: No.

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Flo: Okay, thank you very much for taking the time to complete this interview.

Campground owner: Thank you.

### 2.2. Interview Campground owner 2

Camping de Waps 11.12.2022

**Ilja:** What do you think is the most specific reason that visitors choose your camping?

**Patrick:** Why they choose this camping?

**Ilja:** Yes

**Patrick:** Ehm, a big advantage from this camping is that I **do not have fixed spots**. So I only offer places for tourists. You see a lot of campsites with mobile homes in a row, we do not have that. And, our places are **pure nature** so you have a lot of loose spots that are **carved out in the woods and it is hilly**.

**Ilja:** Okay amazing!

**Patrick:** Yeah, you can walk around after the interview if you want.

**Ilja:** Ah yeah, so it is not really a normal camping

**Patrick:** No, it is not a too easy camping.

**Ilja:** Yes, I understand

**Patrick:** And, uhm, this requires a lot of work. But this is one of the most important reasons tourists choose this camping. Then there are some known marketing factors. I am **close to the village**, really beautiful and it is uhm... people can have their camping place in the neighbourhood, everyone bought campers during corona so you can put your camper in your spot and walk to the village. You can have **drinks there, cycle or walk in the neighbourhood**, that kind of stuff. People that **seek rest**; nature is a trend. So yeah, everyone wants ecological and nature. We are c02 neutral since 1935, so yeah.

**Ilja:** But was this camping a forerunner of that because you are already **co2 neutral** for so long?

**Patrick:** No, I didn't know that in the beginning. I saw on google that they were c02 neutral since 2007. But camping de Waps is existent since 1935 and I calculated how much co2 the trees would conduct because we are a **forest camping** and that generates a lot of c02 obviously. And therefore I calculated it and realized it has been c02 neutral for ages already. Thus, we absorb more c02 than we emit.

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**Ilja:** I hope that attracts people if they see it on the website, right?

**Patrick:** Yeah, it is a little bit hidden all the way to the bottom. I am not bragging with it yet, but I think more and more people get the feeling that they have to do something about the CO<sub>2</sub> emissions. They feel responsible and as a result I need to lead the way because we are obviously a nature campsite.

**Ilja:** What was the first reason you opened your camping for winter in the first place? Because you mentioned to me that you want to open it less.

**Patrick:** Money, I needed money. I had too less and the government wanted me to work but I didn't want that. As a result I participated in winterkamperen and I had enough money afterwards. Nobody did it really yet but nowadays more and more people are interested in it. I opened the camping for returning guests so they could store their camper there in winter. It saves them a lot of money because they do not have to store it in a garage. Therefore, they could also come back during winter more easily because their equipment was already there.

**Ilja:** Do you enjoy winterkamperen yourself?

**Patrick:** Yes I enjoy it a lot, winterkamperen is a challenge and you obviously have to do it during cold weather. You take your own heating, you have to make it as fun as possible for yourself. That is an example of pure nature.

**Ilja:** And did you do that in the Netherlands or somewhere else?

**Patrick:** Yes, among others and also on my own campsite. And then is get the full guest experience to see what needs to be improved and what is great already.

**Ilja:** That's a really smart idea! I like that! What is the reason that people are just interested in wintercamping now when they did not do it before?

**Patrick:** I am not sure why exactly but I do know that the available materials are getting better and better. So you have campers/caravans nowadays with floor heating, etc. Furthermore, some people choose to go wintercamping in e.g. Austria but that is very expensive and therefore seek something closer to home which is less expensive. And people have a lot of vacations to do wintercamping.

**Ilja:** What is the most vital target group at your campsite?

**Patrick:** A lot of 60plussers with lots of free time but also students. Winter people seek the bad weather so they want the experience, and pure nature. They are very active, do a lot of fun stuff and want to visit everything. But I also have tipi tents for rent with heating inside and I fill those with sheep blankets; very warm.

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**Ilja:** Do you have a lot of returning guests?

**Patrick:** Yes, there is one guest that visit the campsite four to five times a year. I do have quite some that come back a lot but also a lot of them are new. And that is not only 60+, also students who rent a “trekkershut” accommodation. Also, families with children, etc.

**Ilja:** What is the average amount of days that guests stay at the campsite?

**Patrick:** It is very diverse. But I do see it is most common that people stay for **3 nights**. I think that it is a sense of having the long weekend off and they come to the campsite. Friday, Saturday, and Sunday they leave.

**Ilja:** What did your camping already do to gain more visitors for wintercamping next to the things you already mentioned?

**Patrick:** **I added wintercamping to the website**, I did a **collab with ‘kampeermeneer’** who makes blogs about various campsites. And that story of him was also added to my website.

**Ilja:** Very nice, and did you experience an increase of visitor numbers after ‘kampeermeneer’ camped at your campsite?

**Patrick:** Yes, when he made the blogpost, more people indeed came to the campsite.

**Ilja:** Okay

**Patrick:** Yes, and I think more tourists also came to the area due to this blog. I also made **advertisements** for Waterland van Friesland for winter activity tips, etc.

**Ilja:** So it seems you already did do a lot regarding the promotion of wintercamping.

**Patrick:** Yes, indeed. I did.

**Ilja:** What kind of activities do you recommend your guests to do during the winter?

**Patrick:** **In the winter you could go to the orchideehoeve for example, its also really nice for children. The orchideehoeve is 20 km from here and it is a tropical butterfly residence. And that also has inside amusement parks. Children really like it there. Furthermore, the wintercamping action is also already an experience already amazing. I sell wood, the guests can make fire in the evening, in the winter you can make a fire in the woods. This is not possible in summer which could be another aspect why guests choose winter to go camping. In the winter you can make an amazing fire, you do not get bothered by insects, animals. And you can cycle and walk a lot around here. If you are younger, you could go kitesurfing. Within a distance of 5 km, they are kitesurfing all day long. Moreover, you have all the villages around here, Hindeloopen, Sloten, eh Lemmer. There are a lot of places where you can go to, they also have museums. If you go to Hindeloopen, it is really quiet now**



but it is almost an outside museum. It is very old, a lot of old houses. That is really nice. I can go on and on, there are a lot of things. Furthermore, you can go golfing. You can go anywhere by bike.

**Ilja:** Are there reviews/feedback of guests who were missing something on the camping or liked something a lot?

**Patrick:** What people like and what I also did in the past is offering food for example. What I am doing now for Christmas is that I am going to put a fire outside and sell glühwein. And that's what people like a lot, the unity. So I am going to put a fire outside with new years as well, selling glühwein again. And for example you can also sell pea soup or sausages. Being together is sometimes what guests are coming for. What you could do to attract even more guests is using social media for these events.

**Ilja:** Is there anything else that we need to know?

**Patrick:** No, I do not think so, I already mentioned the most important aspects.

**Ilja:** Okay, thank you so much for your answers, it helps us a lot regarding our project.

### Appendix 3: Interview Transcript Guests

#### 3.1. Interview Guest 1

Zeilschool de Pean 17.12.2022

Johanna: What does camping mean to you?

Interviewee 1: I find it a very hard question, I don't know I mean I always like camping and but this is not camping.

Joana: I mean it's somewhat of a part still camping. I mean it's more in the house but it's also not like a hotel.

Johanna: Maybe a bit more like glamping.

Interviewee 1: Alright but it's outside, so we like the outside life I guess that's it where why we are all sailors and we like to sail so being in the neighborhoods of the water being able to chill is always good.

Interviewee 2: Yes and being closer to nature I guess getting out there. I mean this is not really camping like sleeping in a tent and cooking on the campfire.

Johanna: OK and then just so we know where are you from?

Interviewee 1: Heerevein

Interviewee 3: Harlingen

## Winter Camping in Friesland

Interviewee 2: Utrecht

Joana: OKay so basically all cities and not necessary nature

Johanna: And how old are you?

Interviewee 1: 30

Interviewee 3: 32

Interviewee 2: 34

Johanna: And what is your occupation?

Interviewee 1: I'm a software developer

Interviewee 3: I'm a skipper

Interviewee 2: I teach and I really do research

Johanna: Oh interesting, like us.

Interviewee 2: Except that I am in literature

Johanna: Okay and with whom are you traveling or like with how many people in total?

Interviewee 1: 6 in total, that's our friends group.

Johanna: Okay and how long did it take you to get here and how did you get here?

Interviewee 1: 30 minutes by car by car.

Interviewee 3: 15 minutes by car

Interviewee 2: Yeah I took the train from Utrecht to Heereveen and then he would pick me up and then it was another 20 minutes by car

Joana: And how long are you guys staying here?

Interviewee 1: Only one night.

Johanna: Oh I guess then we are lucky that we are just here on time. And have you been here before to this exact place as well?

Interviewee 1: Yes, not in this exact house we used to live over there in the neighborhoods and a friend of ours lived there at the end of the water so we used to be here.

Interviewee 2: Yes and I think you even once invited me over to Friesland, that was my introduction to water sport actually. If it wasn't for Evo I wouldn't have visited Friesland, it is too far out.

Johanna: Ah that's nice, discovering new areas.

## Winter Camping in Friesland

Joana: So then you basically chose this place based on the fact that you already have been here, so you know about it?

Interviewee 1: Yes,

Joana: I mean we already know that you're here to celebrate your birthday, was there any other motivation to just leave your home and go on vacation for like a night?

Interviewee 1: Yeah it was nice to get away from my wife. But you are not going to tell her right?

Joana: No, don't worry we're not going to send it. And in general if you go on vacation what is your main motivation to leave your house or home?

Interviewee 1: Oh well, to go to a place where the climate is so good that there won't be any rain and it is really warm.

Joana: But if you have to think about winter vacation though, where would you rather go or why?

Interviewee 1: I won't go that far I guess.

Interviewee 3: Ski vacancies!

Interviewee 1: Yeah, but they are looking for ways of getting more people in to Friesland so...

Joana: Yeah that is a little harder.

Interviewee 1: It is, but we live in Friesland so going on a long holiday in our own region... Oh well sometimes we are actually we go with our own ship to Terschelling island and stay there for New Year's and Christmas.

Joana: So then since you also live in this state what activities would you do in winter and would you also expect visitors to do?

Interviewee 1: I guess that hiking

Interviewee 3: Go to the Wadden islands yeah, that's what we mostly do if you choose for our own region.

Interviewee 2: I guess for me it would be water sports.

Interviewee 1: Right yeah, but in winter it's just a little bit to cold, you don't go canoeing for instance but sailing, we will see how cold that is.

Joana: It will for sure be an experience. Have you also some activities planned plan for you?

Interviewee 1: Sailing I guess, having dinner, having some drinks, maybe playing games and karaoke

Joana: But nothing outside?

## Winter Camping in Friesland

Interview 1: Sailing. Oh and they said you can ice skate, I said oh we're going to sail and ice skate. But I don't think the ice is that big. But there are some places in the neighborhood 15 minutes from here, I heard that OK.

Joana: That's nice. So if you would go winter camping for example or something similar to this, what activities would you prefer to be doing if it's a place other than here?

Interviewee 1: I guess when I'm really camping I would choose for hiking because when you move you stay warm, then have a nice fire, cook some good meals and stay warm around the fire and go to bed early.

Joana: Yeah and what type of camping would you be doing like in a tent in a camper van or in a Hut?

Interviewee 1: I think we all have tents, yeah that's yeah we've done our share of winter camping yeah but now we're growing up so.

### 3.2. Interview Guest 2

Zeilschool de Pean 17.12.2022

Joana: We are researching on the topic of how we can extend the tourism season in Friesland because we see that there are a lot of tourists coming to Friesland in summer because the weather is obviously nicer but also because it's a region with like a lot of water and everything but we are wondering on how we can extend it so that people are coming in winter as well.

Interviewee 1: Okay yes, that sound interesting.

Johanna: Alright then maybe the first question would be what a camping vacation would mean to you, even though this is not the typical camping?

Interviewee 1: What it would mean to us? Yeah well, we like it very much yeah we've done camping lots of times when it was usually just the two of us we went to Norway with the tent we did some vacations with a camper van so yeah

Joana: Was that in summer or in winter?

Interviewee 1: Always in summer, yeah

Joana: Could you also imagine going like actually camping in winter?

Interviewee 1: To Norway I would yeah yeah, I would like to do that very much but with this little one... that's why is little bit different more difficult but that is okay.

Johanna: Okay and where are you from?

Interviewee: We are from Zwolle that is one hour from here.

## Winter Camping in Friesland

Johanna: Oh that is very nice, I have been there before. And how did you get here? By car?

Interviewee 1: By car yeah

Johanna: How long is it? One hour you said?

Interviewee 1: Yes, one hour

Johanna: Okay and uh what is your occupation? Like what is your job?

Interviewee 1: I'm a product owner

Johanna: Okay, thank you and how old are you?

Interviewee 1: I am 37

Johanna: And how long are you going to be staying here?

Interviewee 1: Just for the weekend

Johanna: So just for two nights or ...?

Interviewee 1: Yes

Johanna: And have you been here before?

Interviewee 1: No, no, this is our first time. We are really surprised about the venue and the... yeah

Joana: And why did you choose this location then?

Interviewee 1: Well she found it on the, on the Internet. She was just looking for something last minute and found this. It is quite nice near the water.

Joana: So what was your motivation then to go on short trip on the weekend?

Interviewee 1: Well, it was her birthday last month and she wanted to go on a trip with the three of us for the weekend so that that's what we did last year as well so ...

Joana: So why did you choose a location more in the nature rather than the city?

Interviewee 1: Well we like to walk so yeah, yeah we like to go on walks. We don't like strolls in the city that much we are living in the in the city, but just nature.

Joana: Is there anything in particular you have planned for this weekend?

Interviewee 1: No, not really just to go around here, go for a walk, enjoy this house too. Yeah, exactly.

Joana: So what kind of activities would you usually do on a winter vacation other than that?

## Winter Camping in Friesland

Interviewee 1: Well she was ice skating, yeah like ten minutes or so, but normally I go snowboarding or skiing.

Joana: And would you prefer camping in summer or in winter?

Interviewee 1: Well camping in summer is better yeah, temperatures are better but now with her it's also not an option to do it in winter.

Joana: And do you think the the season has an influence on your vacation choices?

Interviewee 1: Yeah definitely, so in summer we are always going abroad. In winter we are more likely to choose something close by but...

Johanna: Okay, thank you, I think that where all our questions.

Joana: Right, so thank you very much

### Appendix 4: Interview Transcript Regular Guests

#### 4.1. Interview Regular Guest 1

Camperplaats Leeuwarden: 19.12.2022

Joana Michaelis:

Perfect. Well, I'm just quickly gonna introduce myself and our topic a little bit more. So yeah, as I said, my name is Joana. I'm a student of NHL Stenden and together with three other girls I'm conducting research for Tourisme Alliante Fryslan and VVV Waterland van Fryslan. And on that, that's on the topic of what are the necessary resources and activities to attract more tourists to come for winter camping. Because the season in Friesland is mostly in summer due to the good weather and all the outside activities. But we would like to, to spread that a little bit for winter as well.

Interviewee:

That's a very good idea.

Only, you have to move a lot of bureaucracy people because they have to work then in the winter. And I'm talking about the guys who are controlling the bridges and that kind of thing because a lot of people have a boat, a camper or a caravan and they also want to come in wintertime to Friesland.

Joana Michaelis:

Okay, yeah, that's, that's definitely true.

## Winter Camping in Friesland

Interviewee:

But the facilities, a lot of facilities are close where they can sleep or not hotels and et cetera, but the tourists with the boat, the tourists with the camper, the tourists, with the caravan, camping, they should also have facilities. And that is a major group.

Joana Michaelis:

Definitely. And that's why we're also conducting this research. May I ask, what does camping vacation mean to you?

Interviewee:

The camping vacation is a security place where people have facilities like shower, toilets, et cetera. It's different to camper places. In camper places you often have not the facilities of shower and toilet. So camping has more luxury than camper place.

Joana Michaelis:

Okay. Thank you. May I also ask where you are from?

Interviewee:

I'm from the Netherlands.

Joana Michaelis:

And from which from which state?

Interviewee:

I am from the neighbor province, Groningen.

Joana Michaelis:

Okay. That's nice. What is your occupation? Like what is your profession? Like your job.

Interviewee:

Yeah. My, I'm owner of a company and I'm renovating holiday parks, hotels and that kind of thing. And I do that with people who are professionals in repairing mostly old buildings, renovating, bring them to a modern time.

Joana Michaelis:

## Winter Camping in Friesland

Okay. That's nice. Thank you. May I also ask how old you are?

Interviewee:

What did you say the last time? I did not understand.

Joana Michaelis:

May I also ask how old you are?

Interviewee:

I'm 70.

Joana Michaelis:

Oh, nice.

Interviewee:

I'm still working

Joana Michaelis:

I was gonna say, and then you're still so active. That's impressive.

Interviewee:

Yeah. I, I cannot imagine a life without that. I have a job to do. It's boring.

Joana Michaelis:

Yeah, I can understand that.

Interviewee:

And I, I tried to make combinations because coming Sunday, I'm leaving to France. If everything is going well. And then I have a nurse now taking care about my feet cause I had a damage there, so I'm a little bit disturbed in talking, but it's okay. So yeah. Yeah. [inaudible, Dutch, irrelevant to interview] So what were we talking about? I was a little bit disturbed by the nurse.

Joana Michaelis:

Not a problem. So I got your number from Margeet Dröge from the camping in Leeuwardenr.



## Winter Camping in Friesland

Interviewee:

Yeah, she's my daughter-in-law.

Joana Michaelis:

Ah, okay. Nice. Have you also been to that place before? Like as, as a guest, I mean

Interviewee:

60% of the, of the year I'm standing on the camper place, Leeuwarden. It's, it's the base where I because I use my Camper for living, for office, for sleeping, everything. It's a very comfortable place.

Joana Michaelis:

Okay. So you are there quite regularly then, I assume?

Interviewee:

Yeah.

Joana Michaelis:

Okay. I'm just gonna still skip one question cause I mean, it's obvious why you chose that place, but what is your motivation to go on vacation and in particular to go on camping?

Interviewee:

My motivation is the freedom, seeing different places and Europe is already prepared. And then we are talking about countries like Croatia, Greece, Italy, Spain, Portugal. A lot of people are going to their places in wintertime, but France is for instance for, for, for Camper people also a beautiful place to go. And Holland is in developing to that Friesland because we have no strong winters anymore. Friesland, if they open the bridges during wintertime, so from 1. January till 31 December, and you can use your boat for sure. A lot of people will use it. So the development of this part of Holland, the northern part, Groningen, Drenthe, et cetera, should follow the demand of the market. People who have these machines, they want to use it. And they have already especially my generation Yeah. Who have some money, they want to spend it and they want to come. And Friesland is in winter also, beautiful. That can be happening. Skating like we had last weekend. And I would suggest Friesland see the chances you also have, not only in summer, but also in winter, you can see a lot of YouTube movies already where people are trying, can we use our boat during

## Winter Camping in Friesland

wintertime? I have seen one in the morning, a couple was testing, what can we do in wintertime with our boat.

Joana Michaelis:

Yeah. Completely understand that.

Interviewee:

And, and, and, and the authorities, mostly conservative people are not ready for it. They should be pushed.

Joana Michaelis:

Yeah. Completely agreed. So what activities do you think should be available for tourists in winter than in Friesland?

Interviewee:

The shops are normally already open because it's a hot time to sell products. So if you want to go shopping for Christmas or for Sinterklaas or whatever, that's already okay. No problem. The cities are already. The restaurants is the same because it's also a good time for restaurants. So I think the commercial people are ready. It's only the facilities who has to grow with them. Campings, camper places, that kind of thing.

Joana Michaelis:

And what about like, camper places that are a bit more outside? Like in the in more like of the outside of the cities basically.

Interviewee:

That's not, that's not a problem because the public traffic is okay, you can go by bus, you can bike. Not now because it's rainy, but you can order taxis, which are not very expensive now. I think that the market, the, the, the business people who earn their money in it, they are ready. It's, it's the bureaucracy. Friesland should be more thinking about how can we get the people then you must order facilities for them.

If you have a boat and the bridges are not going open, you have to stay on one place. That's a little bit boring.

Joana Michaelis:

## Winter Camping in Friesland

That's true. That's definitely true.

Interviewee:

From what country are you?

Joana Michaelis:

I'm from Germany.

Interviewee:

From Germany. Yeah. So wir können also Deutsch sprechen.

Joana Michaelis:

Yeah. Wir können auch Deutsch sprechen.

Interviewee:

Schönes Land. Look to Germany, what they have done with their they call it **Stellplätze Yeah, yeah. They are open.** You can go by camper in winter and in Germany it's even allowed. I, I see a lot of documentaries about it, that people **change life from a normal house to a van. And they use it as their living place.** And they can stand even in front of a bakery where they can buy in the morning their Brötchen and can live the van live in combination with that job.

Joana Michaelis:

So you think **that should be more available here in Friesland as well?**

Interviewee:

Yeah.

Joana Michaelis:

All right. That's good to know. Thank you. And you mentioned that you are going on vacation to France soon. Are you also going camping there, or are you gonna stay in a hotel?

Interviewee:

## Winter Camping in Friesland

I make, I make a tour because I have found by internet. I, because I do the renovation in Bretagne. Bretagne is a part of France, you know that? Yes.

Joana Michaelis:

Yes. I do

Interviewee:

Like Normandy. Yes. It's below the Normandy. And in Bretagne, they have canals and all that canals where the boats are floating. There were passings in it where you can go up and go down, I don't know the right English word for it.

Every passing was built a house where the manager who is doing the passing, so flow the water in and flow the water out of that, was living. [But now all the things are fully automatically served by computers.](#) When the boat is coming, the, the procedure of floating water in or out is already starting. So the houses are not used anymore. They are empty. The families who did that job left. Government of France want to keep the houses in good condition. [That's my job.](#) I would like to have that job for 151 houses in Bretagne to renovate them. And what is the purpose of it? They are still government property, but they want to sell it to the market, to young people who want to make something for tourism. It's a huge project what is coming up. And I would like to be part of it, join it, do my specialties in it.

Joana Michaelis:

That sounds very interesting.

Interviewee:

You should see it on internet. I have your number. I will give you the, the link so that you can read about it. Thank you. It's, it's a huge job and people who are involved in tourism or education of tourism, they will like it.

Joana Michaelis:

Thank you.

Interviewee:

Bretagne is a beautiful part of France.

Joana Michaelis:

## Winter Camping in Friesland

Yeah, it definitely sounds very, very interesting. I'll look into that further. For when you go camping, what activities do you usually do?

Interviewee:

When I go on Camp, I work. I have in this camper, I have internet, I have all facilities. And in the weekend I pay attention to my family members, et cetera. But normally during the week and sometimes also in the weekend, I prepare the materials, the, the salaries of the people, et cetera. So working.

Joana Michaelis:

And on a camper vacation, like on camping vacation, do you, when it's not about work, what kind of activities would you do then?

Interviewee:

Then? I would relax in nature. I like fishing.

Joana Michaelis:

Okay.

Interviewee:

In the past I play a lot of sports, tennis, sailing and that kind of thing. And the facilities you find in this province very much, it's not a problem.

Joana Michaelis:

No, that's, that's, that's completely right. Does the weather also have an influence on your choices of activities?

Interviewee:

No, to be honest, people are telling that I mad, but I like this weather, storm rain. If you walk along with your rod to go fishing and you walk along the water lines. The wind of face and the rain, that for me highlight. You will not see me at the beaches of Spain, Greece, Italy, et cetera. I'm not a man of sun. I am my grand, grand, grand grandfathers came from Norway. So I'm a Viking and I like rough weather like this, what we have now.

Joana Michaelis:

## Winter Camping in Friesland

Okay. So you would say you would even prefer camping in winter rather than in summer?

Interviewee:

Yeah. Yeah, yeah. Yeah.

Joana Michaelis:

Okay.

Interviewee:

Hot summers are not my favorite. But I have an air conditioning in the car, so I can use that.

Joana Michaelis:

Well, that's at least good. Yeah. Then is there, is there anything else you would like to add? Because I'm done with all my questions.

Interviewee:

If you have more questions, you always can call me. And if I have time, no problem. No. The, the most important is that they investigate and you are doing this now what will be the market in wintertime for Friesland? And I am sure that if the Fries bureaucracy, the, the, the government of this local place would give more facilities and in, in, in the actual time we are living. You can do it by app. I've seen this morning, a, a, a couple using a renting boat and make a trip in Friesland on the highlights of Friesland on the water. And they are ordering the bridges by an app that's already a solution. So it is already possible, but the promotion should also point it that it is possible if you have a boat and you want to come, do not forget Corona make a lot of movement in people to have their own little house on water or a camper or a caravan. Yeah. To have free time. It's safe. You have your own thing with you and hotels were closed in Corona time, so that makes the big move that people want to spend holiday and free time on the shelf. And it is beautiful. You meet a lot of people. We have here, France, Italians, Scandinavian people, and everybody has its own story. It's, it's fantastic.

Joana Michaelis:

That's, that's definitely true.

Interviewee:

## Winter Camping in Friesland

Yeah. And you see now, because Margeet made this Elfstedentocht that means you can visit the elf cities of the skating tour, Elfsteden. By Camper. You can swim it, you can bike it, you can drive it by car, every possibility.

Joana Michaelis:

Oh, that's nice.

Interviewee:

And, and that's, that's already showing that people are using it. With biking. It's amazing how many people are doing it by bike.

Joana Michaelis:

Yeah. I can imagine that sounds really, really fun. Like I've heard, I've heard about the skating event, but it hasn't been around for, quite a while

Interviewee:

It's the greatest sport event of the world. Even bigger than the Olympic games.

Thousands of people are doing this and it's broadcasted all over the world. But the government people here, do not forget Friesland is a little bit old fashioned. It's moving, but it's still thinking in summer and winter. You must think now in the four seasons.

And use it because every season has his own. Now people are here also at the camper place on a boat. Yeah. With storm. It's in the harbor. Very safe. But they still enjoy nature, water and, and a warm boat where they can live in with a shower and et cetera.

Joana Michaelis:

Okay. That's nice. Well then thanks a lot for taking the time to talk to me about this.

Interviewee:

No problem. I was, I was a teacher myself in the past at the primary school and I like that young people showing that they want to be educated and finding out what's going on in the world. So I wish you a lot of success with your study. Thank you. I hope you enjoy it. And if you need other questions to ask and you forgot something, you always can call.

Joana Michaelis:

Thanks a lot. Okay. Have a nice day.

Interviewee:

Bye-Bye. Bye-bye.

#### 4.2. Interview Regular Guest 2 Camperplaats Leeuwarden 20.12.2022

Flo: Hi, this is Florentine Kremper, the student from NHL Stenden, I think you talked to one of my colleagues before.

Interviewee: Yes, I was expecting you.

Flo: Oh, nice. That's great. Then you would be OK with me asking you some questions?

Interviewee: Yes, I will try to answer everything.

Flo: No worries! Alright, let us dive into it. First, I wanted to ask you where you are from.

Interviewee: So, I married Rob 53 years ago. I was born in Amsterdam and for the past 53 years we have lived in Echmond an Zee.

Flo: Nice, how far away is that from Leeuwarden?

Interviewee: It is located near Amsterdam, so it is approximately 125km away from Leeuwarden.

Flo: Okay, and how did you travel to Leeuwarden then? By car?

Interviewee: We used to go with the camper van. My husband is a doctor working occasionally in Leeuwarden. He works there once a week on Wednesdays.

Flo: How can I understand that, do you only camp on Wednesdays then or do you stay in Leeuwarden for several days?

Interviewee: We usually stay from Tuesday until Thursday, so two nights. However, my husband is looking for a new job near our hometown for winter because it became too cold for us to camp in Leeuwarden within the last few days. Hopefully, we can come back to Leeuwarden Camperplaats in spring then, because we love Leeuwarden.

Flo: I can relate. During the last few winters that were not as cold, did you keep visiting the campground?

Interviewee: Yes.

Flo: Okay. I would like to ask you some more general questions as well. How old are you?



## Winter Camping in Friesland

Interviewee: I am 72 years old, and my husband is 75 years old.

Flo: What was your occupation before you were retired?

Interviewee: We both worked as general practitioners. I was a nurse and assisted my husband.

Flo: Are you traveling with anyone else besides your husband?

Interviewee: No.

Flo: Why do you choose the Leeuwarden Camperplaats in particular? Is there any other reason besides liking Leeuwarden as a city?

Interviewee: The main reason was of course my husband's job. Another reason is friends living nearby. But also because the owners of the campground is very nice.

Flo: Do you have a budget for your stay?

Interviewee: We try to keep our expenses as low as possible, so we bring our own food and rarely eat out for instance.

Flo: Do you do any other activities besides going to restaurants?

Interviewee: Yes, we go to museums, we enjoy walking through the city, we visit the cinema, do window shopping, cycling.

Flo: Are you missing any activities?

Interviewee: No, Leeuwarden offers everything we need.

Flo: Do you also visit other campgrounds or other countries?

Interviewee: With our camper we are very flexible, so this year we went to Greece with it, and in the previous year we travelled to Corsica and Morocco by campervan.

Flo: Wow that is probably a long journey.

Interviewee: Yes, it is quite far. But as we are retired, we have a lot of time now and enjoy the journey. We also do not live in a house anymore but instead in an apartment, so there is nothing that we have to worry about.

Flo: That is nice. And which activities do you usually do on the campgrounds in these warmer countries?

Interviewee: We traveled in a group with 20 other camping cars and visited natural sites like the desert.

## Winter Camping in Friesland

Flo: Back to the Leeuwarden campground: **does bad weather keep you from doing your planned activities?**

Interviewee: **No, except for cycling.** I also come up with other activities such as reading a book.

Flo: Okay. **One more question regarding your stay in winter: since you are traveling by camper van which probably has a heating source, why does the coldness impact you then?**

Interviewee: **We do not only choose to stay home because of the temperature,** but also because the time around Christmas is a nice time to be home and see relatives.

Flo: In which season do you prefer to camp?

Interviewee: **For warmer countries we prefer the month September.** Summer is almost over then, so the temperature is perfect. And in spring again.

Flo: Are there any facilities on the campground itself?

Interviewee: No, there is nothing really to do there. Only in the neighborhood.

### 4.3. Interview Regular Guest 3

Camperplaats Leeuwarden 21.12.2022

Joana Michaelis:

All right, thank you. Then my first question what does camping vacation mean to you?

Interviewee:

Camping vacation means **freedom going where you want go when you when you somewhere on,** on the camping or someone else and the unit like it, you're, **you're able to to leave and and go to the next place.**

Joana Michaelis:

That's true. That's definitely true. Yeah. So how, how often have you been camping before?

Interviewee:

How often?

Joana Michaelis:

Yes.

## Winter Camping in Friesland

Interviewee:

Well, I don't count that. **It's a lot of times.**

Joana Michaelis:

Okay. So a lot of times. So it's basically your typical type of vacation that you do?

Interviewee:

We are having a, we are **having a camper.** And well since about, let me think, since **11 years** and before that we were, we were, we **went on a holiday on a bike. So bike holiday was all was a tent with us and and just hiking.**

Joana Michaelis:

Okay. That's nice. Where are you from?

Interviewee:

You mean the place where I live?

Joana Michaelis:

Yes.

Interviewee:

It's **Diever, it's in it's in Drenthe.**

Joana Michaelis:

Okay, nice. And may I also ask how old you are?

Interviewee:

**I'm 67.**

Joana Michaelis:

Okay. Nice. And what is your occupation? Like, what is your job?

Interviewee:

I'm **retired already since five years.**

## Winter Camping in Friesland

Joana Michaelis:

Okay. So are you traveling a lot then in your retirement?

Interviewee:

No, **no more than at the times I was working**, so no.

Joana Michaelis:

Okay. with whom do you usually travel?

Interviewee:

**With my wife.**

Joana Michaelis:

Okay. And you said that you have a campervan. Do you rather travel in summer or in winter?

Interviewee:

Also in **winter**, but it's a, it's it's the only car we've got. It's a small it's a small camper, so we are how do you call it? Was it [inaudible, Dutch]? **We'll take care of our our grandchildren.** yeah, once in the, in the two weeks. And then we're using the camper also to to stay in the neighborhood because our children live not not in the neighborhood.

And we are how do you call it? **Babysit**, but they're a bit larger. And then when we babysit it and we are going to the next child, we **we stay in the camper somewhere.**

Joana Michaelis:

Nice. Since, since I got your number from Margeet you have been to Friesland camping before, right?

Interviewee:

Yes, yes, yes. We, we, we, cause **our daughter is living in the neighborhood** of the, of the camp place from Margeet. So we are we **stay in quite often once once or twice in the, in the two weeks.**

Joana Michaelis:

Oh, okay. That's nice.

## Winter Camping in Friesland

Interviewee:

In summer and the winter.

So that's not the holiday day, but it's, what do you **call it work.**

Joana Michaelis:

Yeah. And what activities do you usually do when you go camping?

Interviewee:

We are we are **walking a lot** a lot that's and also we, when we, when we go back camper on the holiday, we we **take along our bikes so we can so we can bike in the neighborhood.**

Joana Michaelis:

Okay. Is there anything you think Friesland needs for winter camping, like any activities or facilities to make it more attractive?

Interviewee:

That's a difficult question.

Joana Michaelis:

I mean, is there anything you think that is missing when you go camping in winter, for example?

Interviewee:

No, I wouldn't know anything. No.

Joana Michaelis:

Okay.

Interviewee:

No, no. There's not much of an answer. It's not much of an answer, but, okay.

Joana Michaelis:

No, it's completely fine. Don't worry. So when you go in winter, do you also go for walks and bike or

Interviewee:

## Winter Camping in Friesland

Yes. Mostly **mostly walks**. Cause, cause biking in winter, well, it's not it's not our cup of tea actually.

Joana Michaelis:

Okay. Not a problem. What is your general motivation to leave your home for vacation?

Interviewee:

Well, it's, it's I think **it's a part of life that you that you go on a holiday**, that you go on a holiday every now and then, so to to do something else than than you usually do.

Joana Michaelis:

Yeah, I completely agree. I also, I also need a holiday every now and then.

Interviewee:

Yes. Yes.

Joana Michaelis:

Does the weather usually influence your choice of activities?

Interviewee:

Mm, no. No. **When we are, when we are leaving**, we are leaving. Well, and you know, it's **it's raining every now and then, and perhaps it starts snowing, but well, no, it no weather doesn't doesn't influence us a lot** No.

Joana Michaelis:

Okay. That's, that's good. And you're **very flexible**.

Interviewee:

Yes. I think for myself, yes. I don't know whether other people agree, but, alright.

Joana Michaelis:

No, of course not. Not everyone agrees, but that means or not necessary. So which season do you prefer traveling?

Interviewee:

## Winter Camping in Friesland

Well, actually the, the beginning of the summer or the end of the summer, because because that's not not the school holiday, so Yeah. We try to we try to avoid school holidays.

Joana Michaelis:

Completely understandable.

Interviewee:

Yeah. Yes.

Joana Michaelis:

And if you would travel in the winter season, why would you like travel in the winter season compared to summer?

Interviewee:

Sorry, I didn't hear the last part of the sentence

Joana Michaelis:

I said. Why would you choose to travel in the winter season for camping rather than in summer?

Interviewee:

Why? Well, it, it winter's also a very nice season, of course, and you and you do things that you that you don't in that you don't in summer, and it's in often in winter, it's not as crowded everywhere.

Joana Michaelis:

Can you elaborate on the things that you would do in winter, but not in summer?

Interviewee:

The things I do? Yeah. Well, yeah. We walk we walk more than in summer.

Joana Michaelis:

Okay.

Interviewee:

For the rest, it doesn't differ much.

## Winter Camping in Friesland

Joana Michaelis:

Okay. Nice. Do you also prefer camping closer to a city or also more in like, natural areas?

Interviewee:

Everything. It doesn't it's it's where we end or where we start, and it is where we but when, when we, when it's possible, we like to avoid the, the cities and more more in nature.

And if it, even if it is possible, like in Norway or Scotland, it's you can you can camp wherever you want.

So, that's nice. Although it's, although the last time we were in Norway was, was very, very crowded with people.

Joana Michaelis:

Okay. Yeah. Do you think Friesland should maybe also have places where you can just be for yourself, like basically where you can camp wherever you want?

Interviewee:

Yeah, I know there are a lot of people having a camper would would like that, but it's in it's in in Holland it's it's not allowed by law, so, well, it's but I think that, that, that that's it's like like the camping place from from Margeet, well, I think there, there's this space room, how do you call it? Space enough for, for more more of those places, I think.

Joana Michaelis:

Okay. Well that's nice. I think I am done with all my questions. Do you have anything else you would like to add?

Interviewee:

No.

## Appendix 5: Interview Transcript Tourists

### 5.1. Interview Tourist 1

Oldehove tourist 1. 16.12.2022

Johanna: Have you ever been camping?

Interviewee: Yes, yes big camping enthusiast.



## Winter Camping in Friesland

Johanna: That is very nice. Have you ever been camping in Friesland?

Interviewee: No, not yet

Johanna: Okay and what does a camping vacation mean to you?

Interviewee: Um to me, I like camping, to be out in the nature and not be around other people, yeah.

Johanna: So the freedom?

Interviewee: Yes, the freedom of moving, of going out, I like that

Johanna: That is nice, and where are you from?

Interviewee: I'm from Ireland

Johanna: Oh Ireland

Interviewee: Yeah, the weather is similar to here

Johanna: That is true indeed, and how old are you?

Interviewee: I'm 47

Johanna: Okay and what's your occupation?

Interviewee: I am a writer

Johanna: Oh that's very interesting; I can imagine that it's nice being in the nature to write

Interviewee: Yeah I write lots of poems about camping

Johanna: Very nice, and with whom do you take your camping trips usually ?Is it like, always with family or with this same friend group?

Interviewee: Always just with myself and my dog. Sometimes it was one friend but normally not more than one other person.

Johanna: Okay, I understand Umm and you have said that you've never been camping in Friesland before, but have you been in Friesland before like in general or is it like your first time in Friesland as well?

Interviewee: No, this is my first time in general.

Johanna: Okay hmm and what was your motivation to leave home and take a vacation

Interviewee: Yeah, well... every winter I tried to go out and to go camping to a different place each each time. It just yeah helps me get out of the house and to to do something new and also usually in

## Winter Camping in Friesland

the winter there are not so many people so it's nice and calm. I heard that Friesland was a nice place to go camping so yes

Johanna: And how long are you staying here for your vacation?

Interviewee: One week

Johanna: One week okay, yeah, that's a good time I guess. Is there any type of camping accommodation that you prefer? Like a tent, or like a caravan, or lodges?

Interviewee: I do prefer tents, to be as close to nature as possible. But also camping out of a car is nice.

Johanna: Alright, and would you say that the costs of the accommodation are part of the reason why you chose for camping? So if you say you like camping in a tent, that's probably like cheaper as if you choose like a hotel?

Interviewee: Yeah, yeah, that is part of the reason. It means that I have the budget to do more trips, or I can stay for longer if I go camping, or as if I was to stay in a hotel I wouldn't be able to stay for so long. But it's not the biggest factor.

Johanna: Do you know how much money you approximately spend on your camping trip in total ?

Interviewee: No, no idea,

Johanna: No problem, it is hard to estimate. And what kind of activities do you usually do when you're on vacation like general vacation not just camping?

Interviewee: A lot of walking and also here in the Netherlands. I've been cycling, which is very nice and lots of writing and also taking pictures.

Johanna: Nice, that also answered my next question already and are there any activities that you would like to do while you are camping?

Interviewee: Not really, um I think that's everything. I am pretty open, I have been looking for some horse riding but didn't find anything yet, but that's fine it's not on the top of my list.

Johanna: Maybe that's also seasonal

Interviewee: Maybe it's, yeah that could be maybe the horses get cold outside too yeah.

Johanna: And would you say that the weather has an influence on the choice of your activities?

Interviewee: Not too much, I like the rain

Johanna: Okay, that's good

## Winter Camping in Friesland

Interviewee: It is good for cycling in the rain

Johanna: Um as it is winter season now, is this also your preferred type of season to go on vacation or do you usually prefer other seasons?

Interviewee: I like doing it all year round. There's something different for every season too, but I do like camping in the winter because there aren't so many people so it's nice and calm and I have enough things to keep me warm.

Johanna: Hmm okay that answers the second question as well Umm okay, well the last question would be if the weather and the temperature influence your decision?

Interviewee: I mean for the weather part it's like raining in the winter it's a bit colder but that's also why it's than empty. I guess yeah... and it's also manageable in not in the Arctic but here like minus ten it's completely fine under these conditions so it's it's all good.

Johanna: Okay, I think if you have the right clothes then you are prepared. Perfect, well thank you very much for taking a moment to answer my questions, and enjoy the rest of your holidays in Friesland.

### 5.2. Interview Tourist 2

Oldehove tourist 2. 16.12.2022

Johanna: Have you ever been camping?

Interviewee: Yes

Johanna: Oh lovely. Have you also been camping in Friesland before?

Interviewee: Yes

Johanna: Oh, how many times have you done that?

Interviewee: Just once

Johanna: And was that in winter or in summer?

Interviewee: In summer

Johanna: Okay, well that's nice and how did you like it?

Interviewee: It was really good

Johanna: Great, would you consider coming here again for camping?

Interviewee: Yes, yes

## Winter Camping in Friesland

Johanna: And well maybe a more general question, what does camping mean to you, or like a camping vacation?

Interviewee: Umm... I really like to be **outside** and to **see new places** and I feel like with camping you can combine both.

Johanna: Oh yeah, yeah that's true I guess. And where are you from?

Interviewee: I am from The Hague

Johanna: Ahh, so from the Netherlands. And how old are you?

Interviewee: I'm 50

Johanna: And your occupation?

Interviewee: I'm a teacher

Johanna: A teacher? Oh that's lovely. And with whom do you usually take your camping trips, is it always with family, or a group of friends, or does it vary?

Interviewee: With family

Johanna: Family... how many people are you most of the time then?

Interviewee: Three people

Johanna: Three people okay, and how long are you staying in Friesland?

Interviewee: For camping we stay for a long weekend so four days. But this time we are staying for a week in a hotel.

Johanna: And what was your motivation to leave your home and go on vacation?

Interviewee: Umm we wanted to **spend some time together** before the holidays.

Johanna: Oh that's a nice idea.

Interviewee: Thanks

Johanna: And can you tell me how much money approximately you spend on your camping trips ?

Interviewee: That is different every time

Johanna: Can you give me like the average price?

Interviewee: I'm not... I'm not sure not sure. No I really do not know

## Winter Camping in Friesland

Johanna: Yeah, that's always difficult to calculate... with the camping and the food you're eating and everything ...okay, no worries. Would you say that the cost of the accommodation was part of the reason why you choose to go camping? Because it's **less expensive** than a hotel?

Interviewee: Yes

Johanna: So, okay, so that **plays a role when you're making your decision?**

**Interviewee: Yes**

Johanna: Okay and what camping accommodation do you prefer? Like tents, or caravan, or lodges?

Interviewee: Lodges

Johanna: What kind of activities do you usually do when you're on vacation?

Interviewee: Um we go to **see the area**. So we go on **little trips, or walk around, go by bike.**

Johanna: Ah nice, so kind of like sightseeing?

Interviewee: Yes, also in the bigger cities not like here.

Johanna: And what kinds of activities would you do during your stay here or did you already do?

Interviewee: We went **see the city today and we cycled around for a little bit and saw some stuff**

Johanna: That's nice. What else can you do, are there any activities you would like to do in Friesland but that are not available or that are not offered here? Is there something you would have wanted to do but you can't?

Interviewee: Hmm... usually we would **go to the beach** but that's hard in Friesland.

Johanna: Is that the only thing?

Interviewee: Yes

Johanna: Okay and would you say that **the weather has an influence on your choice of activities?**

Interviewee: **Yes**

Johanna: So if it's raining, you don't want to go out you would rather do an activity inside?

Interviewee: Yes, **like go for a museum**

Johanna: Okay yeah you could do that in Friesland as well, there's a few nice museums here.

Interviewee: Yeah but so far the **weather is good**, so yeah...

Johanna: Okay and what is your **preferred season** to go on vacation in general ?

## Winter Camping in Friesland

Interviewee: Um I like spring because of the weather, it is not too hot and not too cold so the spring is always good.

Johanna: Okay, that's nice. And then the last question, does the weather and the temperature influence your decision to go camping? You said now that spring is your favorite season, but you're going on vacation now in winter.

Interviewee: Yes, because we are in a hotel it doesn't really matter. We can make it a little bit warmer than in that sense

Johanna: Yeah, then it doesn't matter that much and it's like nice and cozy yes, okay.

### Appendix 6: Coding Matrix

Person	Open Coding	Axial Coding
Campground owner 1	<p>escaping from everyday life</p> <p>From this region</p> <p>65</p> <p>Yes, we need another job because our campground is too small to generate enough income. So in summer, we organize activities and team buildings</p> <p>Relaxation and nature. We have a lot of footpaths and cycling paths.</p> <p>Fishing</p> <p>Enjoying nature and being active, such as hiking and climbing</p> <p>Yes, it must not rain.</p> <p>we do not need anything</p> <p>We are only able to go on vacation between November and March. During the other months we have to be here for our business.</p> <p>We would only consider to wintercamp in a warmer country</p> <p>cold temperature -&gt; does not want to wintercamp</p>	<p>Seasonal influence</p> <p><b>Push factors:</b></p> <p>Seeing new places</p> <p>Seek rest</p> <p>Seeking a challenge</p> <p><b>Pull factors:</b></p> <p>Activities</p> <p>Accessibilities</p> <p><b>External factors:</b></p> <p>Economical</p> <p><b>Persona:</b></p> <p>Age</p> <p>Times of camping</p> <p>Origin</p> <p>Type of camping</p> <p>Occupation</p>

Winter Camping in Friesland

	<p>older people that travel in couples or alone</p> <p>returning guests</p> <p>one or two nights</p> <p>two to three weeks</p> <p>they stay longer, two to six weeks (returning guests)</p> <p>in the last three years in the months July and August we had too many requests</p> <p>has little tourists during winter</p> <p>Caravan camping.</p> <p>Tents are not as popular</p> <p>fishing</p>	<p>Duration of stay</p>
<p>Campground owner 2</p>	<p>do not have fixed spots</p> <p>pure nature</p> <p>carved out in the woods/hilly</p> <p>close to the village</p> <p>drinks, cycle or walk in the neighbourhood</p> <p>seek rest</p> <p>co2 neutral</p> <p>forest camping/nature campsite</p> <p>challenge</p> <p>cold</p> <p>available materials are getting better</p> <p>very expensive</p> <p>the bad weather</p> <p>60+</p> <p>Students</p> <p>Families with children</p> <p>Orchideehoeve, tropical butterfly residence</p> <p>Wintercamping experience in itself</p> <p>Sells wood, can make fire in the woods</p>	

Winter Camping in Friesland

	<p>Cycling</p> <p>Walking</p> <p>Kitesurfing</p> <p>A lot of villages around, Hindeloopen, Sloten, Lemmer</p> <p>Museums</p> <p>Golfing</p> <p>Offering food</p> <p>3 nights</p> <p>tipi tents with heating and sheep blankets</p> <p>four to five times a year</p> <p>60plussers</p> <p>Students</p>	
<p>Guest 1</p>	<p>Stayed in huts/houses</p> <p>Enjoy the nature and outside life</p> <p>Like to be close to water</p> <p>Activity: sailing</p> <p>Image of typical camping: tent in nature and campfire</p> <p>Origins: From the Netherlands, two from Friesland, one from Utrecht</p> <p>Ages: 30, 32, 34</p> <p>Occupations: Software developer, skipper, teacher and researcher</p> <p>Two live close by, one longer travel</p> <p>Stayed for one night</p> <p>Used to stay in the area but not at the specific camp ground yet</p> <p>Activity: water sports</p> <p>Introduced to Friesland by a friend, would have not visited as it is too far away</p> <p>Chose place based on familiarity</p>	<p><b>Seasonal influence</b></p> <p><b>Push factors:</b></p> <p>Special occasions</p> <p>Spend time with family</p> <p><b>Pull factors:</b></p> <p>Weather</p> <p>Distance</p> <p>Nature</p> <p>Activities</p> <p>Accessibilities</p> <p><b>External factors:</b></p> <p>Certain types of tourism</p> <p>Sociocultural things</p> <p><b>Persona:</b></p> <p>Age</p> <p>Times of camping</p>



## Winter Camping in Friesland

	<p>Vacation to celebrate birthday and to get away from all day life</p> <p>Prefer warm climate</p> <p>Prefer to stay close to home for winter vacation</p> <p>Preferred winter activity: Ski vacations</p> <p>Would not stay for vacation long in their home region, only short vacations</p> <p>Do yearly trips for New Years and Christmas to Terschelling</p> <p>Activity: hiking</p> <p>Visit Wadden Island</p> <p>Winter is too cold for water sports</p> <p>Activity: potential sailing</p> <p>Activity: spending night together with dinner, games, drinks and karaoke</p> <p>Activity: Ice skating</p> <p>Activity: hiking because you stay warm, campfires</p> <p>Type of camping: would go camping in tent</p>	<p>Origin</p> <p>Type of camping</p> <p>Occupation</p> <p>Duration of stay</p>
<p>Guest 2</p>	<p>Been camping lots of times</p> <p>Only went camping in summer</p> <p>Went camping with a tent or camper van</p> <p>Went to other countries such as Norway</p> <p>From nearby, only 1 hour travel</p> <p>Occupation: Product owner</p> <p>Age: 37</p> <p>Only staying for the weekend</p> <p>Travel as family</p> <p>First time at the campsite</p> <p>Enjoy being near the water</p> <p>Vacation for celebrating birthday, do this regularly</p>	

Winter Camping in Friesland

	<p>Like to go on walks</p> <p>Prefer walks in nature</p> <p>Just want to relax and go for walks</p> <p>Would usually go ice skating, snowboarding or skiing in winter</p> <p>Prefer camping in summer because the temperatures are better</p> <p>Seasons have an influence on their vacation choice</p> <p>Go abroad in summer</p> <p>Stay more close by in winter</p>	
<p>Regular Guest 1</p>	<p>Bridges should be opened</p> <p>have to move a lot of bureaucracy people because they have to work then in the winter</p> <p>Says people are interested in winter camping but the offer isn't available</p> <p>No facilities available, closed during winter</p> <p>Camping places differ from camper places, camping has necessary facilities</p> <p>Camping vacation is a security place</p> <p>From Netherlands, neighbour province</p> <p>Occupation: owner of company that renews holiday parks, hotels, etc</p> <p>Age: 70</p> <p>Very busy person, still works</p> <p>Relation to campground owner: father-in-law</p> <p>Stays at the camper place 60% of the year, uses it for work, sleep, living</p> <p>Type of camping: life and work</p> <p>Camperplaats Leeuwarden is a comfortable place</p>	<p><b>Seasonal influence</b></p> <p><b>Push factors:</b></p> <p>Special occasions</p> <p>Seeing new places</p> <p>Spend time with family</p> <p><b>Pull factors:</b></p> <p>Weather</p> <p>Distance</p> <p>Nature</p> <p>Activities</p> <p>Accessibilities</p> <p><b>External factors:</b></p> <p>Certain types of tourism</p> <p>Sociocultural things</p> <p>Economical things</p> <p><b>Persona:</b></p> <p>Age</p> <p>Times of camping</p> <p>Origin</p>

## Winter Camping in Friesland

<p>Motivation to camp is freedom</p> <p>Likes seeing different places</p> <p>People tend to visit other destinations (countries) in wintertime</p> <p>Mentions France as beautiful winter camping destination</p> <p>Friesland need to develop for winter camping</p> <p>Friesland should open the bridges all year round for boat users to use their boats</p> <p>Provinces should follow the trend of the market</p> <p>People in retirement age are especially interested in wintercamping</p> <p>Friesland is beautiful in Winter</p> <p>Would go ice skating</p> <p>Interest in wintercamping/boat usage</p> <p>People are trying to use their boats during winter but are not able to</p> <p>Authorities are not ready for it</p> <p>Shops, cities, facilities except camping places are ready to accept visitors in winter</p> <p>Shopping for Christmas and Sinterklaas</p> <p>Commercial places are ready, camping facilities need to improve</p> <p>Travel to cities is easily possible due to good public transportation and the possibility to use a bike</p> <p>Doesn't really like to bike when it is rainy</p> <p>Thinks that Friesland needs to change something</p> <p>Boat: without opening bridges, you can't see new places, so people stay away</p>	<p>Type of camping</p> <p>Occupation</p> <p>Duration of stay</p>
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## Winter Camping in Friesland

	<p>Example German Stellplätze (spots where you can stand with your camper)</p> <p>Other countries like Germany offer winter camping by giving people the facilities</p> <p>People are interested in changing their living situation to van life</p> <p>Friesland should offer (more) possibilities for living in a van</p> <p>Possibility to make bridges automatic?</p> <p>Goes also on work vacations</p> <p>Potentially offer internet at facilities if not already existing</p> <p>Spends time with his family in the weekend</p> <p>Enjoys the quietness of the nature</p> <p>Activity: relaxing in nature</p> <p>Likes to go fishing</p> <p>Did a lot of sports like tennis and sailing</p> <p>Facilities for sports are accessible</p> <p>Weather has no influence on his travel choice, he enjoys the rain as it is calming</p> <p>Prefers camping in winter over camping in summer</p> <p>Does not like the heat from summer</p> <p>Thinks Friesland should modernize, make bridges automatic and give people the facilities for wintercamping</p> <p>Trip along highlights of Friesland</p> <p>Order bridges by app</p> <p>Influence of Corona: hotels are closed, so people went camping on boat or in campervan, etc. because it gives them freedom and you are not connected to</p>	
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Winter Camping in Friesland

	<p>people</p> <p>People come from all around the world to Leeuwarden</p> <p>Elfstedetocht: possibility to attract more people to visit along the famous skiting race location?</p> <p>Elfstedetocht: popularity to do it by bike</p> <p>Thinks Friesland is old fashioned and needs to start thinking in 4 seasons rather than 2</p>	
Regular Guest 2	<p>Egmond aan Zee</p> <p>Camper van</p> <p>Husband is doctor who occasionally works in Leeuwarden</p> <p>Two nights</p> <p>Became too cold</p> <p>72 and 75</p> <p>General practitioners, nurse</p> <p>Husbands job</p> <p>Friends nearby</p> <p>On a budget</p> <p>Museums</p> <p>Walking</p> <p>Visit the cinema</p> <p>Window shopping</p> <p>Cycling</p> <p>Lives in an apartment</p> <p>Bad weather is no influence unless they want to cycle</p> <p>Reading books</p> <p>Not only staying home because of the cold but also due to the holidays</p>	
Regular Guest 3	<p>Camping vacation means Freedom of going wherever and whenever you want</p>	

## Winter Camping in Friesland

<p>Goes camping a lot, repetitive to same camp grounds</p> <p>Has a camper for 11 years</p> <p>Used to do biking, hiking and camping vacations in tent</p> <p>Origin: neighbour province</p> <p>Age: 67</p> <p>Occupation: retired 5 years, does not travel more than before</p> <p>Does not travel more than when he was working</p> <p>Travels with wife</p> <p>Camps in summer and winter</p> <p>Take care of grandchildren while camping, once every 2 weeks</p> <p>Babysit while they stay with the camper somewhere</p> <p>Stays at Camperplaats Leeuwarden regularly to visit daughter</p> <p>Enjoy walks and go biking</p> <p>Does not miss any facilities or activities in Friesland for wintercamping</p> <p>Mostly walks in winter, biking in summer</p> <p>It's part of life to go on holiday</p> <p>Weather does not influence choice of travel</p> <p>Like to travel outside of school holidays but still when there is nice weather</p> <p>Enjoy traveling in winter because it is Not as crowded as in summer</p> <p>Walk more in winter than in summer</p> <p>Likes camping anywhere, no matter if city or nature</p> <p>Like nature more, want to get away from</p>	
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Winter Camping in Friesland

	<p>cities and crowd</p> <p>Would like to be able to just go wherever you want, stop wherever. Example, Norway and Scotland</p> <p>There is space at the campsites for more campers</p>	
<p>Tourist 1</p>	<p>Camping enthusiast</p> <p>Ireland</p> <p>47</p> <p>Writer</p> <p>Traveling alone with dog</p> <p>Be out in the nature</p> <p>Not be around other people</p> <p>Freedom</p> <p>Freedom of moving, of going out</p> <p>Tries to go out every winter</p> <p>Different place each time</p> <p>Do something new</p> <p>Not so many people</p> <p>Nice and calm</p> <p>One week</p> <p>Prefers tent</p> <p>Close to nature</p> <p>Camping out of a car</p> <p>On a budget</p> <p>Walking</p> <p>Cycling</p> <p>Writing</p> <p>Taking pictures</p> <p>Misses horse riding</p> <p>I like the rain</p> <p>Aren't so many people in winter</p> <p>Calm</p> <p>Lots of things to keep warm</p>	<p><b>Seasonal influence</b></p> <p><b>Push factors:</b></p> <p>Seeing new places</p> <p>Spend time with family</p> <p><b>Pull factors:</b></p> <p>Weather</p> <p>Nature</p> <p>Activities</p> <p><b>External factors:</b></p> <p>Certain types of tourism</p> <p>Sociocultural things</p> <p>Economical things</p> <p><b>Persona:</b></p> <p>Age</p> <p>Times of camping</p> <p>Origin</p> <p>Type of camping</p> <p>Occupation</p> <p>Duration of stay</p>

## Winter Camping in Friesland

Tourist 2	<p>Outside</p> <p>New places</p> <p>The Hague</p> <p>50</p> <p>Teacher</p> <p>With family</p> <p>Long weekend, 4 days</p> <p>Spend time together before the holidays</p> <p>Less expensive</p> <p>Budget plays a role when making a decision</p> <p>Prefers lodges</p> <p>See the area</p> <p>Little trips</p> <p>Walk around</p> <p>Biking</p> <p>Sightseeing</p> <p>Go to the beach</p> <p>Weather has influence on activities</p> <p>Museums</p> <p>Preferred season is spring</p>	
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### Appendix : Project Plan

#### Roles

Project manager: Flo  
Conference planner: Joana  
Deadline keeper: Ilja  
Contact person: Johanna

#### Individual learning goals

Ilja: To get a good view on how to construct a great dissertation and working together with a professional



## Winter Camping in Friesland

- Flo: Being a good project manager and getting a good insight on how to write a dissertation
- Jo: Getting a good insight on how to write a dissertation and try to be as specific as possible
- Johanna: I want to try to be more motivated and support my group members as good as possible.

### **Agreements on communication**

Meeting 1-2 a week within the group

Meeting Sandra once per week (Johanna needs to schedule)

Meeting Marjan once every other week (Johanna needs to schedule)

# Winter Camping in Friesland

## Time planning

Project Plan for the Tourism Research Project		Week								
		07.11 - 13.11	14.11 - 20.11	21.11 - 27.11	28.11 - 04.12	05.12 - 11.12	12.12 - 18.12	19.12 - 25.12	09.01 - 15.01	16.01 - 22.01
Tasks	Deadline	1	2	3	4	5	6	7	8	9
<b>Phase 1: Project Brief</b>										
Read modulebook		█								
Task division		█								
Set up project plan		█								
Attend preparation workshops		█								
Write question list		█								
First meeting with principal		█								
Write project brief		█								
General overview		█								
Stakeholders		█								
Critical success factors		█								
Send project brief to supervisor & principal	14.11.2022 at 12.00 noon		█							
<b>Phase 2: Research Proposal</b>										
Collect and read literature		█	█							
Writing proposal			█	█						
Introduction			█	█						
Literature Review			█	█						
Methodology			█	█						
Upload & send research proposal	25.11.2022			█						
Peer feedback					█					
Feedback from supervisor & principal					█					
<b>Phase 3: Research Report</b>										
Update Research Proposal parts					█	█	█	█	█	█
Create interviews					█	█				
Create list of campsites					█	█				
Collect data					█	█	█			
Analyse results							█	█		
Write conclusions								█	█	
Create recommendations								█	█	
Finalise report								█	█	█
Send draft report	16.01.2023								█	
Upload & send research report	20.01.2023								█	█
Send abstract	17.01.2023								█	█
<b>Conference</b>										
Choose conference representative		█								
Preparations for conference			█	█	█	█	█	█	█	█
Send draft planning of conference	16.12.2022						█			
Attend conference	19.01.2023								█	█
<b>Other</b>										
Student-led workshop	13.12.2022						█			
Meetings with supervisor		█	█	█	█	█	█	█	█	█
Meetings with principal		█	█	█	█	█	█	█	█	█
Team meetings		█	█	█	█	█	█	█	█	█