

“The **Other Holidays**”

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Abstract | Traditional vacation decision-making theory takes its point of departure in decisions pertaining to the ‘one, annual vacation’. However, the tourist of today often takes more vacations a year, thus suggesting that (s)he engages in more vacation decision-making processes; processes including both decisions on ‘main holidays’ and ‘other holidays’ which may have little in common. Drawing on qualitative interviews with families with dependent children, this paper discusses the nature of ‘the other holidays’ and illustrates that these holidays may differ profoundly from the ‘main holidays’, thus suggesting that traditional theories developed with the one, annual holiday in mind may need to be supplemented by theories pertaining to ‘other holidays’. Particularly, the paper discusses how ‘the other holidays’ differ from traditional holiday making and taking.

Keywords | decision-making theory, other holidays, go to holidays, families, main holidays.

Resumo | A Teoria Tradicional do Processo de Decisão das Férias toma como ponto de partida as decisões que estão relacionadas com as “férias anuais, uma só vez por ano”. No entanto, o turista dos dias de hoje tira férias várias vezes no mesmo ano, sendo que assim ele envolve-se em processos de tomada de decisão de férias mais do que uma vez ao ano; processos que incluem decisões de férias que incidem nas “principais férias” e “outras férias”, podendo ter ambas pouco em comum. Com base em entrevistas qualitativas a famílias com filhos a seu cargo, este artigo aborda a natureza das “outras férias” e ilustra que estas férias podem ser profundamente diferentes das férias “principais”, sugerindo assim, que a teoria tradicional desenvolvida, considerando apenas as “férias anuais, uma só vez por ano”, talvez precise de ser completada por teorias que abordem as “outras férias”. Este artigo, em particular, discute como as “outras férias” diferem das férias tradicionais, em termos de decisão e execução.

Palavras-chave | processo de tomada de decisão, outras férias, ir de férias, famílias, as férias principais.

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1. Introduction

In his seminal book, Löfgren (2002) writes about 'the' annual holiday and Holloway (2004: 122) argues that "deciding where to take the annual holiday involves [...] a high degree of uncertainty". Both of these authors voice the persistent discourse in tourist studies that tourists spend much time and save up resources in order to afford and 'make' the annual holiday, seeing that the longing for, experience of and fond memories from this 'extraordinary trip' will sweeten yet another year of everyday living. However, a central question is whether today's tourists align with this discourse? Drawing on a series of qualitative interviews with families, we discuss the holidays that tourists take that do not qualify as 'the annual holiday'. As an introductory example, only a few of the interviewed families accounted *only* for holidays that align with Löfgren's (2002) 'annual holiday' and Holloway's (2004) high levels of uncertainty. Discussing two types of holidays (i.e. domestic holidays in a Danish holiday house and summer holidays, during which the family goes to Southern Europe), one family (interview 4) argued as follows:

"But because we only go [on holiday] once a year, then we want to go away and experience something instead of just sitting around in a holiday house. It's probably that thing that is like, ... if we went away more than once a year, then it might be kind of a lazy holiday for an entire week, but because it's limited to once a year, then it's just that we want to see something"

According to this family, all potential holidays that they *could* take 'compete' to become their one annual holiday and thus, regardless of the number and/or nature of holidays they include in their consideration set, they will, ultimately, choose *one* holiday and dismiss all other options – at least until next year. Furthermore, as this family only takes *one* holiday per year, a stay in a holiday house in Denmark would not be the holiday they choose as such a holiday would simply be 'too lazy'.

Nevertheless, the family also argues that *if* they were to take more holidays a year, then the 'extra' or 'other' holiday could easily be 'lazy', thus suggesting that motivations pertaining to an 'other' holiday could be fundamentally different from motivations relating to the main holiday.

Decrop and Snelders (2004) argue that 'taking a holiday' has become an integral part of many people's lives and Bargeman and Poel (2006: 709) state that, "for most people in western societies, going on vacation has become quite a 'normal' thing" – and perhaps a 'thing' done more than once a year, we argue. Today's tourists may thus differ from the tourists Löfgren and Holloway had in mind when they focused upon *the* annual holiday and furthermore, if tourists take more holidays a year, the 'other holidays' they take might not resemble the 'main' holiday. This is also illustrated by the family above and their suggestion that *if* they took more than one holiday a year they might both take holidays, during which they 'go away and experience something' *and* more 'lazy holidays'.

The exploratory study accounted for in this paper is carried out in a Danish context. Eurobarometer's (2009) pan-European survey shows that 76 pct of the Danes went on holiday in 2008 and statistics from Danmarks Statistik support the claim that the family introduced above, which only takes one annual holiday, is, perhaps, a deviant case in this context. Drawing on the newest data that are available, Danmarks Statistik (2008) suggests that the around 4.5 million adult Danes took 16,604,102 leisure vacations and on average went on holiday 3.72 times in 2008. Furthermore, according to Working Time Development (Eurofound 2010), the length of official holidays in Europe was between 49 days (Denmark and Germany) and 27 (Romania), thus suggesting that Denmark might be a particularly interesting context insofar one wishes to study 'other holidays'. In other words, statistics do point to life contexts that may have little in common with the notion of people, who save up money and leisure time for an entire year in order to go on one annual holiday. It thus seems that not all

potential tourists only have *one* up-coming holiday in mind. On the contrary, some (or perhaps many?) tourists may simultaneously engage in the making of different holidays. Some of these holidays (and perhaps particularly the longer and/or more expensive ones) may resemble traditional scenarios of holiday motivation and experiences. However, some of these holidays might not qualify as 'main holidays' and thus, perhaps both motivational factors and the actual holidays might qualify as no more but 'other holidays'. Unfortunately, at present we know very little about tourists' 'other' (often off-season) holidays.

The purpose of this article is to 'soften' traditional conceptions of holiday experiences, according to which tourists seek extraordinary, 'beyond the expected' exciting experiences as well as the opportunity to see something new, real and different (MacCannell, 2001; Ryan, 2010; Urry, 1995) as these hegemonic views on experiences seem to exclude more 'mundane' tourist practices (Franklin and Crang, 2001) and thus neglect that the 'pleasure' of holiday experiences may also entail other aspects. We exemplify the pleasures of more 'mundane holiday experiences' by means of qualitative interviews with Danish families. During the interviews, the interviewees talked about different holiday projects – mainly the annual summer holiday – that resemble traditional conceptions of holiday as a 'peak experience' (Quan and Wang, 2004). However, apart from these holidays the interviews also talked about holidays in a Danish holiday house and although the interviewees argued that these holidays are not suitable as 'main summer holidays' they are considered relevant in regard to 'extra' or 'other' holidays.

2. Theoretical Framework: The pleasure of experience

The notion of "experience" is central within tourism studies (e.g. MacCannell, 1976; Quan and Wang, 2004) and the hegemonic view in explaining

travel motivation has entailed the perception of holiday experiences as something extraordinary; a 'get away' from the profane and mundane humdrum of everyday life. However, experiences are highly subjective as they are triggered by psychological processes. Jantzen *et al.*, (2006: 180) argue that an experience is "an imaginary work of which the individual is the source, the producer and the receiver". Accordingly, the point of departure of any experience is the psychological experience structure where the fundamental part of the experience occurs at a biological and unconscious level that consists of a neurophysiologic process where pleasure is generated through stimulation of our senses (Jantzen and Vetner 2007a, 2007b). These sensations are unconsciously valued as emotions making us carry on or abandon our behaviour and based on these we may cognitively form certain behavioural patterns or preferences for a specific type of experiences in a given situation (Ibid.). Besides these 'hidden' biological processes, the experience structure entails a reflective level, at which emotional elements of experiences become conscious and communicated as expressions of feelings that enable 'others' (e.g. family and friends) to understand what we have experienced (Jantzen and Vetner 2007a, 2007c).

Pleasure is an essential motivational factor and consequently tourists' search and choice of holidays (destination, accommodation etc.) seem to relate to their search for pleasant experiences. Apter (1989) presents pleasure as the correlation between a continuum of 'hedonic tone' (pleasant-unpleasant) and the individual level of 'arousal' at a given point in time; a low level of arousal may accordingly be either pleasant (relaxation) or unpleasant (boredom) while a high level of arousal may produce either excitement or anxiety. However, arousal is constantly in a state of fluctuation between a low (e.g. sleepy) and a high level (e.g. stressful) (Jantzen, 2007) and humans are thus continuously seeking to obtain the optimal level of arousal. Therefore, the state of pleasure is only momentary and sooner or later we will, yet again, be searching for new

optimal conditions of arousal; i.e. relaxation may, in the course of time, lead to boredom, pushing the individual to strive for more arousing and exciting activities and likewise an intensive period of excitement may cause anxiety (e.g. stress) and the need for relaxation appears. Hence, the change of arousal from an unpleasant low/high level of arousal towards an optimum brings enjoyment (Apter 1989; Jantzen 2007) meaning that pleasure and enjoyment are strongly interrelated. Consequently, pleasure happens due to the reversal of arousal in two ways; raising a low level of arousal towards an optimum may cause a pleasurable experience of excitement, while experiences with an arousal-reducing effect can lead to relaxation or absorption (Apter 1989; Jantzen 2007), or in Tiger's (2000:19) words: "*Pleasure straddles the elaborate ground between heaven and hell...*" as the indeterminate continuum of pleasure balances between drastic pain on the one hand and confident ecstasy on the other.

The correlation between pleasure and discomfort also relates to the psychology of experiences discussed by Csikszentmihalyi (1997), who depicts the optimal experience as the relationship between the challenge of a given experience and the skills of the individual (i.e. a high level of challenge combined with optimal skills thus result in an exciting experience or 'flow'). As such, the concept of 'pleasure' clearly indicates that the absence of challenge may also require certain skills and conceptually induce a pleasurable experience; if we feel anxious or stressed the adequate level of arousal is present to provide the 'skills' for enjoying the meeting with 'no-challenges' and what may seemingly be an 'ordinary' state of relaxation may then become an extraordinary experience. Hence, the individual must be capable to enjoy moments of both 'no experiences' and 'experience'; if the skills or capabilities are not right, boredom or anxiety lures to take over (Jantzen *et al.*, 2007).

Within tourist studies, 'flow' has mostly been seen as the 'peak experience' (Quan and Wang, 2004); i.e. the thrill and excitement of novelty

being 'the' means to satisfy tourists. Nonetheless, Hanefors and Mossberg (2007) advocate that an 'extraordinary experience' may entail other types of experiences. Ryan (2005: 52) argues that to the "...changing motivations (and philosophies) *within* a holiday can be added the scenario of changing needs *between* holidays" and therefore, tourists may relate different kinds of pleasures to different types of holidays. Consequently, holiday experiences may not only be arousing new experiences, but can also be about bringing the 'ordinary' high level of arousal down to an 'extraordinary' lower level. Perhaps the most obvious example of such 'slow experiences' is depicted in the rising tendency of wellness holidays (O'Dell, 2005). Furthermore, Cederholm (2007) notes that the seemingly ordinary activity of socializing with family may be an experience in itself and Jantzen *et al.*, (2007) discussed camping as a type of holiday pleasantly 'freed from experiences'. Consequently, while it may be critical during *one* holiday to make 'the most of it' and experience 'flow', this may be of lesser importance during 'other holidays'. Unfortunately, research on 'other holidays' is so scarce that we do not really know how tourists experience within these holidays. In the analysis section, we return to this issue and particularly, we discuss the pleasure of holiday experiences that interviewees account for in relation to '*other* holidays' in comparison with 'the *main* holidays'.

3. Methodology

This paper is part of larger study of touristic experiences, motives and perceptions pertaining to Danes' holidays. The data emphasized in the paper originates from semi-structured interviews with 8 Danish families (29 interviewees) with dependent children (age 5-17). The interviews (please see appendix for further details) reveal that most of these families take different types of holidays; including long-haul international trips outside

Europe; annual summer holidays at a camping site, hotel or holiday apartment at European destinations; and shorter domestic stays in a holiday home or resort. Two of the families (4 and 7) stand out as they, predominantly due to financial reasons, only travel during the annual summer holiday. However, in the past, one of these families (4) has had a series of more mundane holidays and in the other family (7) the children go on holiday more than once a year (either to a Danish holiday home with friends or on school trips). Accordingly, although exploratory qualitative in nature and thus not generalizable, the interviews paint a picture of most tourists having more holidays – and holidays relating to different kinds of experiences.

The interviews were conducted as dialogues, during which the interviewers act as non-directive listeners whilst the families offer first-person description (Thompson *et al.*, 1989) of their holiday experiences and everyday life contexts. Several authors (e.g. Blichfeldt *et al.*, 2010; Gram, 2005, 2007; Thornton *et al.*, 1997) advocate that children should be included in research and treated as active members of the family. In order to also give children voice, the entire families participated in the interviews resulting in a total of 29 respondents (15 parents and 14 children). To ensure a relaxing and comfortable atmosphere which would promote a more liberated conversation between the interviewees and the interviewer (Hiller and DiLuzio, 2004; Fog, 1994), the interviews took place in the families' homes and a semi-structured interview guide was used to cover relevant topics though leaving room for pursuing interesting topics and allowing open conversation between the interviewees and the interviewer (Kvale and Brinkmann, 2009). The interviews lasted around one hour. All interviews were recorded and subsequently transcribed by the interviewers. Afterwards, the researchers searched for patterns across interviews in order to identify key themes (Miles and Huberman, 1994). Subsequently, we account for the findings and themes that relate to the 'other holidays' and particularly key differences between these holidays and main holidays.

4. Analysis and Findings

In traditional models of vacation decision-making (e.g. Mansfeld, 1994; Um and Crompton, 1990), the starting point of the decision-making process is the making of the generic decision to go or not to go on vacation, thus suggesting that the decision 'to get away' is critical. The importance of 'getting away' was also mentioned by our interviewees, as exemplified by family 4 [all quotes have been translated from Danish to English by the authors]:

"For sure to get away from home; that's essential, because otherwise the holidays are just spent doing all sorts of chores"

However, although all interviewees argue that it is important to get away from home during the holidays in order for the holidays not to turn into extra time devoted to domestic chores, how much it takes to actually get 'away' seems to vary across the interviewees and the various holidays they take. For example, family 3 who goes abroad at least twice a year and also takes short-breaks in Danish holiday houses argues as follows in regard to why the two 'main' holidays away from home are important to them:

*"When we go away, we want to go **really** away"*

"Yes, when we finally have the chance, we want to go farther away than simply to a holiday house"

According to this family there is a significant difference between their two 'main holidays' (during which they 'really get away') and their short-breaks, during which they 'only' go to a Danish holiday house. Family 6, who goes to countries such as, for example, France, Greece, Italy and the Czech republic during their 'main holidays', but who also takes short-breaks in Denmark elaborates on this issue as follows:

"It's like, if we stay in Denmark, we do not do the same things as we do when we go to another country, it lacks the adventurous edge ... It has to do with

getting away [...] and thinking of other things. But also, if we only travel like 100 kilometres from home, then I don't feel that I am really away, I want to go beyond the Danish border"

According to these two families, spending the holidays in Denmark does not 'really' qualify as 'getting away' even though such domestic holidays enable them to get away from home and the domestic chores relating to home. Particularly, family 6 argues that the domestic holidays lack an 'adventurous edge' equivalent to Apter's (1989) high levels of arousal, thus indicating that one does not enter the 'touristic gaze' when holidaying domestically. Accordingly, it seems that the interviewees discriminate between holidays upon the basis of psychological (and physical) distance from home and that the farther away one goes, the more one thinks of 'other things' and 'really feel away'. Across all interviewees, holidays spent in Danish holiday homes and resorts are not considered to be 'real' holidays to the same extent as the main holidays because they do not trigger high levels of arousal and as a result hereof, domestic holidaying is only adequate in regard to 'other holidays'. For example, family 5 argues that spending the holidays in a Danish holiday house is only an option in regard to holidays they describe as:

"... those four days trips, that we take, that aren't the main holidays we take in the summer or the long fall or winter holidays we take"

This family uses the term 'main holidays' to describe their annual summer holiday as well as the longer fall/winter holidays they take. Nevertheless, they also point to their 'other' holidays in the form of extended weekends and they argue that stays in holiday houses, which are not part of their consideration set for the 'main' holidays do qualify as an acceptable type of holiday when it comes to the 'other holidays'. In the same vein, family 6 (which goes abroad every summer) describes the stays they have in Danish holiday houses as follows:

"That's like extended weekends, three or four days in a holiday house or something like that"

Furthermore, most interviewees are very explicit about the differences between their 'main holidays' and 'the other holidays' and the fact that the former relates to 'really getting away' and having new experiences whereas the latter relate more to domestic short-breaks that are typically spent in a holiday house. Accordingly, it seems that the 'other' holidays predominantly relate to a *pleasant*, albeit *low* level of arousal (i.e. relaxation). Apart from the fact that stays in Danish holiday houses are usually shorter than the main holidays, what the families do during the holidays also differs. For example, family 8 describes the holidays they have spent in a Danish holiday house as follows:

"Well we've had weekends, like weekend stays - with my extended family - where we just meet for a weekend in a holiday house. That's really cosy, because it's only for a weekend and we're together. We don't need a whole lot of other stuff to do during those weekends."

And in interview 2, the following comment was made in regard to a stay in a Danish holiday house together with the parents-in-law:

"I think it was cosy because we were, like, together, you know?"

Furthermore, the parents in family 3 speak of the short-breaks in holiday houses with their extended family as follows:

"It's mostly the thing about meeting up with the [extended] family, being with them. The main issue is to be with them"

"But it's also – somehow – that when we're there [in a holiday house] then we're together, there's not much else to do. So you might say, like the context is that 'now we're together'"

Across the families quoted above, the 'other holidays' are typically spent in Danish holiday

houses and these holidays generally relate to a different level of arousal than their main holidays. Hence, whereas the main holidays predominantly relate to getting far away from home and having exiting 'peak experiences' (Quan and Wang, 2004), the 'other holidays' relate predominantly to having a cosy time with (extended) family and/or friends and consequently, it might actually qualify as an advantage if 'there is not much else to do' than being together and enjoying one another's company. Furthermore as family 8 puts it, these short-breaks are *"really cosy, because it's only for a weekend"* and thus it might actually be a desired characteristic that these 'other holidays' are not longer than they are. This interpretation is supported by the following exchange of words pertaining to holidaying in holiday houses in interview 7:

"It's boring!"

"Not if you're there with friends"

Jantzen *et al.*, (2007) discussed how people that spend the holidays at caravan sites do so in order to be 'freed from experiences' and Apter (1989) suggested that low levels of arousal could both be pleasant (i.e. relaxation) and unpleasant (i.e. boredom). As indicated in the quote above, the low level of arousal that interviewees ascribe to 'other holidays' is only a pleasant experience *insofar* one is in the company of significant 'others' and thus, our interviewees seem to agree with Cederholm's (2007) claim that socializing with family (or friends) can be an experience in itself – and an experience highly intertwined with 'other holidays'. Nevertheless, it seems that the 'other holidays' are 'freed from' excitement and peak experiences to such an extent that tourists might be on the edge of becoming bored and thus are only considered a pleasant experience *insofar* they do not last longer than a few days. However, as indicated in the quote above, it is exactly this potential 'boredom' that allows for the togetherness with significant 'others', that the interviewees find so cosy. For example, one of the members of family 6 argued that if a holiday in a

Danish holiday house does not include extended family and/or friends, then:

"It reminds me too much of home"

In the same vein, family 1 argues that the key experience one gets when holidaying in a Danish holiday house is:

"The cosiness, to me, comes from the people I'm with in that place"

Family 4 furthermore argues that holidaying in a summer house predominantly relates to relaxation and cosiness as follows:

"It's just been kind of family relaxation extended weekends. It hasn't been about getting out or getting into a swimming pool and all that jazz. It's probably been more about cosiness, playing games, reading books, putting on the fire, you know? Those are the things I think of"

Family 1 elaborates on the difference between motivations underlying 'other holidays' (i.e. to relax) and that underlying 'main holidays' (i.e. to be excited) as follows:

"Sometimes I'm like, it's just to relax and get away from home. But other times, it's because I really want to see the world"

"Like, this spring, in the spring break. In February, our friend, she had rented a holiday house for a week, and the idea is to just relax and be together and having nothing to do [...]. It wasn't far away, that wasn't why they rented it. It was just to get a bit away from home and being together, I kind of like that idea. I know it somewhat contradicts what I said before, but, well, life is complex [laughing]"

'Getting away from home' thus seems more complex than we usually think as holidays, sometimes, relate to getting only 'a bit' away. Apter (1989) argued that levels of arousal are constantly in a state of fluctuation. Accordingly, during some holidays tourists seem to crave for low levels of arousal and henceforth seek relaxation, whereas other holidays

are means to 'flow' at high levels of arousal. The interviewee above acknowledges the contradiction in her statements pertaining to different motivations (i.e. relaxation versus 'flow'), but settles the matter by concluding that 'life is complex'; a complexity that is decisive for the interviewees' accounts for 'main holidays' versus 'other holidays'.

5. Conclusion

According to the 29 interviewees included in our study, holidaying both includes 'real holidays' and 'other holidays'. As such, travel careers (at least in the context of the present small scale study) encompass both the holidays we traditionally do research on and a series of holidays that the interviewees do not define as 'real holidays'. Compared to traditional emphasis on the annual holiday, contemporary tourists thus also engage in that which they (in the words of the family in interview 6), see as:

"To like, take an extra holiday"

What is rather interesting is that although the tourists in our study also define these 'other holidays' as part of their travel careers (albeit a very special subset hereof), not much research addresses these holidays. This is perhaps problematic as the small scale study accounted for in this paper suggests that these holidays differ fundamentally from 'real' or 'main' holidays. While peak experiences with high levels of novelty and excitement may characterize main holidays, it seems that contemporary everyday life is characterized by high levels of arousal and therefore, tourists not only crave for excitement in the form of extraordinary experiences, but also (at least sometimes) crave for lowered levels of arousal and relaxation during the holidays – rather ironically thus making it a pleasant experience to be 'freed from experiences'. Consequently, contemporary life may give rise to motivations for having 'other' holidays and experiences than the 'exciting' ones.

A key question is whether low levels of arousal and relaxation only (as in the present study) relate to shorter, domestic holidays or whether tourists may also, at least sometimes, take longer and main holidays domestically or abroad during which they most of all wish to be 'freed from experiences'? Accordingly, although the small scale study upon which this paper draws seems to raise more questions than it answers, we hope that it may spur further research into 'the other holidays' and the ambiguity that characterizes low levels of arousal during the holidays (i.e. boredom versus relaxation).

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Appendix: Sample Characteristics

	Demographics	Travel career pattern
1	Mother (38), University lecturer Father (42), Presales manager. Two Daughters (10, 12) Residence: Single-family house	Normally the family travels abroad 1-2 times a year. Shorter holidays are usually in Denmark and Holland (VFR). The family either travels alone, with friends (families with children) and/or with extended family. Long-haul travel (3-4 weeks): – During winter (December/January) the family has been to Vietnam, New Zealand, and Guadalupe. Accommodation made up by a combination of hotel ('luxury'), guest houses and small apartments/holiday homes. Leisure/summer holiday (1-2 weeks): – Package tour – preferred holiday when the children were younger but also with extended family (grandparents inviting) – Camping – e.g. France – Holiday homes – e.g. France. Weekend-trips: – City-breaks – Barcelona – Holiday homes in Denmark (grandparents' holiday house) Visiting-Friends-and-Relatives (VFR): – The father is originally from Holland so the family often goes there to visit, or has visitors coming to Denmark where they rent a holiday home.

	Demographics	Travel career pattern
2	Single mother (38), Caretaker. Daughter (11) Son (5) Residence: Terrace house	The family travels at least for the yearly summer holiday but does also go on weekend breaks in Denmark. The family travels alone or with extended family (grandparents, aunts and cousins) and prefers more 'primitive' accommodations such as camping in a tent or caravan and youth hostels. Summer holidays: – Hotel in Austria – bus tour with extended family (aunt and uncle). Considered a holiday compromise made in order to travel with extended family – otherwise not the family's normal choice of holiday. – Denmark – Camping site (cabin) near Legoland. – Portugal – hotel. – Holiday home with extended family (often with the father and his family) Weekend-trips: – Youth hostel – touring in the car visiting different locations and attractions, with overnight stays in Denmark. – Holiday resort/apartment – Denmark.
3	Mother (37), Nurse Father (42), Self-employed Two daughters (13, 9) Residence: Farm	The family normally travels 2 times a year – skiing in the winter (1 week) and summer holiday (2 weeks) – never domestic travel. They prefer 'primitive' accommodation such as camping in a tent and they never stay in a hotel. They do often (mostly) travel with extended family (aunt and grandparents). Summer holidays: – Camping – transport by own car; Italy, Austria, Switzerland. – Holiday apartment – transport by plane; Spain Winter holiday: – Cottage, Skiing holiday; Sweden Weekend-trips: – Holiday home – the oldest daughter and her friends borrow a private holiday home in Denmark. – Holiday home – annual reunion with the extended family, this summer in a rented holiday home, Denmark.
4	Mother (43), Kindergarten teacher Father (45), Production company Daughters (16, 10) Residence: Single-family house	When the children were younger the family used to go away on holiday several times a year – mainly in Denmark, staying in a holiday home or camping site. Now (the last 3 years) they have preferred to travel only once a year, 1 week during summer, to Southern Europe. The summer holiday is made with the same friends (family with children) each year and camping (mobile home) is preferred as accommodation. Summer holidays: – Holiday home or Camping – Denmark (earlier). – Camping – bus travel; Italy (first time abroad) – Camping (mobile home); Croatia (own car), – Hotel / Apartment: Crete (flight) Weekend-trips (earlier): – Holiday homes
5	Mother (37), Adm. position in production company Father (38), Self-employed Daughter (5) Residence: Terrace house	The last 5 years (since they had their daughter) the family has been on camping in Italy (2-3 weeks) for their annual summer holiday – often with friends or family. Outside summer, long-haul trips to destinations outside Europe (occasionally) and weekend-trips in holiday homes/holiday resorts in Denmark are made. Summer holiday: – Camping (bungalow/Caravan) – Italy (transport in own car) Winter holiday: – Thailand ('primitive holiday' before they had their daughter) – Mauritius, Dubai. Weekend-trips: – Holiday homes / holiday resorts – annual trip with extended family.
6	Mother (47), Housewife Father (48), Warehouse keeper Two daughters (15, 13) Residence: Terrace house	The family mostly travels at least during summer (1-2 weeks) – either to Southern Europe (Hotel or Holiday home) with friends/family or they go to Sweden where the father is from. Besides that shorter holidays and weekend-trips in holiday homes in Denmark. Summer holiday: – Holiday home – France (planned as next year's holiday) – Hotel – Greece (several islands) (flight/package) – Camping (mobile home) – Italy (transport in own car) – Holiday Home – Sweden (2 times - transport in own car) – Hotel – Prague, Czech Republic (transport in own car) – Holiday Home – Denmark (earlier) Weekend-trips/short holidays: – Holiday Home – annual reunion with extended family in a private holidayhome or for shorter holidays/weekend-trips in Denmark
7	Mother (46), Waiter and church servant Father (50), Unemployed (disabled) Son (17) Three daughters (15, 13, 9) Residence: Single-family house	The family only goes on the annual summer holiday: 1-2 weeks of camping in Denmark. They have their own caravan and often go to the same camping site. Domestic holidays are chosen primarily due to economic reasons - only once they have been abroad on a family holiday – a package tour to Mallorca. The oldest daughter also goes to a private holiday home with a friend and the friend's grandmother. Besides that the children mention 'camps' (with friends) as part of their holiday career. Summer holiday: – Camping (caravan) – Denmark.
8	Mother (44), Kitchen manager Father (43), Farmer Son (14) Daughter (9) Residence: Farm	Primarily one annual summer holiday – camping or hotel in Southern Europe with friends (family with children). Occasionally a weekend-trip with the extended family in a holiday home. Summer holiday: – Camping (mobile home) – Italy, Croatia (own car) – Hotel / apartment – Crete (flight)Weekend-trip: – Holiday home – Denmark – reunion with extended family

Source: _____