

# **Tourism Travel Patterns, Behaviours and Motives of International Students in Sweden**

**An exploratory study focusing on international students studying at Lund University  
Sweden**

**By Xinwei Hao and Mahreen Sohail**

Lund University, Service Management Department

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Thesis Supervisor: Richard Ek

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## **Abstract**

*A growing field of research attempts to analyse and understand the tourism travel patterns, behaviours and motives of international students. However, there is no research on the subject in the Swedish higher education context. This paper launches an exploratory research into how, why and where international students in Sweden travel for tourism purposes. The paper uses semi structured interviews to gather qualitative data about the tourism habits of international Master's students studying at Lund University. The paper develops a deeper understanding of international student travel behavior both within Sweden and outside Sweden. The conclusions reached within this paper and their implications will hopefully serve as a useful springboard for further research into the area.*

## **1.0 Introduction**

According to a report published by the UNWTO in 2008 entitled “Youth Travel Matters; Understanding the Global Phenomenon of Youth Travel”, out of 160 million annual international tourists, young people account for about 20% of all international tourist arrivals. These young people contribute towards 18% of all international tourism receipts. During 2006, youth accommodation suppliers increased their capacity by 50% in order to be able to accommodate a growing number of young tourists. Young tourists are a growing market segment relative to other market segments within the tourism industry. According to the UNWTO during the 2002-2007 period, this segment boasted a volume growth of 2-5% per year and expenditure increased showed a growth of 8% per year (Amrany, 2010). The youth travel market consists of young people travelling on student exchange programmes, youth on gap years, youth wishing to volunteer abroad, youth wishing to learn a new languages etc.

Although young people travelling for the purpose of visiting new places and learning about new cultures and languages may be categorised as ‘tourists’, there is a small segment of the youth travel market that is largely overlooked in literature. This market consists of international students.

Of course, when we say that international students are part of the ‘youth’ travel market, this is true. However, international students do not necessarily have to be young in order to be considered a viable market segmentation opportunity for tourism services providers. International students comprise of any students, of any age, pursuing higher education in a country other than their own.

Interestingly international students are not categorised as tourists if they are visiting a country ‘for more than one consecutive year’. The United Nations World Trade Organization (UNWTO) defines tourism as “the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes” (UNWTO Ottawa Conference on Travel and Tourism Statistics, 1991 as cited in UNWTO, 1995).

Major advances in communication and travel technology over the past few decades have increased international mobility across borders. As such, international tourists contribute millions to the global economy. According to the UNWTO, in the year 2009, international tourism generated an amount of US\$ 852 billion in export earnings. Over the year 2011, international tourism arrivals are forecasted to grow by 4-5%. The tourism industry is certainly one of the world’s fastest growing industries. As the definition above highlights, tourism comprises of a broad range of activities that may be undertaken by a tourist. Tourists may include persons wishing to visit family and friends in another country, backpackers, business travellers; in fact increases in international mobility ensures that it is easy even to blur the line between tourist and local residents.

How then do international students fit into the equation? They are not tourists as they are often staying in a host country for longer than a year for educational purposes. As such, their ‘host’ country becomes their ‘usual environment’. Although, the international student’s position in the context of tourism research is still undefined, there is a small but growing body of research that aims to develop a deeper understanding of how, where and why these students travel for tourism purposes.

International students in any country contribute a great deal to a country's growth and development through their academic, economic and financial contributions. Students studying within a country frequently travel within that country and outside that country. In Europe - a continent linked together by excellently developed infrastructure, political and transportations links - this is especially true. As such, a destination country can often significantly benefit from the student's travel expenditure.

There were roughly 36,600 international students studying in Sweden during the academic year 2008-2009. This number shows an increase of 17% as compared to the preceding academic year (Swedish National Agency for Higher Education, 2010). Considering that Sweden boasts a free and high quality educational system<sup>1</sup>, an abundance of natural resources, a welfare economy, proven linkages to the EU and a relatively stable currency, it is no surprise that international students are attracted to Sweden as a place to pursue their higher education. What is surprising however is that little research has been conducted on the positive and negative impacts these students have on Sweden's economy and cultural environment.

This paper's main aim is to conduct an exploratory study analyzing how, where and why international students chose to carry out their tourism activities. We have identified some further research questions whose answering will help us explore the main of the paper in greater detail. The following section provides an overview of the main aim and further research questions that will be discussed within the scope of this paper.

## **2.0 Research Aims and Research Questions**

*Aim: to conduct an exploratory study analyzing how, where and why international students in Sweden choose to carry out their tourist activities.*

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<sup>1</sup> This is set to change as fees are being implemented starting from the academic year beginning August 2011.

The following research questions stem from the main aim of this paper.

*Develop an understanding of whether the preference of international students tends towards domestic tourism (within Sweden) or tourism outside Sweden, or some combination of both.*

This research question is linked to the question below. The authors would like to explore whether differences between the students' passports (EU passport Vs Non-EU passport) will change their travel behaviours and preferences. We also feel that the finding may result in tourism service providers being able to gain a better understanding of what the 'international student traveller requires'. If for example, preference tend towards domestic tourism this means that the tourism authorities in Sweden can focus on improving internal infrastructure in order to boost tourism within the country.

However, if preferences tend towards outbound tourism, tourism authorities may gain rich insights into how to improve domestic tourism by researching further into why international students prefer outbound tourism in favour of domestic tourism. An emphasis on improving road, ferry and plane links to other European countries may be a recommended move in this case.

*Identify the differences between the travel behavioural patterns and preferences of international students from within the EU and from outside the EU due to regulations of mobility.*

We hope that this paper will be broad in the sense that it will not only look at international student travel patterns from a 'EU student' and 'non-EU student' perspective. Having said that however, we hope that the study will illuminate interesting differences between students from the two regions. This is not because of the obvious cultural differences between the student's backgrounds but rather because of EU visa rules.



International students studying in Sweden and holding EU nationality are allowed entry into any country within the EU. Conversely, when international students from outside the EU are granted student visas in order to study in Sweden they are only allowed to travel freely within the EU as long as their student visas are valid. Perhaps, keeping this in mind then, international students from outside the EU, would take advantage of their EU pass validity during their studies to explore countries other than Sweden. International students from within the EU may not feel the need to do so, as their ability to travel to these countries does not depend on their student passes.

Of course this is just an assumption that may be proven or disproven by this paper. We hope however, that this example highlights how differences between EU and non EU international students may prove to be an interesting research area within this paper.

*To develop an understanding of the motivations behind international student travel behavior.*

We feel that is important to gain an understanding of why international students choose to travel within (and/or outside) Sweden because virtually no research has been conducted in this sphere. We hope qualitative research focusing on an analysis of the motivations behind ‘how’ international students travel will make a valuable contribution to this particular research area, and hopefully foster further research from other students and scholars.

In the next sections a literature overview of the existing research focusing on international student travel behavior will be undertaken. This paper will proceed to elaborate briefly on the specifics of the Swedish higher education system before embarking on an explanation and analysis of the methodologies and methods used to carry out the empirical research.

Later sections will present the results from the empirical material gathered during the course of writing this paper. An analysis of the empirical material and a discussion based on the analysis will shed light on the research aims and questions identified in the above section. A brief summary of the main ideas will be presented in the conclusion and the implications of what these ideas may mean will also be presented. Finally, this paper will discuss some of limitations of this research.

### **3.0 Literature Review**

#### ***3.1 International Students Market & Tourism Industry***

The international student market is considered a big contributing segment towards local economic development in many countries, for e.g. Australia, UK (Min-En, 2006, Huang, 2008). Due to increasing international mobility international students are becoming a unique and important market segment and contribute towards different fields in the societies of their host countries. During 2007-2008, approximately 2.9 million students left their homes countries and chose to study abroad (Payne, 2009). Whilst studying abroad, international students not only contribute to the local economy by paying for their education, their living costs, shopping, transportation but also by their travel and leisure activities in their 'host' countries.

However previous studies and statistic data show that research is generally focused on the economic contribution of international students towards the local economy. Academic research on international students is seldom tourism centred. Nowadays, the tourism industry is playing crucial role in world GDP growth. According to the WTTC (2011), the direct contribution of travel & tourism is expected to be US \$1,850.0bn and the industry is likely to directly support 99,048,000 jobs in 2011 for the whole world. In Sweden, the direct contribution of travel & tourism to GDP is expected to be SEK 65.0 bn and will affect 86,000 jobs in 2011 (WTTC, 2011).

Min-En (2006) argued that tourism research on international students market has been minimal due to the definition of tourism and tourist. In order to target the international students group as a market segment in the tourism industry, information and in-depth knowledge about their demands and behaviours is necessary for any tourism practitioner.

Previous research in the relevant field uses questionnaires and surveys frequently to examine the contribution of international students to the local tourism industry, ranging from a focus on international students' domestic travel patterns in their study destinations to visits of friends and relatives (VFR) of international students. Much of the available research is focused on identifying travel motivation factors of international students by using qualitative methods. There are also articles about international students' satisfaction during travelling which start from a service management perspective. However, the existing studies of international students in regards of travel and tourism are mainly conducted in Australia, New Zealand, United States and UK (Chadee & Cutler; 1996, Payne; 2009, Michael, Armstrong & King; 2003, Min-En; 2006, Huang; 2008, Xu, Morgan and Song; 2009, Bischoff & Koenig-Lewis; 2007, Babin & Kim; 2001, Kim & Jogaratnam; 2002, Field; 1999, Hsu & Sung; 1997).

### ***3.2 Existing Body of Literature on International Student Travel***

The existing body of literature pertaining to the topic of international student travel is interesting to review. This is because a cursory examination of the academic literature reveals that research on international student travel behaviour is country specific. The travel patterns and behaviours of international students are examined at specific study destinations, for e.g. New Zealand (Chadee & Cutler; 1996, Payne; 2009, Ryan & Huimin; 2007), Australia (Michael, Armstrong & King; 2003, Min-En; 2006), the United Kingdom (Huang; 2008, Xu, Morgan and Song; 2009, Bischoff & Koenig-Lewis; 2007), China (Guo & Lin; 2009, Ryan & Huimin; 2007, Xu, Morgan and Song; 2009) and the United States of America (Babin & Kim; 2001, Kim & Jogaratnam; 2002, Field; 1999, Hsu & Sung; 1997).

Kim et al. (2002) identify the various ways tourism researchers may use to segment their market. Their work, which focuses on international student travel highlights that markets may be segmented using an *a priori* basis, i.e. objective characteristics such as gender, age, income, nationality etc. Alternatively, marketers engaged within the tourism industry may segment their markets using *posteriori* basis. This involves identifying previously unknown or unidentified clusters as potential target segments. Kim (2008) uses previously conducted research to make the point that the college student travel market has been segmented using various segmentation bases including but not limited to travel motivations, preferred leisure related activities and various travel patterns, travel satisfaction and destination images.

Field (1999) who attempted to analyse the travel motivations and behaviours of international and domestic students in the United States claimed that segments within a market can only be of strategic value if they are measurable, accessible, substantial and differentiated.

### *3.2.1 Motivation of International Student Travel Behaviour*

Kim (2008) highlights the importance of push and pull factors in international student travel motivation behaviours. Kim (2008) explains that tourism consumers are likely to be ‘pushed’ towards travelling by intangible factors such as escape, relaxation, exploration, adventure. Alternatively, they may be ‘pulled’ to specific destinations by tangible factors such as facilities, attractions etc. Yuan and McDonald (1990 as cited in Kim 2008) conducted a study to analyse the motivations behind the travelling decisions of tourists from four different countries (Japan, UK, France and West Germany). They found that push factors differed according to country, whilst the pull factors did not. The push and pull factors helped identify how and why travel motivations of students differ and a basic understanding of these factors may be useful to marketers looking to identify new niches in the student travel market.

Xu et al. (2009) also acknowledge the importance of push and pull factors in identifying what motivates tourists. However, the authors also elaborate upon Beard and Ragheb’s (1983 as

cited in Xu et al. 2009) ‘Leisure Motivation Scale’ which is based on four basic elements; intellectual motivation, social motivation, the desire for competency and mastery of skills and stimulus avoidance motivations. Sometimes one particular element within the motivation scale dominates according to the psychographic profile of the tourist. Researchers such as Pearce (2005 as cited in Xu et al. 2009) later linked this scale and its elements to Maslow’s hierarchy of Human Needs.

### *3.2.2 Research Approaches of International Student Travel Patterns and Behaviours*

Some attempts have also been made to develop an understanding of student travel behavior by focusing on student lifestyles. Guo et al. (2009) attempted to segment their research on the travel behavior of domestic undergraduate students in China by using lifestyle bases, but found that lifestyle segmentation had a very minor impact on travel behaviour amongst domestic Chinese students.

A growing body of literature (for e.g. Field; 1999) attempts to carry out comparative research to identify whether travel behaviours amongst international students differ according to ethnicity and country of origin. For example, Babin and Kim (2001) identify in their research that international students studying in the United States are more likely to enjoy and seek out epistemic travel experiences – experiences that result in personal development and an increase in intelligence such as visiting museums etc. This is in direct contrast to local, domestic students who are more likely to participate in more physically involved travel experiences such as excursions to nightclubs etc.

Now that an overview has been presented of the relevant existing literature on the subject of international student travel, it is easy to see that little research has been conducted on the topic in the Scandinavian countries. This is strange, as northern Europe is a growing tourism destination with an abundance of natural resources, a focus on sustainable and eco tourism and an abundance of seasonal tourism attractions. Considering that international students

from all over the world are attracted to the high quality education in Europe, and that travel within Europe is 'easy and affordable' for these students due to a highly well developed transport system linkages, it is odd that researchers and key stakeholders in the tourism industry have not yet identified the potential for growth of the international student travel market within Scandinavia- and Sweden particularly. The authors of this paper will attempt to fill the void in the existing literature on international student travel behaviour and motivation in Sweden by carrying out research on how, why and where international students travel both domestically and internationally whilst studying in Sweden.

It is surprising that very few researchers actually challenge the usually accepted definition of tourism as outlined by the UNWTO. Huang (2008) is one researcher who attempts to highlight the fact that the international student experience is much more than a purely academic one. Huang (2008) highlights that students are often excluded in tourism definitions. If the students are studying for more than one year, than they are not considered tourists. If their period of studies is expected to last for less than a year, than they are considered tourists. Huang challenges this accepted distinction between student and tourist by claiming that important social issues and cultural practices of international students are often ignored by putting this definition into practice.

Having identified that the current definition of tourism somewhat excludes students as tourists, the authors of this paper would like to clarify that 'tourism' from the student perspective includes 'day trips' as well as 'trips taken for less than one consecutive year for leisure, business and other purposes'.

The authors of this paper are also interested in examining differences between the travel behaviours and patterns of EU and non-EU students. This study will be distinct because most other studies are carried out using the perspective of one country. However, in this case, owing to the close linkages between countries in Europe, this study will have a wider scope as it will attempt to study the travel patterns of students within a continent.

## **4.0 Methodology**

It is important for researchers of any type of research to determine the method of research that they wish to employ in order to gather empirical data to support their study. According to the Dictionary of Sociology (1998, as cited in Beiske 2002) methodology is defined as “the methods and general approach to empirical research of a particular discipline”. It is very important to choose the right instruments for gathering data during the research task. This paper will use semi structured interviews to gather qualitative data about the tourism travel patterns, behaviours and motivations of international students within Sweden. However, before a discussion may be undertaken based on the merits and demerits of the semi structured interview, a brief overview is presented of the Swedish Higher Education System. Since all interview participants are studying at Lund University, an introduction as to why Lund University is an ideal case study for this paper is also presented below.

### ***4.1 An Overview of the Swedish Higher Education System***

Higher education in Sweden is categorised into three levels - first level (University Diploma/Degree of Bachelor), second level (Degree of Master one year/Degree of Master two year) and third level (Degree of licentiate/Degree of Doctor) (Study in Sweden, 2011). The credits used in Swedish higher education system are compatible with the European Credit Transfer and Accumulation System, also called ECTS (Study in Sweden, 2011). The Swedish National Agency for Higher Education describes the overview of the higher education system in Sweden by the national qualifications framework (see Figure 1).

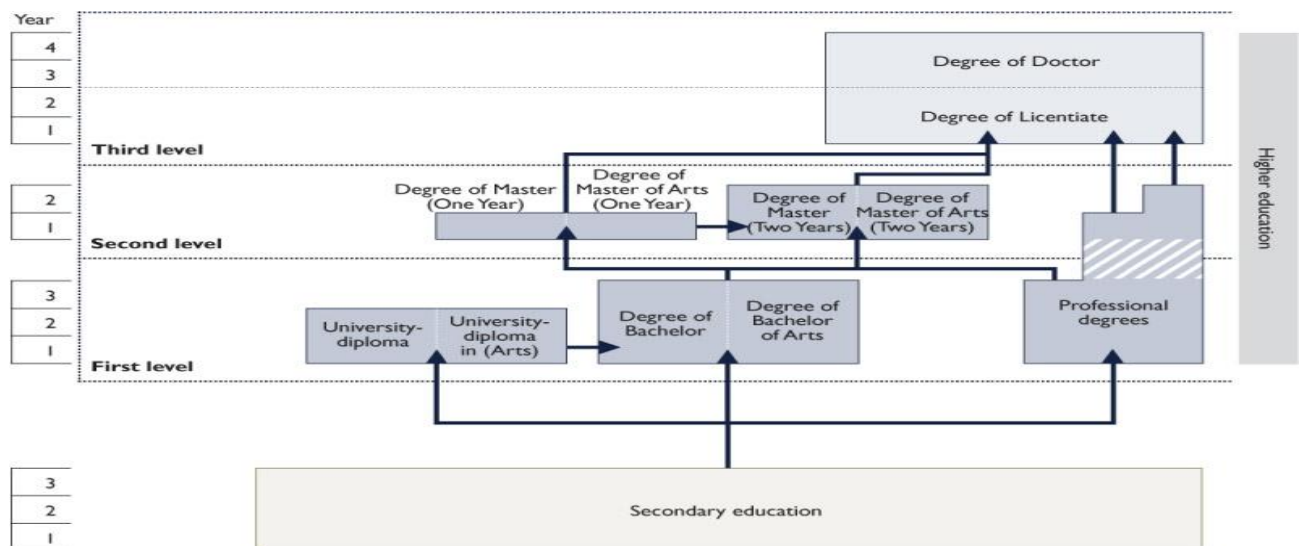


Figure 1: The structure of qualification (resource: Swedish National Agency for Higher Education)

The proportion of people who have higher education qualifications in the whole population of a country is always examined using the development level and competitiveness of that country. Thus the education level of its inhabitants has been always viewed as one of the crucial factors in a country's development strategies. There are 14 state universities and 21 state university colleges which could provide higher education courses and programmes in Sweden (Study in Sweden, 2011). In a survey about the proportion (per cent) of people with higher education in 2007 in comparison with the total population in the 25-64 age range among OECD (Organization for Economic Co-operation and Development) countries, the number for Sweden was 31 per cent which was slightly above the OECD average of 27 per cent (Swedish Agency for Higher Education, 2011).

According to Study in Sweden (2011), there were about 320,000 students enrolled in higher education in 2009 and 304,200 students were full-time equivalent students which increased by 8 per cent when compared with the academic year 2008. Due to substantial expansion in recent years, in addition to a big increase in local students, Sweden has also reported a huge growth in the number of international students. In the 2008/2009 academic year, there were 36,563 incoming international students studying in Swedish higher education institutions at



the first or second level and the number has more than tripled in the past 10 years (Swedish Agency for Higher Education, 2011).

In the group of international students, two-thirds of the overall incoming students were free-movers and this category has been considered a 'growth category' over the past 10 years (Swedish Agency for Higher Education, 2011).

Those incoming free-movers can be categorized into two groups, students from EU/EEA countries and Switzerland and students from non-EU/EEA countries. There are two distinct differences between EU/EEA students and non-EU/EEA students. Students from EU/EEA countries may move freely within the EU countries in accordance to the EU treaties and Schengen Agreement (Europa.eu, 2011). However, students from non-EU/EEA countries are required to present a Swedish resident permit upon their arrival within Sweden and then they can travel freely within the Schengen countries as long as their resident permit remains valid. Keeping this in mind, the authors would particularly like to find out how having a resident permit affects the travel behaviours of international students from within and outside the EU. It must be kept in mind that students from within the EU have never needed a resident permit of Sweden to travel within the country and therefore even before beginning their studies in Sweden, were allowed to move freely within the country. In contrast, international students can only travel within the Schengen agreement zone as long as their resident permits remain valid. Is this then, a relevant motivational factor for travelling for students from outside the EU? The authors will also attempt answer this question through collection of empirical data.

The second reason of categorizing the incoming free-movers in Swedish higher education into EU/EEA students and non-EU/EEA students in this research is due to the fact that Sweden will charge tuition fees from students who are not from EU/EEA countries starting from the autumn semester of 2011. Till date, there has been a decrease of incoming students from EU/EEA while the number of students from non-EU/EEA countries wishing to study in Sweden has been increasing (Swedish Agency for Higher Education, 2011). However the implementation of tuition fees for non-EU/EEA students will not only change the number of

international students from non-EU/EEA countries but may also affect their living style and expenditures in Sweden as well as their travel behaviors. Our results highlighting non-EU/EEA students' travel patterns and behaviors before the charging of tuition fees may hopefully contribute to future studies in this field after the implementation of tuition fee for non-EU/EEA students to examine changes that may come about through the implementation of tuition fees.

#### *4.1.1 Lund University*

Lund University, founded in 1666, is one of the oldest and largest universities in Sweden and in Scandinavia. It is consistently ranked among the world's top 100 universities with its significant academic reputation and excellent research environment. The university's education and research fields cover a broad range of subjects including engineering, science, law, social sciences, economics, medicine, humanities, theology, fine arts, music and drama. There 46 000 individual students in total studying at the university, 28, 000 full-time equivalent students, 2 800 research students, 6 000 employees and 1 360 professors, lecturers with doctoral degree (Lund University Website, 2011). Lund University is located in the region of Skåne at the southernmost tip of Sweden. Except the main campus in the city of Lund, the university also has three additional campuses in Malmö, Helsingborg and Ljungbyhed.

With close cooperation and exchange programs with a large number of universities around world, Lund University is considered as one of the most international higher education institutions in Sweden. The university has established partnership with 680 universities in 50 countries world-wide. Every year, a large number of visiting professors and international students come to work and study in this world-renowned university. According to the numbers from the university's website (2011), there are approximately 3 000 international students and 2 000 exchange students per year who come to study at Lund University. Due to the high representative large number of international students as well as the unique

geographic location, Lund University is an ideal research case to study the travel patterns, behaviors and motives of international students in Sweden.

## ***4.2 Semi Structured Interview Approach***

This paper uses semi structured interviews to gather evidence from international students about their travel patterns, motives and behaviours. The data gathered through the interview process, will be used to answer '*how*' and '*where*' questions about student travel behaviour, i.e. which modes of transportation they use, their gender, sex, nationality, where they stay whilst travelling, how frequently and where they travel, where they eat whilst engaged in a touristic activity etc.

The '*where and how*' questions will be used to lead the discussion on the '*why*' questions. If for example, findings show that international students prefer eating at budget restaurants when on domestic trips (i.e. within Sweden), but enjoy fine dining when travelling across Europe, the interview process will be used to shed light on *why* this is so.

The next sub sections will provide a brief overview of how semi structured interviews work and the merits and demerits of this research method.

### ***4.2.1 Interviews***

Flick (2009) suggests that interviewing is a method which helps researchers understand and gain subjective viewpoints of different social groups. These can be used not only to generate hypotheses for later quantitative studies but also to give a deeper interpretation of experimental findings.

In order to gain an in-depth understanding of the travel patterns, behaviors and motives of international students of our chosen case, the method of interview is applied in this paper to develop a better understanding of how, where and why international students carry out their tourism activities. Interviewing is defined as “communication with purpose” (Flick, 2009), there are several different approaches to realize the purpose of interviews. Focused interviews, problem-centered interviews, semi-structured interviews, expert interviews and some other versions of interviews have been discussed within the context of their advantages and limitations in social research method literature (Bailey, 1994, Bryman, 2008, Gubrium, Jaber F. & James A. Holstein, 2002, Babbie 2007, Flick, 2009).

The type of interview that has been used in this research is semi-structured together with spontaneous questions and free-talks during the communication with interview participants.

Semi-structured interviews focus more on “understanding participants thinking” than “answering researcher’s questions” when compared to the full structured approach (Gubrium, Jaber F. & James A. Holstein, 2002, P:147). This matches the exploratory purpose of this research well. And Flick (2009) also argues that the opinions and knowledge about the research question are more likely to be gathered from the interviewees’ in an openly designed interview than in a fully structured interview with certain answers. However, due to the fact that interviewees may have a complex stock of knowledge about the topic under study, which is called subjective theory, a central research aim and different open-ending questions are needed during the interview to lead the interviewees towards the right track (Flick, 2009).

The interview process allows for gathering of rich, relevant qualitative data. The presence of the interviewer allows the interview process to remain focused. Interviewers also have the added advantage of asking for clarification and elaboration if certain aspects of the answer are unclear. In the same way, interviews are useful because risk of an interviewee misunderstanding a question is low. However, the interview process demands that researchers be skilled and trustworthy. Interviewers also need to be aware that they can influence the interview process inadvertently and this might bias the results (Clifton & Handy, 2001) .

#### 4.2.2 Participants/Sampling

10 interviewees were selected using the snowball sampling approach from amongst the full time international Master's students of Lund University. Flick (2009) suggests that establishing criteria in the sampling process of an interview allows researchers to draw the inference of the relations in the object and logical sampling is presented in putting material together according to certain criteria. Snowball sampling was used as an interview approach in order to allow for easier identification of subjects with the same characteristics: i.e. international students studying at Lund University from within the EU and from outside the EU.

Snowball sampling is a non probability sampling method that develops research samples by allowing existing research subjects to recruit further research subjects. Though this method of sampling was chosen because of limitations of time to develop a random sample of students and because it allowed for easy and ready access to international students, it must be kept in mind that samples constructed using the snow ball sampling approach are usually subject to bias, with sample subjects often sharing characteristics (Katz, 2006).

Once the participants were identified, the interview was directed in order to answer three main questions regarding international student behavior tourism patterns, behaviours and motives. Some of the questions were concerned with identifying *how* and *where* international students preferred travelling for tourism purposes. Here questions asked were mainly related to the specifics of transportation, accommodation, food, choice of destination preferences and an added focus was given to the frequency of travel.

These questions were used to lead the discussion on the *why* aspect of international student tourism practices. This related largely to international Master students' travel motives. It aimed to develop a further understanding of why international Master students travelled.

#### *4.2.3 Data collection*

We identified the important parts that make a tourist experience possible, e.g. accommodation, food, mode of transport, destination etc. Interviewees were encouraged to answer open ended questions such as ‘where they travelled and how frequently’. The interviews were conducted under the direction of the interview guide (refer to Appendix I). The interview guide was designed to get a general idea of how international Students in Sweden preferred travelling. Moreover, at the beginning of the interview, basic information about the interviewees was collected in order to establish a background. This basic information is presented in Appendix II.

The interviews were conducted in various locations depending on the interviewees convenience. The entire interview process was voice recorded and transcribed for further analysis. Since all of our interviewees are international students, English has been used as the only communication language during the interview to ensure all the interview participants got the same description for the questions as well as to avoid any mistakes that may have occurred when translating the questions and answers.

### **5.0 Results (Please refer to Appendix II and Appendix III)**

As mentioned in Section 4.0, the interview process consisted of 10 interviewees being closely interviewed regarding their travel patterns, behaviors and motives. This section presents information about the result of the interview process. Section 7.0 will then present a discussion and analysis based on these results.

#### ***5.1 Basic Information***

Out of the ten interviewees, nine were female whilst one was male. The selection of interviewee participants consisted of students between the ages of 23 to 29. Five of the respondents were from non-EU countries, and five were from EU countries. All of the interviewees were pursuing 2 years Masters Programme at Lund University. Lund University's main Campus is in Lund. However, campuses have also been established in Helsingborg and Malmo and Ljungbyhed. Six of the participants were studying in Campus Helsingborg whilst four were studying at the main campus in Lund. At the time of the interview all of the participants were set to complete the first year of their Master's program (in May 2011).

4 of the interviewees had studied some other programme in Sweden before beginning their Master's at Lund University.

2 of the students being interviewed were supporting them self by working full time in Sweden. One of the students was being financed by both the Austrian and Swedish state. This student supplemented the money from the state with personal savings and money from her family. Only one student was covering living costs through personal savings alone. Six students were being mainly supported by their family.

For a summary of the basic information of the interviewees please refer to Appendix II.

## ***5.2 Travel Patterns and Motives***

Respondents were first asked about their travel patterns within Sweden.

Tourism activities were divided into three categories according to the length of the trips. They were asked to list the number of times they took day trips (less than 24 hour excursions within Sweden), short trips (2-7 days) and long trips (trips that lasted for more than one week and may include multiple destinations) within Sweden. Participants were also asked to list the names of the destinations that they travelled to for tourism purposes.

Since beginning their Masters programme in August 2010, all of the ten participants have travelled for tourism purposes for less than 24 hours. Out of the ten participants, five had travelled on a 'day trip' more than ten times since starting their course whilst three of them had undertaken a day trip for tourism purposes less than ten times. The greatest number of day trips taken by any respondent out of the ten was approximately thirty times. The least number of day trips taken by any interviewee was three

Day trips were conducted exclusively in the Skane region by the international students. Popular destination included Malmo, Lund, Ven, Bostad and Angelholm, Ystad.

Short trips (2-7) days were less popular than day trips. The maximum amount of short trips taken by any student was approximately 3-4 times. The least amount of short trips taken by any student was approximately 0. The most popular destination for short trips were Oland and Malmo.

Long trips within Sweden (week or above) proved to be the least popular with international students. None of the international students engaged in a long trip lasting for more than a week within Sweden.

Students were asked whether they considered day trips (trips lasting less than 24 hours) as 'tourism'. All of the students said 'Yes'. One student explained "I think it is because at least you pay for transportation so I think it is tourism because tourism can be both long distance and short distance". Another stated, "Yes, I think so. I come from a tourism background so I



know the definition. But personally, I think that you can travel for less than twenty four hours and it would be considered tourism”.

Since all of the students had undertaken more day trips than short trips or long trips we asked them why they preferred day trips over lengthier tourism trips. Participants cited several reasons for preferring day trips. Students cited convenience of planning as a reason for engaging in more day trips. Further, some students also explained that day trips are less expensive and do not require a lot of funding. Time limits based on class schedules and/or full time work also limited lengthier trips amongst international students.

Students were then asked about their travel patterns outside Sweden but *within Europe*. Tourism activities were again divided into three categories according to the length of the trips – day trips, short trips and long trips outside Sweden but within Europe.

All of the ten students had gone on a day trip outside Sweden but within Europe. However, the destination of choice only included two locations – Copenhagen and Helsingor in Denmark. Only three students had gone on a short tourism trip (2-7 days) outside Sweden but within Europe. One of these students had travelled repeatedly to Vienna, once to Hamburg, Barcelona and Copenhagen for 2-7 days. The second one had travelled to Vienna on a ‘short trip’ and another one had travelled to Oslo and Hamburg. One other student had planned a trip to Italy for five days in May 2011 but the trip was planned after the interviews had been conducted.

Three of the students had engaged in long trips outside Sweden but within Europe. One of the students travelled to Germany to visit relatives. Another student travelled to Vienna twice; interestingly Vienna was also her home country but she was firm about her assertion that the trip should be categorised as ‘tourism’. Another student travelled for sixteen days around Europe. Destinations visited included London, Paris, Brussels and Amsterdam.

Only one student had travelled outside Europe for tourism purposes. This international student had travelled to the United States of America. Again, this student was travelling back to his home country but he also stated that he considered it ‘tourism’. The implications of this will be discussed in later sections.

Nine out of ten students had travelled more within Sweden than outside Sweden. Students were asked why they preferred to travel within Sweden when compared to travelling outside Sweden. Interestingly none of the answers included any mention about Sweden as an attractive tourism destination. Instead, student’s answers revolved around obstacles that arose when planning trips outside Sweden. Reasons for being unable to engage in tourism activity outside Sweden but within Europe included lack of money and time (due to class and work schedules). Students also stated that it was easier to travel within or near Sweden (Denmark being a popular ‘overseas’ destination). One of the students explained that he had already seen a lot of Europe prior to commencing his programme at Lund. His main motivation for travelling outside Sweden was to visit friends and relatives.

Another student cited visiting friends and relatives as the main motivation for travelling outside Sweden. This is the one student who had travelled more outside Sweden than within Sweden since beginning her programme at Lund University.

Since participants were divided fifty-fifty into EU and non EU students, the authors of this paper felt it was important to address issues of mobility. Students were asked whether the grant of the Schengen visa was relevant to their mobility in Europe and how that affected their tourism activities. International students from EU countries had not needed a visa to study in Sweden and had always been allowed access to all EU countries, regardless of their status as a student within Sweden. However, international students from outside the EU zone had been granted Schengen visas that were valid as long as their Swedish residence permit were valid. Validity of the permits lasted for a year for most students and could be renewed at the beginning of the second academic year.

Four out of five of the non-EU students explained that the fact that they had free access to the Schengen zone did affect their choice when choosing where to travel. One student explained, “...That’s why [because of the grant of the Schengen visa] I tell myself I have to go to some famous countries in Europe before I leave Sweden’. Another international student from the EU zone explained that some of her classmates from outside the EU zone usually finished assignments earlier than stipulated deadlines in order to be able to travel within Europe in order to take advantage of their EU pass for the duration of their studies.

International students from the EU had always had access to the Schengen zone. However, the fact that they had always had free access to the countries still seemingly affected their travel decisions. One student explained, “If I didn’t have the visa, I won’t go to the same place so much and I guess I won’t go home so much. I would probably just visit new places and take shorter trips lasting 3-5 days to different places”. The implications of this quote will be discussed in later sections.

Students were asked about their accommodation preferences when travelling within Sweden and outside Sweden. A majority of the students stated that they preferred staying with friends and relatives both within Sweden and outside Sweden. Reasons for this preference included lower expenses, comfort, fun, sharing of emotions and access to local culture through friends. One student stated that when travelling outside Sweden she preferred staying in hostels as this allowed her to meet new people and she was uncomfortable staying with friends unless they were “close” to her.

Interview participants were asked how they preferred to travel both within Sweden and outside Sweden. Preferences for methods of travel within Sweden leaned almost exclusively towards trains. Other modes that were often used included trains and –less frequently – bikes and cars. Reasons for preference of train include relative cheapness compared to other modes of transportation, speed, ease of access to Skane region, access to Skane region through monthly travel card, well developed train network and comfort.

Students were also asked how they preferred to travel when going outside Sweden. Nine out of ten of the students stated planes as their preferred mode of transport when travelling outside Sweden but within Europe. One student mentioned that distance was a deciding factor. Reasons for this included speed, convenience and comfort. However, when asked whether they would prefer trains over planes should the ticket for the train or bus be cheaper, students were less sure about their answers. As one student explained, “Then it has to be a relationship between distance, time and cost”. Another explained “ It depends: I always do some accounting... if the price difference isn’t too big, I’d rather fly because it gives you more time at the place and is less exhausting”.

When students were asked about their preferences for eating when travelling within and outside Sweden their answers varied a little bit. Whilst travelling within Sweden, most students preferred packing their own lunches or dinners. One student explained that she often brought the main course from home, but had ‘fika’ at some nice cafe. Another explained that when she had been new in the country she had often eaten out with her friends whilst engaged in tourism activities in order to get a ‘taste of the country’. However, later she started packing her own lunches and dinners.

Whilst travelling outside Sweden but within Europe, interviewees explained that they preferred eating at cheap fast food restaurants. They also enjoyed local traditional food and one student explained that he enjoyed buying food for himself from the grocery store. Whilst staying with friends and relatives however, students preferred saving on costs by making full use of the facilities provided by their hosts. None of the students preferred to cook their own food whilst staying in hostels.

Finally students were asked their main motivation behind engaging in tourism activities within or outside Sweden whilst being occupied as students. Reasons cited included the search for entertainment and adventure, to engage in leisure and experience personal pleasure, to experience differences between cultures and natural landscapes, to escape from routine, ease of mobility across Europe and within Sweden, to find something new to do

during “holidays”, to add to personal experiences, to satisfy curiosity by exploring new places and to meet new people.

When asked what caused students to cancel tourism activities that they were planning, answers included lack of money, erratic class schedules, lack of people to travel with and unfavourable weather. They also explained that day trips and short trips were open to being cancelled depending on the students’ moods. One student cited ‘political situation’ in a country as a reason that may demotivate her from travelling. Finally, one student also explained that he did not often go on tourism trips (especially long ones) as that involved extensive planning which he was unwilling to engage in.

Some of the responses by interview participants fit the expectations of interviewers. This includes answers regarding the day trips and their frequency, the use of train as the preferred travel method within Sweden, etc. However, other answers opened up new discussion avenues. For example, it was especially interesting to see that when asked about the frequency of travel within Sweden relative to outside Sweden, students did not cite Sweden’s personal tourism attractions as a reason.

Though this section has only highlighted the answers of the students during the interview process, the next section will analyse the results presented in this section.

## **6.0 Analysis and Discussion**

As mentioned in Section 2.0 this empirical research aimed to conduct an exploratory study analyzing how, where and why international students in Sweden chose to carry out their touristic activities. This overall aim of the paper was going to be explored through the answering of several other sub-research questions.

## ***6.1 Tourist Destination Preferences of International Students Within Sweden and Outside Sweden***

The first of these sub aims was to develop an understanding of whether the preference of international students tended towards domestic tourism (within Sweden) or international tourism (within Europe but outside Sweden) or some combination of both.

The results in the empirical section of this paper show an overwhelming preference for domestic tourism (within Sweden) amongst international students. Before beginning the analysis of the implications of this result however it is particularly important to revisit the definition of tourism.

As explained in this paper's introduction, the WTO defined tourism as "the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (UNWTO Ottawa Conference on Travel and Tourism Statistics, 1991 as cited in UNWTO, 1995). However, defining tourism as William and Shaw (1988, as cited in Hall, 2005) explain, is an 'arid' business. Rokej and Urry (1997 as cited in Hall, 2005, p.126) state "Where does tourism end and leisure or hobbying and strolling begin?... it is a chaotic conception, including within it too wide a range of disparate phenomena ..."

This paper's empirical research has shown that interview participants showed a preference towards 'day tripping'; "A day tripper is defined as a tourist who spends less than 12 hours (does not stay overnight) at a tourist destination" (Chhabra, 2005, p. 93)." The definition by Chhabra recognises that day trippers are tourists.

However in the context of international students, this comes into conflict with the UNWTO's definition which states that tourists have to be 'outside their usual environment'. What

exactly then is an international student's 'usual environment' while they're studying in a host country? Is it the city that they live in? The city that they study in?

International students in a country other than their own are not categorised as 'tourists' as they are supposed to be living in the place for more than one year for educational purposes. Yet it is interesting to see that they are granted too little attention by tourism scholars as they are essentially not native to the land they are studying in. The question of what their usual environment is is actually a very difficult one to answer. Two of the student's being interviewed felt that Sweden was their usual environment as this was the city that they were living in. Interestingly, they also felt that when they went to their home country to visit family and friends, they were going back as tourists. One of the students explained why he felt he was a tourist when he went back to visit his home country; "it's because I feel that I live here and that my life is here". Another student who had taken long 'tourism' trips outside Sweden, had actually gone back to her country of origin. She explained that she also felt like a tourist because "tourism to me is a leisure activity. I'm going [home] for leisure and I'm going to visit friends and family which is clearly tourism".

However, other students had differing answers. One student felt that Sweden was not her home, and she felt like her home country was her home. How then, can an international student's 'place of usual environment' be defined? It is these sorts of murky grey areas that render defining tourism "chaotic" (Hall, 2005).

It is certainly hard to define what constitutes as tourism. However, 'day tripping' is increasingly becoming a recognised form of tourism. Strangely enough, it has not been paid a lot of attention in academic literature based on tourism and hospitality studies. Hall, (2005, p. 129) explains that a lot of emphasis is placed on examining tourism from an economic perspective. However, research and definitions of tourism and tourists do not "address the implications that this has for understanding the broader social, environmental and political dimensions of tourism..."

We feel that research on day trips is especially neglected because it has very little impact on the economic accounts of a country. The interview results showed that most international students who travelled for the purpose of 'day tripping' usually packed their own lunches, or ate at cheap/budget or fast food restaurants. One student explained that she had been on more than ten day trips. However, all these trips were conducted within the Skane region, and she only went on the trips when she had bought a travel train pass for the Skane region. This pass was actually bought because she had some classes to attend in Lund for some time. Once the classes finished, she stopped buying the pass, and consequently the frequency of her day trips also decreased.

Hence, it is easy to see that day trips were mainly popular with international students because they were both convenient and allowed for the cutting of expenses. One student explained why she had been on more day trips than any other sort of trips; "because the expense is less if we buy the Skanetrafiiken card for students. Then you can use it within Skane and you don't need to pay for any other extra transportation. If you live there [stay overnight] then it will cost a lot more. Since we are quite close to those destinations [where day trips are conducted] we can easily commute back to the place we live".

However, the fact that day trips have little effect on the economic environment of a destination does not mean that they do not affect other aspects of a destination's environment. International students come from different cultures and backgrounds. If a day trip destination is popular with international students, will this not, in time have an effect on the destination's local culture? Tourism involving the intermingling of cultures will have an affect on both the destination and its inhabitants and the people visiting the destination. A large influx of tourists can often have a negative effect on the 'identity' of a destination, in extreme cases, even leading to 'loss of local control' (George, Mair & Reid, 2009). Therefore, it is important to recognise that international students are large 'day trip' experience consumers, despite the fact that this may not have a major affect on a destination's economic development. However, research should be conducted into how other aspects of a destination's environment are affected. This research may have significant affects on the sustainable development of a destination.



It has been stated at the beginning of this section that the results of the empirical section show an *overwhelming preference for domestic tourism (within Sweden) amongst international students*. However this statement may be a little misleading. Although the results of the interview section show that international students engage in more domestic trips than trips outside Sweden but within Europe, this does not necessarily mean that they *prefer* to do so. Rather, when asked why they travelled more within Sweden than outside Sweden students answers mainly stated lack of money and lack of time due to erratic class scheduling as reasons. Interestingly, these reasons do not highlight Sweden's attractiveness as a tourism destination. Rather, they emphasize the 'lack of' ability (due to money and time reasons) of international students to travel elsewhere. This may lead to the assumption - based on the results of interviews conducted - that international students engage in more travelling for tourism purposes within Sweden relative to outside of Sweden despite their personal preferences. When asked about why she seemed to travel more within Sweden than outside Sweden, one student explained, "I think it's a matter of money. I would love to travel more outside Sweden. It would be a dream of many people. But I cannot afford it whilst studying here".

The desire to travel outside of Sweden is there, but the tools to do so, seem to be lacking. This explains the relative shortness or absence of long trips and short trips taken within Sweden. One student explained, "... I haven't found any interesting place in Sweden to spend more than one week. If I was to spend more than one week, I'd probably go to some other country".

Therefore, though international students engage in more domestic tourism than tourism within the rest of Europe, this does not necessarily mean that Sweden is more attractive as a tourist destination in the international student context.

This leads us directly into a discussion on international student mobility.

## ***6.2 International Student Mobility: EU vs. Non EU and the Schengen Visa***

The second research question aimed to identify differences between the travel behavioural patterns of international students from within the EU and from outside the EU.

As explained in earlier sections of the paper, international student mobility within Europe is largely dependent on a large number of factors such as money, time, convenience etc. However, institutional and governmental regulations regarding visas are a particularly important aspect of where international students are allowed to travel. This paper decided to address this question by looking how international students differed in their choice of travel preferences depending on the sort of ‘pass’ they had for travelling purposes. Interview participants, as already explained had been divided into students from within the EU and from outside the EU zone. Those from within the EU zone had had access to all the European countries since birth. However, students from outside the EU zone only had access to the Schengen countries whilst their resident permits for Sweden were valid, i.e. for the duration of their studies in Sweden.

As such, we were curious as to how EU and non EU students differed in their travel patterns according to whether or not they belonged to the EU zone. Interestingly, students did not seem to change their *travel behavior* whilst actually travelling. Food preferences, accommodation preferences and method of transportation preferences did not differ according to whether or not international students were from within the EU or from outside the EU. In fact, the authors of this paper were unable to find any discrepancies even as to ‘where’ students travelled. An overwhelming majority of students interviewed engaged in more day trips than any other sort of tourism activity.

Further, choices of destination did not differ according to whether or not students were from the EU or from outside the EU. To clarify, this means that students did not travel to different

places according to whether they were from the EU or from outside the EU zone. However, the *level of desire to travel* to the same sort of places differed slightly according to whether or not students were from within the EU or from outside the EU.

One student from the EU explained that unlike her international student friends who had Schengen passes for the duration of their studies in Sweden, she was not in a rush to see the rest of Europe. International students from within the EU also differed in that they travelled across Europe to visit family and friends, or to revisit familiar places. One EU student stated “I have mostly visited places that I already know and where I’ve lived before so I go there to visit cities and people and do things that I already like to do”. Students from outside the EU had slightly different motivations for seeing Europe; “I have to go to some famous countries in Europe before I leave in Sweden...” Students from within Europe were not ‘worried’ about making the most of their pass, unlike students from non-EU countries. One non-EU student explained “...although I cannot afford it [tourism across Europe] but I dream about visiting these places while I have the [Schengen] pass”.

EU students acknowledged that had they been from non-EU countries they probably would have travelled differently. One student stated, “I won’t go to the same place so much [if she was from outside the EU] and I won’t go home so much. I would probably just visit new places and probably engage in a lot of shorter trips, like 3-5 days to different places”.

Though there is a clear acknowledgement from students that the Schengen pass and European citizen does affect their decisions as to where to travel and when to travel, there is little evidence from the interview results that there is a concrete difference between the travel patterns of non-EU and EU students. Perhaps this is because international students all share certain characteristics which renders their actual travel decisions very similar. These characteristics include lack of money, dependence on parents (for most students), lack of time due to classes etc.

However as has been established earlier, there exists differences in their levels of their desire to travel, and their motivations to do in during a certain time frame according to whether or not students are from within the EU or from outside the EU.

### ***6.3 Travel Motivations of International Students –Motivators and demotivators***

The final research question of this paper aimed to develop an understanding of the motivations behind international student travel behavior. As mentioned in Section 6.0 of this paper, when students were asked directly what motivated them to travel for tourism purposes whilst being occupied as international students in Sweden, answers included, “the search for entertainment and adventure, to engage in leisure and experience personal pleasure, to experience differences between cultures and natural landscapes, to escape from routine, ease of mobility across Europe and within Sweden, to find something new to do during “holidays”, to add to personal experiences, to satisfy curiosity by exploring new places and to meet new people”.

At this juncture, push and pull motivation theory may briefly be reintroduced in this paper. This theory has become increasingly important in the field of tourism motivational research. According to Uysal, Li & Sirakaya-Turk (2008), “People travel or participate in leisure activities because they are ‘pushed or pulled’ by the forces of motivation and destination attributes. Push factors are mainly intrinsic (escape, nostalgia etc.) whilst pull factors are extrinsic and relate to the attractiveness of a destination (sun, sand, landscape etc.). It is interesting then to note, that most interviewees, when asked directly about their motivations for travelling almost exclusively stated reasons that would fall in the ‘push factor’ category. Motivators such as the search for new experiences, pleasure, desire to escape routine etc. are all related to the ‘internally generated drives’ of a tourist (Pavlov, 1927 as cited in Fang, 2010, p. 4).

Here, perhaps Maslow's hierarchy of needs (1943) can also be introduced as a relevant concept. The theory postulates that individuals are driven to satisfy needs based on what need level they are on the motivation pyramid. Individuals are driven to satisfy five categories of human needs – Biological, security, social, esteem and self actualisation needs. Individuals satisfy these needs by moving from the bottom up – from biological needs to self actualisation needs. However, recent research argues that these needs do not exist on individual levels and may actually exist side by side (Maslow, 1943; Sachau, 2007 as cited in Sohail & Barshcheuskaya, 2011).

The needs of interview participants all corresponded to some level of Maslow's Hierarchy of Needs. The search to 'gain new experiences' may correspond for example to the need for self actualisation, whilst the 'desire to meet new people' might relate to the social needs of individuals. The push factors correspond to some level of need on Maslow's Hierarchy. However, there was a remarkable absence of cited 'pull factors' when interviewees were asked about what motivated them to visit a new place. This is not to say that pull factors did not exist. For example, when students were asked about what motivated them to eat at the places they chose to eat at, an extrinsic or 'pull' factor was the 'low cost of food'.

However, especially in the case of travelling both within Sweden, and extensively travelling outside Sweden, students cited several reasons that 'demotivated' them from travelling. These reasons included 'lack of money, erratic class schedules, lack of people to travel with and unfavourable weather'. All of these 'demotivating' factors are tangible and extrinsic.

These tangible and extrinsic factors that led to tourist demotivation, combined with the push factors identified by interview participants led to international students deciding whether or not to travel for tourism purposes. The extrinsic factors may explain the lack of long and short trips taken by international students. They may also explain why international students travel increasingly within Sweden relative to outside Sweden.

#### ***6.4 The How, the Where and the Why – A short summary***

Having discussed the research questions, it may now be possible to address the overall aim of this paper. This research paper intended to explore the question of how, where and why international students within Sweden chose to carry out their tourism activities. The results presented in the interview section provided raw data on the specifics of where, how and why international students travelled.

For example, interview participants travelled specifically within the Skane region when ‘day tripping’. This however, may be because the students were habitants of the Skane region. It must be remembered that Lund university is situated in Skane and most students have access to the Skanetrafik travel card. Thus, it cannot be assumed that international students studying in Sweden as a whole prefer day tripping within the south of Sweden. This may only be true for students studying at Lund University. Finally most international day trips were taken only to Copenhagen. This was mainly because it is very convenient to travel to Denmark from the south of Sweden and does not necessarily reflect on Copenhagen’s attractiveness as a touristic destination relative to other destinations.

It may however be assumed that international students plan their ‘day trip’ activities in regions close to their place of studies or living. This may be due to ‘convenience’, ‘lower costs’, ‘lack of time’, ‘easier access’ etc. Thus though the destinations may change according to the students’ university locations, the motivations behind taking more day trips relative to long trips or short trips within Sweden may not change.

International students travel more within Sweden, relative to outside Sweden. However, as has been already established, this may not be due to the attractiveness of Sweden as a tourism destination, but rather due to constraints of time, money, work schedules etc. However, travelling within Sweden may have little impact on the Swedish economy as students prefer

day tripping, and save on costs by packing their own lunches, eating at budget/ fast food eateries and preferring to spend the nights with family and friends or returning to their own place. Students also take the train whilst travelling within Sweden as this is the most convenient and cheapest option.

Whilst travelling outside Sweden, students as a whole prefer staying at hostels. Only one student mentioned 'hotels' as a viable accommodation option due to 'safety reasons'. Students also prefer eating 'out' whilst travelling outside Sweden, due to lack of cooking facilities whilst travelling. Travel methods whilst travelling outside Sweden mainly consist of taking airplanes, though this might sometimes change if the cost of travelling by train or bus is considerably lower.

Interestingly, no mention was made whilst discussing travel options of environmental responsibility. Students prefer flying because it is 'fast', 'convenient' and 'comfortable'. Saving on costs by travelling via budget airlines or finding good deals on tickets is also a reason for travelling via airplane.

Finally, why exactly do students travel the way they choose to travel? Students cited several reasons for engaging in tourism activities whilst also being occupied as students in Sweden. These reasons were mainly identified as 'push' factors, intrinsic motivations for travelling. However, tourism occurs through the interaction of both intrinsic motivations and extrinsic motivations. This study has shown that students identified very few pull factors as motivations to engage in tourism. Most of the push factors identified by students may have been categorised on some of the need levels of Maslow's Hierarchy of Needs such as 'meeting new people' may have been identified as a 'social need'. However, reasons that students gave that stopped or demotivated them from travelling included several extrinsic factors such as lack of money, time, work schedules, lack of travel companions, safety reasons, bad weather etc. In fact, one of the only 'pull' factors that may have been identified as an extrinsic reason to travel was the grant of the Schengen visa to non-EU students.

Although little differences were identified between the actual travel patterns of EU and non-EU students, there was a difference in whether or not they were in a hurry to travel. Students from the EU were not 'in a rush' to travel, whilst non-EU students were desirous of seeing as much of Europe as possible as long as their Schengen visas were valid. The desires for travelling differed. However, due to the similarities of extrinsic constraints students from both the EU and non-EU regions generally exhibited similar travel and tourism habits.

This section has presented a discussion based on the interview results. The next sections will explore the implications of these results, and will present a brief conclusion summarising the main concepts discussed within this paper. Finally, a limitations section has also been included.

## **7.0 Conclusion and Implications**

The in depth discussion carried out within this paper has presented an overall idea of how, where and why international students within Sweden choose to carry out their tourism activities. Based on the discussion carried out within the scope of this paper, some relevant conclusions and implications may now be presented.

Firstly, this paper has highlighted the fact that research on tourism engaged in by international students within Sweden is almost non-existent. Though, overall research in this area is growing, there has been almost no discussion regarding what the 'usual environment' of international students actually is. The authors of this paper found it hard to present results based on the interview answers because students had varying answers to the questions based on what they considered tourism actually was. Two students counted travelling back to their home country as tourism. Others did not. Personalising the definition of tourism is of course an expected response as tourism is a field encompassing many areas. However, it is important to explore the definition in a more thorough manner especially within the international student context.



This study recommends further research into attitudes of international students towards the concept of tourism.

As mentioned above, no research has been carried on international students within Sweden. Though this paper has attempted to fill this void, it must be mentioned at this point that from the academic year 2011-2012, the Swedish Higher Education Authority will be charging non-EU students fees for attending university. This brings the relevance of the conclusions reached within this paper into question. However, this paper has established that though the level of desire to carry out touristic activities in a short frame of time may differ for students depending on whether they are from within the EU or from outside the EU, actual travel patterns of international students do not differ. Therefore, even if the next academic year brings an increase of students from the EU, this research paper is likely to remain a relevant springboard for further research into this particular field.

Though results presented within the scope of this paper show that international students in Sweden carry out most of their tourism activities within Sweden, Sweden is not their first preference for tourism purposes. Though tourism is conducted within Sweden, this is not necessarily because of the attractiveness of Sweden as a tourism destination. Swedish tourism service providers may want to conduct research into why this is so.

However, this paper has also established that apparently the Swedish economy may gain little from the tourism activities of international students as their main motivation for day tripping is saving on costs. Regional development authorities within regions or day tripping destinations popular with international students must recognise however that day tripping by international students may have possibly cultural effects on the local culture of the destinations.

## 8. Limitations

We have aimed to develop an exploratory starting point into how, where and why international students within Sweden travel and feel that this paper remains a relevant springboard into this area of academic research. However the authors of this paper would like to present possible limitations encountered within the scope of this paper.

Six of the students being interviewed were students in the Service Management department of Lund University, Campus Helsingborg. Their concentration was Tourism and Hospitality Management. As such, though interview results did not show this, they may have had insight into the subject that other international Master's students may not have had. Some of the students being interviewed had visited Sweden before, or had studied here prior to beginning their Masters at Lund University. This may have biased the results in some way as it is likely that familiarity with the country and the area may have changed their travel patterns when compared to other first year students.

All of the students being interviewed had yet to complete their first year during the Master's program. Though some had tentative summer tourism plans these could not be included in the paper, as the students had yet to finalise the plans at the time of the interview. It must also be recognised that answers may have differed had there been a sample of students from the second year of Master's. The authors of this paper were unable to find second year Master's students to interview as they were busy with their own final thesis submissions.

Many of the interviewee participants were friends of the authors. This was because of reasons of convenience and easy access. Interviews however, were conducted in highly formal settings and all attempts at objectivity and formality were upheld. Interview tapes are available on request.

Nine of the students being interviewed were female, whilst one was male. Though we anticipate little difference in results due to gender differences, we cannot conclusively rule out the possibility of this paper being subject to gender bias.

It must be remembered that only ten students were interviewed during the writing of this paper. All of the interviewees were studying courses at Lund University. Though the results presented within the scope of this paper may be relevant across Sweden, generalisation is not recommended due to the small sample of interviewee participants.

The words 'tourism' and 'travel' have been used interchangeably during the writing of this paper. However, it must be remembered that the two concepts are very different. Tourism encompasses travelling and mobility, whilst travelling may not necessarily include 'tourism'.

Finally, this was an exploratory study. Results gleaned from the study are based on qualitative data. It must be remembered that the interpretation of qualitative data is subject to the researchers' individual perceptions of the world. This is not necessarily a limitation. Our closeness to the subject (the authors of this paper are both international Master's students of tourism and hospitality at Lund university) allows us insight into the subject that other researcher's may not have. However, all attempts have been made to treat the interview data as data separate from our individual opinions on the topics addressed during the writing of this paper.

Qualitative research is often complemented by quantitative research. We recommend further quantitative research to verify the ideas and concepts presented within this paper.

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## APPENDIX I

### *Interview Guide*

*This guide was prepared for us to use as a template for our semi-structured interviews.*

### **Introduction of our research**

*Hello, we are international master students of Lund University, majoring in tourism and service management. We are doing an exploratory research on travel patterns, behaviors and motives of international students in Sweden, specifically focusing on international master's students of Lund University. We want to explore how, where and why international master students from Lund University travel for tourism purposes whilst studying in Sweden.*

*Furthermore, we also aim to identifying differences between the travel behavior and pattern of international students from within the EU countries and from outside the EU countries.*

*Third, we intend to develop an understanding of whether the preference of international students tends towards domestic tourism (within Sweden) or tourism outside Sweden or some combination of both. We would like to ask you a few questions and it will not take longer than 1 hour.*

### **Interview Topics**

Basic information such as: Age, Country of origin, Program of study in Lund University, How long is their program, How much of their program has been completed and the financial methods whilst studying in Sweden.

**Travel information**

Where and how many times did you most frequently travel for tourism purposes **within Sweden** during the academic year 2010-2011?

	<b>Frequency (No. of Trips)</b>	<b>List Destinations visited</b>
<b>Day trips (Less than 24hrs)</b>		
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations )</b>		
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations)</b>		

Where and how many times did you most frequently travel for tourism purposes **outside Sweden but within Europe** during the academic year 2010 - 2011?

	<b>Frequency (No. of</b>	<b>List Destinations visited</b>	<b>Main Purposes of the trip</b>

	<b>Trips)</b>		
<b>Day trips (Less than 24hrs)</b>			
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations)</b>			
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations )</b>			

Where and how many times did you most frequently travel for tourism purposes **outside Europe** during the academic year 2010 - 2011?

	<b>Frequency (No. of Trips)</b>	<b>List Destinations visited</b>
<b>Day trips (Less than 24hrs)</b>		
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations)</b>		
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations )</b>		

Why do you travel whilst studying in Sweden?

Why do you travel more in Sweden/more outside Sweden? (According to the answer of respondents)

Do you think the Schengen Visa is a reason for you to choose to travel outside Sweden?

While travelling **within Sweden** what is your most frequented choice of accommodation?

While travelling **outside Sweden but within Europe** what is your most frequented choice of accommodation? Why?

What is your most frequently used transportation mode whilst travelling **within Sweden**? Why?

What is your most frequently used transportation mode whilst travelling **outside Sweden but within Europe**? Why?

Where do you usually eat while you are travelling as a tourist **within Sweden**? Why?

Where do you usually eat while you are travelling as a tourist **outside Sweden but within Europe**? Why?

What demotivates you as a tourist?

*Thank participants.*

*Add questions where needed.*

## APPENDIX II

### *Basic Information of Interviewees*

<b>Name</b>	<b>Age</b>	<b>Gender</b>	<b>Country of Origin</b>	<b>EU/ NON EU</b>	<b>Programme (length)</b>	<b>Status of Programme</b>	<b>Financial Support</b>	<b>Studied before in Sweden?</b>
Peter Lincoln	29	M	U.S.A	Non EU	2 years Masters Service Management	Finishing 1 <sup>st</sup> year in (May 2011)	Personal Savings	Yes
Martina Betakova	27	F	Czech Republic	EU	2 years Masters Service Management	Finishing 1 <sup>st</sup> year in (May 2011)	Full time work	Yes
Annika Persson	24	F	Austria	EU	2 years Masters Service Management	Finishing 1 <sup>st</sup> year in (May 2011)	State finances, parents and personal savings	No
Ada Dai	26	F	China	Non EU	2 years Masters Service Management	Finishing 1 <sup>st</sup> year in (May 2011)	Family	No
Andreea Duna	23	F	Romania	EU	2 years Masters Global Studies	Finishing 1 <sup>st</sup> year in (May 2011)	Full time work	Yes (exchange student 2004)
Thao Nhu	26	F	Vietnam	Non EU	2 years Masters in Service Management	Finishing 1 <sup>st</sup> year in May 2011	Family	No
Aliona	23	F	Belarus	Non EU	2 years	Finishing 1 <sup>st</sup>	Family	No

Barshcheuskaya				EU	Masters in Service Management	year in May 2011	and personal savings	
Caroline	25	F	Germany	EU	2 years Masters in Global Studies	Finishing 1 <sup>st</sup> year in May 2011	Parents support and personal saving	Yes
Nora Sarga	24	F	Hungry	EU	2 years Masters in Global Studies	Finishing 1 <sup>st</sup> year in May 011	Parents support	No
Beste Alpay	24	F	Turkey	Non EU	2 years Masters in Global Studies	Finishing 1 <sup>st</sup> year in May 2011	Parents support	No

## **Appendix III Interview Transcripts**

### **I. Beste Alpay**

Interview Date and Time: 5 May 2011. 8:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**How many day trips do you think you've taken since you've been in Sweden, within Sweden for tourism purposes.**

Does Malmo count?

**It depends on what you think tourism is...**

Thirty probably.

**Where do you normally go?**

Lund, Malmo, Angelholm, Landskrona

**And you visit the same places many times?**

Yes.

**Are you counting normal days that you go for studying?**

No. But I counted the first time I went to Lund, because it was for tourism purposes because I hadn't known the place yet.

**What do you do on these day trips?**

I go to the tourist office to pick up the map, and ask what are the places that are worth visiting, and I don't visit all the places, I choose the places. I go and take a nature walk, sometimes go to the botanical parks.



**Do you consider day trips tourism?**

Definitely. Why not?

**How many short trips within Sweden have you taken since you've been a student in Sweden?**

I should say none.

**Why?**

Maybe because the places I visit are very close together. I want to go to Stockholm for example. If I go to a far place, I can stay there. But if I go to Goteborg, I can come back because it is very close by and it's easy.

**So why exactly do you decide not to spend the night at these places?**

There is enough time to explore a place within the day.

**How many long trips have you taken within Sweden?**

None.

**Why do you take more day trips than any other sort of trips?**

Maybe because it's easier. Maybe it's also because I postpone. I always say I'm going to visit this place, and stay there for a long time. Or rather than going to a place in Sweden, I go to mainland Europe.

**How many day trips have you taken outside Sweden?**

I guess three. Twice to Helsingor and once to Copenhagen. Actually, I haven't had the chance to go around Copenhagen. Because I just passed through it. So it doesn't count I guess.

**How many short trips have you taken outside Sweden?**

To Oslo and to Hamburg.

**What did you do there?**

I stayed in a hotel and explored the city for Christmas [Hamburg].

**Why exactly Oslo and Hamburg?**

Because my friends were there and they invited me in Hamburg. It was very cheap. And for Oslo, it was a very cheap cruise trip.

**So price is a factor?**

Yes, of course. And also coincidence.

**Co coincidence?**

Well my friends were there... I actually think every place is worth visiting.

**Earlier however, you mentioned that rather than travelling within Sweden, you prefer travelling within mainland Europe. How come?**

Because I am in Sweden, I think I have a chance to visit the places in Sweden anyway. But if I have a chance to explore Europe, I should go there.

**How many long trips have you taken within Europe?**

None.

**Why haven't you taken any long trips at all while you've been an international student?**

Good question. I never thought about it. A week is too long, and you need to spend a lot of money. If you can see a place within two or three days, there's no need to spend so much money.

**You seem to travel more within Sweden than outside Sweden... how come?**

Maybe because I'm living in Sweden. It's easier. My friends are in Sweden.

**You have the Skane card, is that why you only visited the south of Sweden?**

Maybe, I travel more than other students because of the Skane card. It's also a reason why I travel more within Sweden than outside Sweden. But I think I tour the south of Sweden more because it's closer.

**Why are you motivated to travel whilst also being occupied as an international student?**

I think it's curiosity. I always think life is a book, and if you don't travel you only read one page. I don't get to travel too much, because of money. I also have the visa now, so I can travel.

**Do you feel that the schengen permit affects where you travel?**

Of course. I can go to UK from here, because my cousin lives there. But since I don't have the visa, it's more difficult. So I prefer travelling to other countries.

**When you're travelling within Sweden, where do you normally prefer staying?**

Well, I normally come back home. But if I was to spend the night somewhere.... I guess a hostel. I find hostels very comfortable. But not in every country. I think in Sweden, they are very clean, nice, friendly people.

**This is specific for Sweden?**

Yes.

**What about when you're travelling outside Sweden?**

Umm... a hotel. When I went to Germany I thought the hotel would be good, but when I got there it was much worse than a hostel. So imagine what an actual hostel would be like? But I think in Sweden it should be good quality. I shouldn't generalise but I think so.

**What do you use as transportation when you're travelling within Sweden?**

Trains. I don't really think there's another option. Everybody uses trains.

**What about when you're travelling outside Sweden?**

If it's close, I'll take the train. If it's far, I'll take the plane. It depends on the distance.

**What if it's far but it's much cheaper to take the train?**

I always prefer planes. Because it takes a very short time to travel and I'm not very patient on the road.

**Where do you normally eat when you're travelling within Sweden?**

I always have fast food.

**When you're travelling outside Sweden?**

When I went to Germany, I ate Chinese food. Mainly because I really like Chinese food. But there weren't really many options. In my country there are a lot more options. It wasn't very cheap, and not very expensive. When I'm travelling I don't pay much attention to how much money I'm spending, because I'm going to spend it anyway.

But when I'm in Sweden I think about it more, because I have more time to organise things.

**What do you think demotivates you from travelling for tourism purposes?**

What makes me cancel my plans? I think I would never think about going to India. Mainly because I could never find anything to eat. I would check if the place is hygienic, and whether I can find hygienic food. If it's going to cause more problems than fun, then why should I go? So it's better to go to countries in Western Europe.

**Do you consider going to Turkey for the holidays - tourism?**

My definition of tourism is being away from home. And Sweden is not home. Turkey is home. Maybe after I have gotten to know a place, then it doesn't count as tourism. For example. Going to Lund is not tourism for me anymore.

## **II. Nora Sarga**

Interview Date and Time: 11 May 2011. 3:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**First, we will introduce a concept here called day trips. It's trip which you travel for tourism purposes to a place and stay there for no more than 24 hours. For example you go somewhere and come back to the place you live within one day without spending a night there.**

**So can we ask while you studying in Sweden, how many day trips have you been to within Sweden?**

Well, let me think, five or six

**Ok, can we ask where did you go?**

Malmö, twice, Ystad, Helsingborg, twice, Ven, yeah...

**Alright, and what's your main purposes for going there?**

Relax on the beach, and for the cities, I think I went there mainly to see the city, go around there.

**And now we want to know how many short trips have you taken in Sweden whilst studying here. Short trip goes from two days to seven days.**

Ok, I think only one.

**Where was it?**

Stockholm. I went there with some of my friends for couple of days, less than a week.

**And any long trips in Sweden? Long trip means more than one week.**

No

**It seems that you have taken more day trips than short trips or long trips in Sweden, why so?**

E... if it's more than one day, I have to pay for the accommodation. And it's easier to go; I mean, easy to plan for. The other thing is, I have class all the time, not all the time, but the schedule is quite busy. So I don't have that long time to go longer time.

**Do you think day trips are tourism activities?**

Yes, I think so. No matter its long distance or short, as long as the main motivation, or how to say, the main purpose is for relax or sightseeing or get off my daily life. I think that's tourism.

**Ok, now we will move to outside Sweden, but still within Europe. How many day trips have you taken?**

Three, I think. Copenhagen twice and Helsingor Once.

**Any short trips in Europe?**

No. But I went back home once for Christmas. Does that count? I don't know if...

**What do you think? Do you consider going home as tourism?**

... I don't think so. No, it's should be considered as tourism. It's going back home.

**Ok, so any long trips in Europe?**

No

**Have you travelled outside Europe whilst studying in Sweden?**

No.

**Ok, can we ask as a student, what motivates you to travel whilst studying? Why do you travel whilst studying in Sweden?**

I want to experience different cultural, try different food and meet different people. And I think travel is one of the best ways to enrich yourself, enrich your life. I like travel. New experience is always what I want to have.

**Ok, according to your answer above, you seemed travel more in Sweden than outside Sweden, can you tell us why?**

First of all, it's the money issue. I travelled more in Sweden and I just go there and see the place and come back at the same day. That's save a lot of money. And time, I don't have that long holiday while I am still studying. And travel around here is more convenient, you just take the train or bus, I mainly travelled within Skane.

**While travelling within Sweden what is your most frequented choice of accommodation?**

If I can come back within one day, I will stay at home. Otherwise, I will find some hostel or cheap hotel.

**While travelling outside Sweden but within Europe what is your most frequented choice of accommodation? Why?**

I will first see if I have friends at the place I want to go. If I can live with my friend, I will do that. If not, I will find a cheap but also safe place to live, like youth hostel or cheap hotel.

**What is your most frequently used transportation mode whilst travelling within Sweden? Why?**

Train, because it's so convenient and it's really easy to go by train. And we get discount if you use jojo card, or you can by the card for the whole region.

**Do you buy the regional card every month?**

No, I use the discount one.

**Where do you live now?**

Lund. I study in Lund as well.

**Ok, What is your most frequently used transportation mode whilst travelling outside Sweden but within Europe? Why?**

I think I will use plane. It's fast, and you get more time in the destination. And sometimes, you can find really cheap flights.

**What if the train is cheaper but take longer time, while the plane is faster but expensive than the train. Which one will you choose?**

... it's hard to say. I think it's depends. If the difference is not that big, maybe plane. It's more comfortable. But if I have plenty of time and not tired, maybe I will choose train. It's really depends.

**Where do you usually eat while you are travelling as a tourist within Sweden? Why?**

I pack my own food sometimes, or eat at some cheap place, like fast food, MacDonald or Kebab place. It's cheap of course and it's convenient.

**Where do you usually eat while you are travelling as a tourist outside Sweden but within Europe? Why?**

I think I will try the famous local food once and then just find some cheap but valued place to eat while travelling. It's cheap and fun.

**Sometimes when you're thinking of travelling, you also cancel plans sometime, why so?**

Oh, a lot of reasons, no enough money to go, or time schedule changes, you are occupied by some other things. And for day trip, sometimes the weather doesn't turn out to be good. So you just cancel it and go another day. Oh, and also, sometimes, I want to go somewhere, but no friends could or want to go with me.

**So normally, do you prefer to travel alone or with friends?**

It's depends on where am I going. If day trips or for a short time, maybe go with friends. But for long time or many destinations, it's hard to fix the time and all people's preferences; I would like to go alone.



### **III. Peter Lincoln**

Interview Date and Time: 11 May 2011. 4:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**We're going to start with the travel questions. How many times have you gone on a day trip in Sweden while you've been a student in Sweden?**

I don't know. A lot. At least more than than times. Probably 20.

**Where do you normally go?**

Just within the region. Like local attractions, anywhere within the Skane district. I've been to a bunch of beaches, visited friends.

**Do you consider that tourism?**

Umm.. yeah, I think so. For sure. If I was including things that weren't tourism I'd include times that I went for class and if I had to do something in another city. For example, when I went to Malmo to take care of my visa, I don't consider that tourism. That's a business day day trip.

**And how many short trips have you gone on within Sweden?**

Umm.. one or two. I say two because we had a school trip that was based on tourism but it was also work... so it's a bit vague how you classify it. And another time it was to visit friends in the north.

**How many long trips have you been on in Sweden?**

Zero.

**Why have you been on more day trips than on long trips?**

Well, I think the easiness is one thing. If it's nice weather, you think oh, I'll go do this today. Whilst with long trips you have to do some planning and have time off school or be willing to

take the time off school. Also, I lived here for a year already There's not so much that I didn't do last year. Not that I took more long trips last year but living here for a year I know what I'd like to do now. So more of the spontaneity and it's easier to do things because you don't think about it. Like planning a long trip you think more of the money. If I take all of the day trips and put the money I spent on them together, I probably could have taken a long trip, but I don't think like that.

**When you were doing your first Masters, in Umea, did you go on long trips then?**

I did, I shouldn't say long trips but I did more of the short trips. Like 2-3 days?

**How many times have you been on day trips outside of Sweden?**

I would say Copenhagen maybe four times I think.

**And how many short trips?**

This school year, none. I took one long trip that included many short trips in it. I was gone for sixteen days and I think only one of those would be considered a long trip cos I stayed in London for eight days.

**What other places did you visit?**

Visiting friends in Paris, Brussels, Amsterdam and within Brussels we took one day trip.

**Do you consider going home to America tourism now?**

I do.

**How come?**

Because I don't live there. Even if I go back and I have to do things, like if I go back this summer I will renew my driver's license. But the purpose of the trip isn't to do that. Like I don't think I'd go back just to do one thing. I've been back for weddings or for holidays. Maybe it's also because I feel that I live here, and that my life is here. One of the best things is beign an American and going to America as a tourist.

**And how many times have you been outside Europe for tourism?**

I went to the U.S for winter break, that was around four weeks. In that time I was in Chicago and in New York and in the Hamptons.

**When you're studying in Sweden, you travel as a tourist as well. What is your main motivation for travelling as a tourist whilst still being a Student?**

Entertainment. There's been instances where I've gone on what people would consider tourism events but I consider work because it's for school. Maybe it's because we're studying tourism that I don't consider everything as tourism. If I like to bike and I ride to school, I don't consider that a leisure activity. And if I don't have school and I go on a bike ride, outside of where I live for leisure, I consider that tourism. Because the purpose is for leisure or my own pleasure. I don't consider it the same as if I have to go to Lund for class, and then I decide to do something after.

**Why do you travel more in Sweden than outside Sweden.**

This year I don't think I travelled that much actually. Part of it was personal reasons. I only went to one new place which is strange for me – Amsterdam. Part of it was the money. Not that I don't have the money but I chose to spend it differently this year. And then also, having the time. We have kind of erratic scheduling for courses. So I wasn't really able to plan short trips with the ease that I used to. I think that's the main reason. And I've seen a lot of Europe. I mean when I went travelling, I went to four places, and only one of those places was new to me. I needed or wanted to see some friends which was my main purpose for going travelling.

**Does your Swedish residence permit affect your mobility as a tourist at all?**

No not at all. As an American, not at all. Last year I found it extremely interesting that I was able to travel within the EU with my fingerprint and a credit card. I didn't need an ID Maybe because I wasn't leaving the Shenghen zone and possibly because I didn't look as if they would need to check my passport. So there were many times when I would travel and I was shocked that I didn't need to show my passport.

**When you are travelling in Sweden, where do you prefer staying.**

Friends for sure.

**Is that what you prefer, or where you actually stay?**

Well, in Sweden this year, I only did one short trip but I only stayed with friends.

**And what about when you're travelling in Europe?**

In Europe, my preferred choice is to stay with friends.

**Because?**

I'm more comfortable when I'm with friends. If I stay in a hotel I don't like that you come back and you go to a grocery store and you buy snacks and you leave them out in the room, I feel like that's not matching with what other people do in a hotel. I like eating in a nice restaurant or I go to a grocery store and find whatever I would like to have. My main purpose for travelling this year, was to visit friends. I think when I go to a more exotic place, or something I know nothing about, all of that goes out of the window. So if I'm staying at a hotel, or a friend's I'm most likely not going to be at that place too much. Whereas if I'm going to visit friends – I mean, even if I go out on a Tuesday night and I know I don't have class and I go to a friend's house for dinner, I would consider that as more of a day trip than if I have to go buy something in another town. So I think my main definition of how I choose to organize is based on my own purpose.

**What sort of transportation method do you use when you're travelling within Sweden?**

Almost exclusively train.

**Why?**

Well, I think, it's the best value. I think public transportation in Sweden, the costs are relatively high and trains are a good medium. And based on where I'm going, the network is well connected. You can get anywhere, especially for day trips.

**And when you're travelling outside Sweden?**

Then it has to be a relationship between distance, time and cost. For example flying from London to Paris, was actually cheaper when taking the train but it took longer. But because it was considerably cheaper, the time didn't really matter.

**You mentioned that you normally buy something from the grocery store or you eat at a friend's place. Is that when you're travelling in Sweden as well?**

Yeah, I would say so.

**You don't like eating out?**

I mean, eating is something that you have to do. But if I'm going to visit friends and my friends say lets go out, I say okay, If they say lets eat here, I say okay. But in France for example, I know there's things I can buy that I like, and that are very high quality and will be a lot cheaper than if I go to a resteraunt and get the same thing. For me, when I talk about long trips, or even short trips, I like making it my normal life but I have nothing to do. So I approach it in terms of okay, I want to do this. And it's easier in palces that I know like Sweden and America. A lot of people when they travel, they want things that are very easy. I like trying local things from restaurants that I can't make or my friends can't make.

**What demotivates you from travelling as a tourist? Sometimes you might be thinking of going somewhere... and then decide not to...why?**

Yeah...I would say previous commitments. This year it was just the scheduling of classes. My opinion is if I'm studying then I should be studying. Like it's a self imposed job. There was an instance that I could have realistically gone back for a friend's birthday party in Mexico. But it didn't make sense. First it was the scheduling and the amount of money. It wasn't that I didn't have the money, it was just that I didn't want to spend it in that way.

**Is there anything you want to add that might be relevant to our study?**

I think having a Schenghen or Western perspective is interesting to compare with someone who doesn't have that. Because I think just from my own conversations with people, there's a concern for visas that I don't understand. And I'm pretty well versed with it now. It's been six years since I've been living away now, and every time it surprises me because I don't have that perspective at all. So I always find that interesting even though I have to do it myself to live here, But I never worry about it. I'm like, ah, it's paperwork. Not, it's paperwork, and I have to spend this money, and what if I don't get it. And I think that's a really interesting thing you're talking about.

#### **IV. Annika Persson**

Interview Date and Time: 11 May 2011. 5:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**You have probably been in Sweden for a while now, almost a year. How many times have you gone on day trips – day trips for less than 24 hours for tourism related purposes?**

I guess twice a month on average?

**Where do you normally go?**

It's in Skane but it's different...it's Malmo, north up here, Bostad, Ven.

**How many short trips have you taken which are 2-7 days - so you stay overnight? In Sweden?**

In Sweden yeah? Four in total.

**Can we ask where?**

Malmo, Oland, with the Scouts, what was that called? A little town in the middle of Skane – I've forgotten the name now. I guess three now.

**And how many long trips have you taken? Which is more than one week.**

None.

**Do you feel you take more day trips or short trips?**

In Sweden? Day trips.

**Why is that so?**

I guess it's because of limit of time, and then money reasons as well. The most expensive thing is the overnight staying somewhere. It's expensive to get a hotel. I've avoided that so far – I stay with friends but that's what keeps me from going on overnight trips. And since

I'm new to the place I guess short trips are easy...like in the near surrounding and they're still new to me.

**Do you consider day trips tourism?**

Yes.

**How many times have you gone on day trips within Europe but outside Sweden? Since you've been in Sweden?**

To Copenhagen – four times maybe. But nowhere else.

**And short trips in Europe?**

Up to seven days?

**Yes.**

Maybe six or seven or even eight.

**Where do you normally go?**

I travel a lot to Vienna which is my hometown, Barcelona, Copenhagen, Hamburg... that's about it.

**But do you consider going back to Vienna is tourism? When you're living as a student here?**

I think so... yes.

**How come?**

Because tourism to me is a leisure activity and I think by definition VFR is also tourism. But I might be mistaken.

**No it's up to you.**

I'm going for leisure and I'm going to VFF which is clearly tourism.

**And how many long trips have you taken? Within Europe (outside Sweden)**

Umm... within Europe only once, which was back home – to Vienna. Actually two.

**And have you been outside Europe as well while you've been studying here? For tourism?**

No.

**As you're a student here... what do you feel is your main motivation for travelling generally... for tourism purposes.**

Umm... it's mainly for leisure of course...recreational activities everything that is relaxing or exciting or that is different from what I have at home. I have mostly visited places that I already know and where I've lived before so I go there to visit cities and people and do things that I already like to do.

**But you mentioned earlier that it's also because it's something different?**

Yes see... it's different from my life here... which is Helsingborg... like I consider this place home. What I do here and my everyday activities here is one thing and when I go travelling it's something different and even though I already know what I'm doing there, it's still different to my normal life.

**Do you prefer going to a familiar place when you're travelling?**

Sometimes.

**Do you think you travel more within Sweden, or do you leave Sweden more?**

I think up till now, I've left Sweden more.

**Why is that so? What do you travel more outside Sweden?**

Well, the motivation behind that is because I go home a lot. Like home Vienna home, away from Helsingborg home. That is because I like it, I like to visit my F&F and I feel obliged to visit my parents and grandparents.

As an Austrian you can visit within Europe whenever you want. You don't need a visa. But do you think if you didn't have a visa, that would effect your travelling decisions?



Well I guess. Like I wouldn't go to the same place so much. But I guess I wouldn't go home so much. Because now going home to Vienna is so easy and cheap. I would probably just visit new places and probably shorter trips like 3,4,5 days going to different places.

**When you're travelling within Sweden, where do you like staying.**

Friends and Family.

**And outside Sweden?**

Friends and family.

**And what do you use as a transportation method?**

Well within it's Sweden it's mostly train, sometimes the bus. And outside Sweden, it's mostly planes, sometimes trains.

**Why?**

I guess it's because of the distance. No other reason.

**If you were travelling outside Sweden and a train was maybe cheaper would you still go for the plane?**

It depends. I always do some accounting then, see how many hours I would have to work more.. Travelling quicker and getting there quicker gives you more time at the place and I think it's less exhausting. If the price difference isn't too big I'd rather fly.

**So the time is a priority or the price?**

I guess it's the relation to each other that influences my decision. For example I wouldn't fly to Stockholm, but the plane ticket is always more expensive than the bus or the train.

**Where do you usually eat when you're travelling within Sweden?**

I like to eat out when I'm travelling. Because again it's something different from what I do at home, cos I cook at home a lot. So I like going out for lunch or dinner or breakfast. But it's a money issue as well. So I try to use the facilities that are offered to me by friends and family and cook as well.

**Can I ask, Technically you're not a tourist in Sweden, you're a resident in Sweden because you're studying here. Why do you travel in Sweden for tourism?**

Ummm to explore new places to get to know new places and to visit attractions. And that would be your main motivations for outside Sweden as well?

**Yes.**

**Sometimes when you're thinking of travelling people cancel plans. Why?**

Money issues. Sometimes the weather. Especially with day trips. I can cancel plans depending on my mood or if something comes up.

**Have you ever travelled to Sweden before for tourism before you came here as a student?**

Yes, I have.

How many times? Approximately... 1.5 times in every year since I've been born. But I haven't been back much lately. Since I was a child.

**Do you have anything to add that you think might be relevant to our research.**

No I don't think so.

**Okay. Thank you.**

**V. Aliona Barshcheuskaya**

Interview Date and Time: 5 May 2011. 8:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**How many day trips do you think you've taken in Sweden as a tourist?**

It's not a lot. Because it's very tricky here in the South because you can travel to Copenhagen for example. Copenhagen...

**No in Sweden.**

Ah, then I think Malmo comes in. It's very tricky because we had courses there. I think in total it would be around 15.

**Is that counting trips that you took while going for study visits for example?**

Um no. I don't think so but I think it would be much more then.

**Where do you normally go?**

Not far from here. Usually in the southern part. Usually, it's Lund, maybe Malmo. Maybe a little bit North of Helsingborg. So almost always in Skane.

**How many short trips have you taken within Sweden?**

Not much... We took just one, for our program. It was a trip to Smaland.

**And how many long trips have you taken in Sweden? So more than one week?**

None.

**Do you consider day trips as tourism?**

Yes, I think so. I come from a tourism background so I know the definition, but personally I think that you can travel for less than 24 hours and it would be considered tourism?

**Why have you taken more day trips than any other sort of trips?**

I think the main reason is money, because I cannot afford to spend the night somewhere, it is too expensive in Sweden, so I prefer spending the night at home.

**Have you gone on a day trip outside of Sweden?**

Yes, I think trips to Copenhagen. Maybe four or five times?

**Any short trips outside of Sweden?**

That's 2-7 days right? Yes, it was just one trip to Vienna.

**Any long trips outside of Sweden?**

No, not for tourism purposes.

**Have you been outside Europe for tourism purposes?**

No.

**Do you consider going home to Belarus tourism?**

No, not at all.

**What is your main motivation to travel as a tourist whilst also being a student?**

It's of course just to see new places and to meet new people. That's the most important thing for me. To see the culture, to see the architecture of some places. I think that's the main reason.

**You travel more in Sweden, than outside Sweden. Why?**

Yes, I think it's a matter of money. I would love to travel more outside Sweden, it would be a dream of many people. But I cannot afford it whilst studying because my parents support me. As soon as I support myself, I think I would travel more outside Sweden.

**Do you think that the fact that you have a pass for the Shenghen zone for your time as a student affects your decisions as to where you travel?**

I think it does. I cannot afford it, but I dream about visiting these places, because I do have this passes. Even Belarus's neighbours which are part of the EU, I could not go before. But

now I am dreaming to at least go to Lithuania and at least spend the weekend there. It is 200 km from Minsk. I am dreaming because Yaaay I have the visa! I need to travel as much as possible.

**When you travel in Sweden, where do you stay?**

Umm, as I mentioned earlier I normally prefer day trips so I come home. If I did stay somewhere it would be the cheapest place. Like a hostel. Definitely not a hotel.

**And within Europe?**

I think if I'm not visiting my friends and I can't stay over at their place, I would do the hostel thing for sure.

**And what do you use for transportation?**

I could use a bike, or a bus or their train system is well developed. I think the train.

**Why train?**

It's convenient here and within the South, you can easily reach any place you want. If I travelled further, I'd probably use the bus because the train might not go. I think the train here is the most common way of transportation.

**What about transportation in Europe?**

I think a plane.

**Is that still true if a bus or train is cheaper?**

I would probably use the bus or the train because I am afraid of flying. But it's pretty hard to reach Western Europe by bus. But I would travel by train with pleasure.

**Where do you normally eat when you travel within Sweden?**

I take food with me.

**What about within Europe?**

I don't cook where I'm staying but I think I eat out. It's not fast food because I don't like fast food. It's just some cheap place – maybe pizza. Not very healthy.

**And least expensive is the main motivation?**

No, quality is important too. But good quality but as cheap quality as possibly.

**What demotivates you from travelling as a tourist?**

Of course, I think the main issue would be money still. It could be any circumstances. Maybe it won't fit my schedule, or a family problem. I think anything! Maybe there could be a war situation in a country I am going to? Anything.

**Do you prefer travelling alone or with friends?**

I prefer travelling with friends. A lot of people like travelling alone, But I like to share my thoughts and emotions with someone. But it has to be a someone I know really one.

**And why do you travel in Sweden?**

Just to get rid of my routine. I love travelling. And since I can't afford going outside Sweden... it's the least I can do to just take my bike and go anywhere.

**VI. Caroline Vogt**

Interview Date and Time: 15 May 2011. 2:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**We here have a concept of day trip, which means you travel for tourism purposes within one day, less than 24 hours. So we want to ask you how many day trips have you been to in Sweden while you are studying here?**

En... three to five times? Yeah, around 3-5 times

**And where did you go?**

Helsingborg, Ystad, Malmo. I don't know about Malmo, if it's tourism purpose, yeah, I guess yes, yeah, sightseeing.

**Yeah, And can we ask what did you do at those places?**

Mostly sightseeing, you go somewhere and see the place, yeah.

**And how many short trips have you been travelled within Sweden? Short trips means more than 2 days while less than 7 days?**

E... no, I think, no.

**Ok, and any long trips in Sweden?**

No.

**What for you is tourism? Do you think of day trips as tourism?**

Absolutely, absolutely.

**How come?**

I think it depends on the purpose. If you go to see the sight and such specific purpose, if you go there to just see something, yeah, I think, yeah.

**Why you think you haven't taken any long trips or short trips within Sweden?**

I guess I have seen Stockholm, where I lived with my parents. And now my Dad lives in Hamburg and that's really close, so I can just take the train and go to Hamburg if I need to get out for few days. Yeah, that's, yeah, I've been to Hamburg for couple of times. And I've seen a lot of Sweden. I think that's the two main issues. I have seen most of Sweden and my Dad lives so close.

**Now, we gonna talk about outside Sweden, how many day trips do you think you have taken outside Sweden?**

Let's say about four or five. Most in Copenhagen. Show people around and having friends coming. Yeah, around four or five times.

**And how many short trips have you take, outside Sweden?**

Short trips? For how long, short trips?

**2-7 days**

Oh, well, oh. A lot. About, include the trips to my Dad. Does it include the trip to home? Or ?

I don't know, it depends on your own opinion of tourism, do you think going home as tourism? No, it's not tourism I think.

**Then?**

Well... We are talking about outside Sweden but still within Europe. Well, then, for tourism purposes, I guess two, yeah

**And where did you go?**

To Turkey and we spent a weekend in Copenhagen.

**And how many long trips have you taken? Which are more than a week?**

One

**Which was where?**

Ireland.

**Ok, what do you normally do in those trips? What is your purposes for those trips?**

Relax, and sightseeing, if there something interesting to see. Like Copenhagen, I've been there for several times to see what it looks like, and look around. Mostly, it's also to get away, to get a distance from study, school stuff.

**Have you been to outside of Europe whilst studying in Sweden?**

No.

**Can I ask you what motives you to travel for tourism purposes while you are also a student?**

Most of all, just to get away for couple of days and clear the air.

**And, you seem travelled more outside Sweden than inside Sweden, why do you think that so?**



Well, I lived here before and I used to travel with my family and we travelled a lot, so I am kind of bored from Europe, when I travelled to somewhere, it's just another European city. I'd rather save the money and go somewhere else. That's the reason that I didn't make that much day trips, I want to save some money and go somewhere further away, so, yeah

**You said you are kind of bored from Europe from your answer, but it seems that you still travel more outside Sweden within Europe than within Sweden. How come that so?**

I think the most reason is it's cheaper, it's cheaper to go to Copenhagen than go to Goteborg and faster. So money is an issue. And I found there's not much to see in Sweden, if you have been to Stockholm, I think, yeah...

**Do you think the fact that you have a European visa, which you always have access to all the countries in Europe, changes the way you travel now as a student or the places that you visit?**

Yes, absolutely, absolutely. I don't worried anymore, the things about visa. I want to Turkey and I forgot my visa, but that' no problem cause I can get in there with my ID, that's something I completely forgot about. So it's getting more from spontaneous.

**What do you think your travel patterns have been changed, like the place you go to, are they different from the people that don't have the visa?**

Yeah, from my own experience and the people I've seen a lot of people in my close from outside EU that needs a visa, they are taking every opportunities they have to go somewhere now while they are still studying and have the visa. I was like, why do I care, if I can do it now I can do it for years.

**While you are travelling inside Sweden, where do you normally stay? Or what would be your prefer choice when you travelling in Sweden?**

I probably look for a hostel, backpacker hostel.

**Why so? Any special about backpacker hostel?**

I found the experience of backpacker and I found the price is cheaper. And also if go there alone, It's a good place to follow other people to.

**And what about when you travel outside Sweden, but still in Europe?**

... also hostels, cheap hotels or hostels, depending on where I am going and, yeah

**Why it changes, cheap hotels or hostels?**

Be a girl alone, sometimes you want to be careful. If you only have the opportunity to share a room with 12 other people or pay a little bit more and get your own room.

**Ok, what you usually use as transportation method when you travelling within Sweden?**

Trains

**Why trains?**

They are more reliable, and it's close.

**We wanna to ask you, when you buy the jojo card, do you buy it for all Skane or you buy it...?**

I have the one that you put money in and you use it every time when you one the bus or train, the discount card.

**What do you use as transportation when go outside Sweden?**

Planes.

**If a train is cheaper, would you still choose plane, or there will be a trade off?**

Maybe I will use the trains, well, it's also depends on the time. If I only have four or five days for travel, and depending on where I am going, if it takes me whole day to get there, then I guess I will take the plane.

**Where do you think you usually eat while you travelling within Sweden?**

Fast food I think.

**How come? Why?**

Packing my own lunch is never one option for me, because I will eat it on the train before I even get there. And I guess fast food for me it's still a treat, I didn't grow up like, you know,

saying that you can eat whatever you want. So it's like when I go out, it's ok to have MacDonald or it's ok to have pizza.

**And what about when you travelling outside Sweden?**

If there's something like the local cuisine. I will try to get that for several times.

**And it doesn't matter for the expenses or the prices or anything?**

Obviously, you know, in Ireland it was pretty expensive and they don't have like national meal. So I also went to eat fast food. While in Turkey, you know, there are so much food, so much good food, good prices. Yeah

**Do you normally prefer travelling alone or with friends?**

I usually travel alone.

**Ok, how come?**

I get really impatient sometimes, you know, and it takes a while to coordinate, you know, so...

**What stops you to travel?**

Within Sweden, the main thing is I couldn't find someone go with me. Outside Sweden, the big question is money.

**VII. Dai Bixiao**

Interview Date and Time: 15 May 2011. 4:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**Where and how many times did you most frequently travel for tourism purposes within Sweden during the academic year 2010-2011?**

	Frequency	List Destinations visited
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	(No. of Trips)	
<b>Day trips (Less than 24hrs)</b>	6	Ven, Ystad, Lund, Malmo, Bostad, Ängholm within Skåne Activities: to see the landscape, relax, visit friends They are tourism, because I use transportation, could be short, could be long
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations )</b>	2	Getoborg, Åland, Activities: FV, go with classmate
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations)</b>	0	

**Why do you go on more day trips than long or short trips?**

It's easy and not so expensive. Plus, I have the skanetrafikken card. No need to sleep over and no expense for accommodation.

**When you travel within Sweden for the past year you've been in Sweden, where do you normally go? In Sweden?**

Within my area, within Skane. Because it's near.

**We would like to know how many day trips you have taken, no more than 24 hours, for example, go to Ven.**

I think the places within Skane, I usually just take one day there and back to Helsingborg

**How many times of the days trips have you taken for the past academic year, for tourism purpose?**

ummm, how to count? Maybe, I think about 6, ummm about 6.

**And where did you go?**

Ven, Ystad, Lund, Malmo, Bostad, Änghem , just within Skåne.

**And you come back within the same day?**

Yes. For one day trip, just within Skane

**And if you don't mind, can I ask what did you do on these day trips? Activities?**

Usually just go to have a, to see the landscape, just have a relax. If this place has some people you (I) know, I just come to see and visit my friends.

**In your opinion, does that counted as tourism?**

I think it is, at least you take the transportation, so... I think its tourism, because tourism can be long distance and short distance.

**Can I ask, how many short trips have you taken for tourism within Sweden, short trips meaning 2-7 days.**

Not many, I think, twice. One is to aland the other was to Getoborg. For Aland, I spent three days with classmates and for Getoborg, I came to visit a friend for two days.

**How many long trips, for like more than one week.**

No.

**Can I ask you why you've taken more day trips than short trips and long trips?**

Because I think it is more convenient in regards of the time and of course the expense. Because the expense will be less, for example, we buy the skanetraфика card for students, then you could us it within skane. And when you have the card, you don't need to pay for any other extra for the transportation fees. So... I think mainly because of the consideration of the expense. When you live there, then it will cost many extra expenses. And since we are quite close to those destinations, we can easily commute back to the place we live.

**Can I ask, while you are studying in Sweden, how many times have you been outside Sweden, but still in Europe, for tourism purpose?**

Actually I didn't travel a lot, I think the only place I go is Copenhagen in Denmark.

**So how many times have you been to Copenhagen?**

I think, three times.

**For travel purpose or for other purpose?**

Yes, I went there to count down, if that is tourism. Then they are all for tourism purpose. Because I like the city

**Are they day trips, you go and come back within the same day?**

Yes

**Can I ask why, why only Copenhagen, and you haven't explore other places?**

Because I don't want to skip the class. I am a good students. So, of course I want to go to other places, but I think maybe I will go during the holidays. Because I prefer to, during the semester, if you want to spend more than one week to go around Europe, then you have to skip some classes. I think time is a concern for me. And also I think if I go for example to France, then I will go France and Italy, and then just like all together. It will same some expenses, in one time. For me, definitely I wanna go in some day, because I can use the Visa. Otherwise, when I go back to China after study here, if I want to go to France or Italy again, I have to apply for the visa, it will be too complicated and it will cost many extra money. So I would like to take this opportunity to go around.

**Have you been outside Europe for tourism during your study here?**

No

**Why do you travel whilst studying in Sweden?What is your main motivation for travelling whilst studying in Sweden?**

Motivation for travel?

**I mean, why do you travel, as a student?**

It's easy to go across the border. Like, if you were in China, it's hard to go to other countries. Cause you have to apply for visas and will cost many time, and you need to spend lot of extra energy. So of course, while you are studying, you still have holidays, so I have to find sth. to do in the holiday. So I think travel is a very good way to, en, very good activity. And also I think for young people that you should travel more and increase your experiences.

**You travel more within Sweden rather than more outside Sweden as far as you've answered. Why?**

I think one of my concerns is the time and I think that if just go to the cities nearby, I don't need to skip any class, still I can get myself relaxed when travel to these places. Because within skane, we have like city scenery, like malmo, and also we can find some nature landscapes, like Ven, like Ystad. So I think it can meet my needs. For example, if you go to cities outside Sweden, then, because I said I want to go to many places at one time, its more cost and time efficiency.

**Do you think Schengen visa is one of the reason that you would travel more?**

Yes, so that's why I tell myself I have to go to some famous countries in Europe before I leave Sweden. Because after graduation, I am not sure if I have to go back to China or stay in Sweden. But in Sweden, I think it's hard to find job and it's hard to stay here. So I want to take the time while I am still studying here to travel around. Because comparatively, the cost for flight is much cheaper than if I take the flight from China, except the visa issue. So I think, I will

**Do you think the Schengen Visa is a reason for you to choose to travel outside Sweden?**

Yes, so that's why I tell myself I have to go to some famous countries in Europe before I leave Sweden. Because after graduation, I am not sure if I have to go back to China or stay in Sweden. But in Sweden, I think it's hard to find job and it's hard to stay here. So I want to take the time while I am still studying here to travel around. Because comparatively, the cost for flight is much cheaper than if I take the flight from China, except the visa issue. So I think, I will

**While travelling within Sweden what is your most frequented choice of accommodation?**

I think, because I am now student, I don't have income, so I would prefer some cheap but clean. Like the places like hostels and if I have a friend in that city, I will, if it's convenient, I would seek for the accommodation in friend's place.

**While travelling outside Sweden but within Europe what is your most frequented choice of accommodation? Why?**

I think it's the same

**What is your most frequently used transportation mode whilst travelling within Sweden? Why?**

I think it depends, if it's within skane, I think it's convenient to take the trains. For example, if you go to Stockholm or some very north part, then I would prefer to take flights when they have some promotions or discount prices. If the price is not with that much differences, so I will prefer to take flights. If it's nearby place, I will take trains. If I can buy the cheap ticket when I want to go to somewhere far away, I will choose plane.

**But what if the price of train and plane are almost the same, which one will you choose?**

Actually, I do not have strong intention which kind of transportation I would like to take. It really depends on the price. For example, for here to Stockholm, if they have really cheap ticket for train, I will still take train instead of plane. But if they do not have any cheap price, and ,for example, if I have to stay whole night on the train. I will prefer to take plane instead of staying whole night on the train.

**Let's switch the question into outside Sweden but within Europe. Will you choose train or plane? What is your most frequently used transportation mode whilst travelling outside Sweden but within Europe? Why?**

I think price will influence my decision a lot. As I said, I will travel in Europe during the holiday, so time is not a problem. So, if the price really has big difference, I would prefer the cheaper one

**Where do you usually eat while you are travelling as a tourist within Sweden? Why?**

Fast food or make my own lunch. I will first prefer to make it by myself. But if I couldn't find any supermarket, or no place to cook, then I will eat some fast food.



**Where do you usually eat while you are travelling as a tourist outside Sweden but within Europe? Why?**

I think it will be the same. But I think in Sweden they have some hostels that you can cook by yourself. But I am not sure if they have those kind of hostel in other countries. Probably the same. Pretty much the same. But not sure if they have the place to cook.

**You mentioned why you travel. What is your reason for not travelling when you don't travel?**

I mentioned, one reason is don't have time. And other, maybe have some concerns about the cost. Especially in some peak seasons, so you need to think, because you need to check the price to find a comparatively cheap period to go.

I think you have touched the very important point, which is the visa. Institutional rule. For example, for Chinese people, if we want to go to Europe and you can see the product in travel agency, they usually put many countries in one package. That's main because the visa. If they apply for the visa, they want to make the best use of it. That's the same what we think here. Since we have the schengen visa, we would prefer to use it for the best. Cause otherwise, if we go back to China, we still want to go abroad, maybe we will not choose Europe as the destination. For me, if I go back to China, I will not choose Europe, maybe go to America or Australia, like the ocean continental countries as destinations.

**Do you view internship trip/or class trip to lund as a tourism activities?**

No. if I have class in lund, I will just go there and then go back. I will not take the time to see explore the city or buy something there. I think it's not tourism

**Why you travel within Sweden? What is the main attractive point for you to travel within Sweden?**

For me, one attraction is the big cities. I think it is must-go, like Stockholm, the capital, Goteborg. So like the very famous cities, you have to go. The other attraction, of course the nature scenery. But I also heard that the most beautiful nature scenery in skane is in summer, so I think it's good to go out. And in winter, should go to some cold place.

## **VIII. Andreea Duna**

Interview Date and Time: 15 May 2011. 4:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**Tourist trips taken within Sweden?**

	<b>Frequency (No. of Trips)</b>	<b>List Destinations visited</b>
<b>Day trips (Less than 24hrs)</b>	4-5	Ängholm, Lanskrönar, Malmö
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations )</b>	2-3	Malmö
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations)</b>	0	

**What were the main activities of those trips?**

I normally just went around sightseeing.

**You seem to have more day trips than short trips or long trips, why?**

Because I have to work and study, so my travel schedule is quite reduced. Time limitation is the main problem.

**Where and how many times did you most frequently travel for tourism purposes outside Sweden but within Europe during the academic year 2010 - 2011?**

	<b>Frequency (No. of Trips)</b>	<b>List Destinations visited</b>	<b>Main Purposes of the trip</b>

<b>Day trips (Less than 24hrs)</b>	2	Denmark Helsingor	sightseeing
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations)</b>	0		
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations )</b>	0		

**You seem to travel more within Sweden than outside Sweden. Why?**

The same reason, I have to work. Got limited by everything.

**Where and how many times did you most frequently travel for tourism purposes outside Europe during the academic year 2010 - 2011?**

None

**Why do you travel whilst studying in Sweden?**

I want to see as much the country as possible. Because I take the train and buses and it just make me curious, for example, Landskrona is in between of Helsingborg and Lund, everytime the train was stopped there and I was feeling at the edge of jumping off the train and going to visit it. I could actually see what Landskrona looks like. And I have more cities in Skane that I want to see and travel to.

**Why do you travel more in Sweden/more outside Sweden? (According to the answer of respondents)**

It's mainly because of the time. If I have more time, I usually have two days off per week. So except travelling, I also have to do other things related to my studies or other social activities. So the easiest for me is to, yeah, something that really close to Sweden.

**Do you think the Schengen Visa is a reason for you to choose to travel outside Sweden?**

International students from outside EU, they travel more. Knowing from my classmates, usually if we have an assessment, they will finish one week earlier and disappeared for one week to travel. They usually think it is Europe and I may not have second chance to come here. So they prefer to travel more.

**Have you ever travelled to Sweden before?**

Yes, I was an exchange student in 2004.

**While travelling within Sweden what is your most frequented choice of accommodation?**

Hotels, hostel, friends' place. Why no couch surfing?

**Why no couch surfing?**

Because worried about safety issue. And money is also a consideration while choosing accommodation.

**While travelling outside Sweden but within Europe what is your most frequented choice of accommodation? Why?**

Friends' place or Cheap Hotel.

**Why is that so?**

Friends can walk around with you and introduce local place. Or if no friends, then find a cheap hotel.

**What is your most frequently used transportation mode whilst travelling within Sweden? Why?**

Train and why? Because I want having more room and on the train, you can stand up and walk around a little bit. You have a rather big bathroom compare to the one of those buses. So I really like the train.

**What is your most frequently used transportation mode whilst travelling outside Sweden but within Europe? Why?**

Plane and why? Well if the time is under one day, then I would probably take the train. If I was travel from Sweden to Romania, I would take the plane; even I need to change 2 to 3 times. It's much more comfortable.

**Do you think go back home as tourism activities?**

No, I don't consider that as tourism. If would so, I went back to home during Christmas and that's outside Sweden. But I didn't think about it when you ask the question.

**Where do you usually eat while you are travelling as a tourist within Sweden? Why?**

If it's one day trip, then I prefer having something with me. At the same time, I like to have a fika at the place I go. I will find a nice café and have some fika there. I will take the main course with me and having fika somewhere nice.

**If more than one day?**

I will go to ICA or Coop to buy something to eat

**Where do you usually eat while you are travelling as a tourist outside Sweden but within Europe? Why?**

Will eat outside. It depends on how long I will stay there. Of course, I will orient myself to the cheap restaurant, probably some fast food, at least one time for MacDonald's. And I also like to try local traditional food or specific food, so I think I will do that once as well. So, otherwise then, I kind have the same pattern, I find the store and I buy certain thing and take it with me.

**Why you don't travel? I mean what demotivates you from travelling?**

It can be time, it can be money. Travelling outside Sweden requires planning and due to the nature of my job. I can only plan it one month in advance. That most thing de-motive me.

**What attract you most in Sweden to let you travel?**

I think that should be northern light in northern Sweden and all the activities that you can do during winter. And then, the southern part it will be the landscape mainly, all the cities and towns next to the sea. I like museums and I like collecting postcards.

## **IX. Martina Betakova**

Interview Date and Time: 13 May 2011. 4:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**Where and how many times did you most frequently travel for tourism purposes within Sweden during the academic year 2010-2011?**

	<b>Frequency (No. of Trips)</b>	<b>List Destinations visited</b>
<b>Day trips (Less than 24hrs)</b>	5	Ven(3 times), around Skåne(2 times)
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations )</b>	0	
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations)</b>	0	

**Where and how many times did you most frequently travel for tourism purposes outside Sweden but within Europe during the academic year 2010 - 2011?**

	<b>Frequency (No. of Trips)</b>	<b>List Destinations visited</b>	<b>Main Purposes of the trip</b>
<b>Day trips (Less than</b>	2	Helsingor,	



<b>24hrs)</b>		Copenhagen,	
<b>Short Trips (2-7 Days including trips that involved visiting multiple destinations)</b>	0	Home. But she doesn't think go home as tourism.	Visiting family
<b>Long Trips (More than 1 week including trips that involved visiting multiple destinations )</b>	0		

**Where and how many times did you most frequently travel for tourism purposes outside Europe during the academic year 2010 - 2011?**

None.

**Why do you travel whilst studying in Sweden?**

Different culture, different nature, different activities, to compare with my country and here, also different people. Learn different language.

**What is your biggest motivation for travel?**

Adventure

**Why do you travel more in Sweden/more outside Sweden? (According to the answer of respondents)**

I grew up in a small village and countryside, so I prefer to go to somewhere that come in my mind, like nature and the sea, rather than go to the big city.

**Do you think the Schengen Visa is a reason for you to choose to travel outside Sweden?**

No. I have the European passport so it doesn't matter.

**While travelling within Sweden what is your most frequented choice of accommodation?**

Within Sweden: Friends' place. If can't live with friend, i prefer cheap hostel, like for students. I like hanging out with friends and friends can give me food as host.

**Main motivation is cutting expensive when you looking for accommodation?**

Depends, if i was a student then yes, I will find cheap accommodation. But if I got enough money I would like to find something different.

**While travelling outside Sweden but within Europe what is your most frequented choice of accommodation? Why?**

Outside Sweden: friends place and family member. If not, then find hostel. My main motivation is trying to cut down expenses.

**What is your most frequently used transportation mode whilst travelling within Sweden? Why?**

Trains, because of good connections, fast but sometimes it's a little bit expensive. So also use car for short distance.

**What is your most frequently used transportation mode whilst travelling outside Sweden but within Europe? Why?**

Planes, because it's the fastest one.

**If the train ticket cheaper than plane's, do you choose train?**

Its depends on how much time I have? Because planes are faster than trains. It's a combination

**Where do you usually eat while you are travelling as a tourist within Sweden? Why?**

Usually took the foods with me. Or find some cheapest foods like fast food. Depends on the price mainly!

**Where do you usually eat while you are travelling as a tourist outside Sweden but within Europe? Why?**

Maybe cheap restaurant. Its also depends on the price.

**Do you think you travelled more in the first year while you were here in Sweden?**

Yeah, I travelled more when I was a student here, not work. But now, I have to work, so no more time for travelling.

**What do you think de-motivate you for travelling?**

Sometimes it can be bad weather. Sometimes there are something more important than travelling, like school.

**How do you prefer to travel, like with friends or alone?**

Depends on where. If I want to relax I would like to go alone. And if I want to do something fun or adventure for more days, like camping in the summer, I would like to go with friends. Depends on the mood also.

**Do you think day trips should be considered tourism?**

Yes. I would consider it is tourism.

**Have you travelled within Europe before you study in Sweden?**

Yeah, I travelled most half of Europe with my family by car in a long time ago.

## **X. Thao Nhu**

Interview Date and Time: 13 May 2011. 4:30pm

[Interview transcript not including short introduction to thesis by interviewers. Refer to Table I for Basic Information Details]

**Since you've been in Sweden as a student, how many times have you gone on a day trip?**

I think, more than 10.

**Can you tell us some of the destinations?**

When I had the Skane ticket, I travelled around Skane. Like Angelholm, Mol, Bostad, Kristianstad, Lund, Malmo.

**Were all these trips for tourism related purposes?**

Yes. At that time I just came here and I wanted to know more about this area.

**Do you buy the Skane ticket every month?**

No. We had lessons in Lund so we had to buy them for a certain amount of time.

**So that's mainly when you took your day trips?**

Yes.

**What do you do on these day trips?**

Mostly, I went in to the museum, because at that time it was very cold.

**And how many time have you gone on a short trip within Sweden?**

About three or four times. I've been to Oland, Karlskrona and Malmo. So it's three.

**And how many long trips have you taken within Sweden?**

None.

**Why have you taken the more day trips than short trips or long trips?**

Actually that helps me save money. Every city is quite similar and doesn't really have a big difference so I don't need to spend much time there.

**How come you haven't taken any long trips at all?**

First I don't have time. Secondly, I haven't found any interesting place within Sweden to spend more than one week in. If I was to spend more than one week, I'd probably go to some other country. Like I went to Germany for more than one week during Christmas to visit my cousin.

**How many times have you been on day trips within Europe but outside Sweden?**

Only, once, no twice. Once to Copenhagen and once to Helsingor.

**How many short trips?**

None.

**Long trips?**

One – to Germany.

**It was only Germany?**

Yep.

**How come you went to Germany?**

I travelled by train.

**Have you travelled outside Europe for tourism?**

No.

**What do you think is your motivation for being a tourist whilst also being a student?**

I travel because I want to know about something that's different. Someone might have told me, or it might be something I found out in the internet. It has to be unique. Sometimes if I

stay too long in one place I feel bored. And also, if I can find the company to travel with me, it would be better.

**How does something being unique affect you?**

I think that's the most important factor. Sometimes if I find a really cheap place to go to, I still might reconsider if there's nothing there. I might go somewhere that's more expensive but more famous and special.

**You seem to travel more within Sweden than outside Sweden. Why is that so?**

I think the most important point is economic reasons. Within Sweden, it's cheaper to travel, and it doesn't take too much time. And it's quite easy, you just buy a train or bus ticket and then you go. You don't have to buy cheap airplane tickets.

**As an international student, you get the Shenghen pass when you plan to come here. Does that affect your travel decisions?**

Yes. To some extent. But it's not a very big influence. Because I live very far away from Europe and to get a visa to a European country, it's not at all easy. And to travel to a European country, it's not cheap at all. So if I can make use of the Schengen visa, I will go. But it also depends on my mood.

**When you travel within Sweden, where do you prefer staying?**

During all my trips, I stay at my friend's place so I don't need to find accommodation. It's good, because I can ask my friends for information about the place.

**What about when you're travelling within Europe?**

I prefer staying in hostels.

**Why is that so?**

It's cheap and secondly and I can exchange information with other people who come from other countries. It's better than one person in one room.

**But did you stay in a hostel in Germany?**

No, I had my cousin there, so it was different.

**So if you had friends in the place you're travelling to, would you still prefer a hostel?**

It depends on if that friend is close to me. If they're not, I wouldn't stay with me.

**What transportation method do you use when you're travelling within Sweden.**

I think train. It's very convenient. It's fast, and compared with the bus, it's not that different.

**What about when you're travelling within Europe.**

I prefer to take – it doesn't really matter plane or train. It depends on the cheapest ticket.

**When you're travelling within Sweden, where do you usually eat?**

When I first came here, I usually travelled with my friends so sometimes we ate in restaurants to know the taste of the country and later we started taking our own food with us.

**And within Europe?**

My cousin had two restaurants so I ate there when I was in Germany. But generally sometimes I would taste the taste of the country and maybe fast food? I don't think I would cook.

**Is price a factor?**

Yes.

**What is the place that you most want to visit outside Sweden but within Europe.**

I think France. I will go to Italy on the fourteenth of 14<sup>th</sup> of May to the 20<sup>th</sup> of May.