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# Destination Image - A Case Study of Norwegian Anglers at an Alaskan Salmon Fishing Lodge

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# Content

<b>PREFACE .....</b>	<b>5</b>
<b>ABSTRACT.....</b>	<b>7</b>
<b>1. INTRODUCTION.....</b>	<b>8</b>
<b>2. THE SALMON SPORT FISHERIES OF NORWAY AND ALASKA.....</b>	<b>9</b>
2.1 Participation and tourism .....	9
2.2 Salmon species.....	10
2.3 Ownership and management.....	10
<b>3. STUDY AREA – TALKEETNA FISHING LODGE .....</b>	<b>11</b>
3.1 Talkeetna.....	11
3.2 Talkeetna Fishing Lodge .....	11
3.3 Marketing.....	13
<b>4. THEORETICAL FRAMEWORK .....</b>	<b>13</b>
4.1 Destination Image .....	13
4.2 Push and pull factors as motivation for travel .....	15
<b>5. RESEARCH DESIGN.....</b>	<b>16</b>
5.1 Data collection and sample selection.....	16
5.2 Data analysis .....	17
5.3 Sample characteristics.....	17
<b>6. RESULTS .....</b>	<b>18</b>
6.1 Participation and tourism .....	18
6.2 Fishing Experience .....	18
6.3 Infrastructure.....	20
6.4 Image .....	22
6.5 Willingness to pay .....	24
<b>7. DISCUSSION.....</b>	<b>25</b>
7.1 Fishing Experience Discussion.....	25
7.2 Infrastructure Discussion .....	26
7.3 Image Discussion .....	27
7.4 Willingness to pay Discussion.....	28
<b>8. CONCLUSION.....</b>	<b>29</b>
<b>9. LIMITATIONS, IMPLICATIONS FOR TOURISM DEVELOPMENT AND FURTHER RESEARCH.....</b>	<b>29</b>
<b>REFERENCES.....</b>	<b>30</b>
<b>APPENDIX.....</b>	<b>32</b>



## **Preface**

This master thesis was written for the Department of Ecology and Natural Resource Management (INA) at the Norwegian University of Life Sciences (NMBU), spring 2016. This 30 credit thesis symbolizes the end of my master in nature-based tourism.

I would like to take the opportunity to thank my main advisor Stian Stensland for helping me with counseling and countless conversations regarding the thesis. I would also like to thank my co-advisor, Øystein Aas for his cooperation in this study. I would like to thank my good friend Renate Kristianslund for proofreading and commenting on the thesis in its final stage. Finally, I would thank all the people who contributed with their time and willingness to be interviewed and I want to thank lodgeowner Henrik Wessel for his cooperation in the study.

The thesis is written in an article format, with a goal of future publication in a scientific journal.

Norwegian University of Life Sciences, 1432 Ås

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# Destination Image – A Case Study of Norwegian Anglers at an Alaskan Salmon Fishing Lodge

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**ABSTRACT** *Salmon anglers travel all over the world to get the best fishing experiences. The present study investigates how a specific destination image correlates with visitors' destination preferences. This research is based on 17 qualitative interviews with Norwegian anglers who have visited a fishing lodge in Alaska. It looks at how they perceive Alaska's general image, how they view Alaska as a salmon fishing destination, compared to Norway, and how their experience correlates with what they expected. The findings indicate how Alaska has an image of untouched wilderness with an abundant wildlife, and great fishing. Insight into potential differences between salmon destination images is needed to better understand what 'pushes' and 'pulls' visitors to one destination over another. Understanding visitors' expectation and how to meet them should be a priority for angling tourism development. This information could be used to increase visitor satisfaction. Most of the respondents expressed that their expectations were met or exceeded, however some expressed that the wilderness they expected did not match reality. From the results it seems that you go to Alaska to be 'guaranteed' a lot of fish, but that there is greater excitement in catching a fish in Norway. This indicated that Norway could use the excitement of the hunt in their advertisement, where as Alaska could advertise with catch guarantee.*

**KEY WORDS:** Destination image, motivation, push and pull factors, Alaska, Norway.

## 1. Introduction

Cheap flights and higher earnings have made it possible for Norwegians to travel further and more often (Granseth, 2012). Information about destinations is easily accessible online, and there are organized trips where all one needs to do is pay and show up. This accessibility makes it easy for Norwegians to travel to destinations that once were so far away that it would have been impossible to go for a weeklong trip. Some travel for leisure, while others can travel far to get specific experiences; these tourists are called niche tourists (Novelli, 2005). Niche tourists can travel around the world to: play golf, go hunting, fishing, climbing or for other specialized interests. A destination that once was too far away, and that offers specific experiences is Alaska. One of the reasons why Norwegians travel to Alaska is for salmon fishing (H. Wessel, pers. Comm., 23 October 2015). Salmon fishing is an activity that a lot of Norwegians are passionate about, some more than others. Some use all their free time to go fishing, while others fish sporadically, both of which travel to Alaska for salmon fishing. Salmon fishing is also a popular tourism product in Norway (Stensland, Fossgard, Andersen, & Aas, 2015).

Salmon fishing has been a sport in Norway since the middle of 1800 when Norway was 'discovered' by British tourists, and has contributed with jobs and income for people living near rivers (Fiske & Aas, 2001; Stensland, 2010, 2013). Foreign tourists used to dominate the sport fishing market, but today Norwegians and other Scandinavians dominate the market (Fiske & Aas, 2001; Stensland et al., 2015; Tangeland, Andersen, Aas, & Fiske, 2010). When the British came to Norway for salmon fishing the rivers seemed to be never-ending (Stensland et al., 2015). For years stocks have been declining in several regions due to escaped fish, lice from aquaculture and ecological changes (Anon., 2016; Stensland, Fossgard, Kristiansen, Navrud, & Aas., 2014). Reduction in stock have had a negative impact on tourism in those areas in Norway (Stensland et al., 2015). The view from the fishing tourism industry is that Norway's biggest strength is "big fish, beautiful rivers, great people, relaxed attitude, easy travel, and tradition and history". They also indicate that "lack of fish, netting, salmon farms, many people on the river, long fishing hours, river owners not working together and not enough catch and release" is Norway's weaknesses (Millington-Drake, 2016). Salmon fishing is in Norway, like Alaska, a part of the destination image.

A destination image relates to how visitors view a destination, and is in close relation with the visitor's motivation to travel (Ren & Blichfeldt, 2011). However, the destination image does not always coincide with how they want to be perceived (Lopes, 2011). A salmon



fishing destination for example may want an image as a sustainable destination, but may be perceived as a non-sustainable destination if not properly facilitated. If the reality is that the salmon fishing is sustainable, then they need to work on their image outward to change how they are perceived. It is important that destinations present an image that correlate with reality because if the visitor expect something other than what (s)he gets, the visitor may leave the destination with a bad experience and tell others (Zabkar, Brencic, & Dmitrovic, 2010).

In this study the destination is Alaska, and the visitors are Norwegian anglers. The purpose of the paper is to investigate how a specific destination image correlates with visitors' destination preferences. The study will use a qualitative case study to investigate why Norwegians go to Talkeetna Fishing Lodge (TFL) ([www.talkeetnafishinglodge.com](http://www.talkeetnafishinglodge.com)). It will examine how they perceive Alaska's general image, how they view Alaska as a salmon fishing destination, compared to Norway, and how the experience correlates with what respondents expected.

First, the paper will present differences and similarities between the salmon sport fisheries of Norway and Alaska. Then, the paper will introduce the case study before laying out the theoretical framework and research design; results are then presented, analyzed and discussed. Finally, limitations for the study, implications for tourism development, and suggestions for future research are discussed.

## **2. The salmon sport fisheries of Norway and Alaska**

### *2.1 Participation and tourism*

Sport fishing for salmon is economically and socially important in both Norway and Alaska. Fishing licenses, products and services related to sport fishing in salmon rivers is estimated to approximately 1,360 million NOK (\$162 million) per year in Norway (Norges skogeierforbund, 2010). Stensland et al. (2015) shows how there is a negative trend in salmon fishing participation, with 81,000 registered salmon anglers in 2006 to 64.000 registered salmon anglers in 2014. The research also shows how Norwegians dominates the fishing.

Total spending on sport fishing in Alaska, amounted to approximately \$1,4 billion (ADF&G, 2007). Alaska has a large natural stock of sport fish species, making it an attractive tourism destination for fishermen. There were 476,000 registered sport anglers fish in Alaska in 2007, with approximately 60% being visitors from out of state (ADF&G, 2007). One of the

reasons why Alaska is such a popular fishing destination is because of the diversity in fish that they have. In Alaska there are five Pacific salmon species, compared to Norway where there is one type of salmon – the Atlantic salmon (*Salmo salar*).

## 2.2 Salmon species

The Atlantic salmon is an anadromous fish that migrates between freshwater and the ocean. During this migration the salmon goes through changes in habitat requirement, behavior and physiology, which makes it vulnerable to change (NOAA, 2016a). After they return from sea the average size of Atlantic salmon is between 1 kg and 25 kg, but they can grow to over 30 kg (Thorstad, Whoriskey, Rikardsen, & Aarestrup, 2011). The big salmon makes for great fishing, however the density of salmon changes from rivers and on average it would take four days to catch a fish (Fiske & Aas, 2001; Stensland, 2010).

There are five species of Pacific salmon in Alaska: King/Chinook, *Oncorhynchus tshawytscha* (average weight 18 kg, max 55 kg), Dog/Chum, *O. Keta* (average weight 3.6-6.8 kg, max 20 kg), Silver/Coho, *O. Kisutch*, (average weight 3.6 kg, max 16 kg), Pink/Humpback, *O. Gorbuscha* (average weight 1.6-2.3 kg) and Red/Sockeye, *O. Nerka* (average weight 3.6 kg) (ADF&G, n.d.-c; NOAA, 2016b, 2016c, 2016d, 2016e). The salmon varies in sizes and population density per species, but the overall density of salmon is much higher in Alaska than in Norway (H. Wessel, pers. Comm., October 23, 2015). Common for all species is that they migrate between freshwater and ocean, but unlike the Atlantic salmon that can spawn several times, all Pacific salmon die after spawning. Decaying salmon carcasses fertilize the waters and riverbanks.

## 2.3 Ownership and management

The Alaskan state government manages fishing rights to the streams (ADF&G, n.d.-a). The government control several divisions in regards to their fisheries including division of habitat, wildlife conservation and sport fishing, among others (ADF&G: Division of Sport Fish., 2015). The government manages fishing rights to all streams and there is one single license that provides access to all streams in the state, and this makes it easy for anglers. There are however different regulations for different streams that the anglers needs to acquaint themselves with (ADF&G, n.d.-d). There are also different licenses for different types (e.g.

king salmon tags) of fishing and different regulations for residents and non-residents(ADF&G, n.d.-b).

In Norway, private landowners own fishing rights to the streams. Since the right to fish in streams follow property rights and cannot be split from the land, multiple owners can own fishing rights in one stream (Stensland, 2010). Multiple owners may therefore offer fishing, with different licenses and prices, in one stream; hence splitting streams into beats (Stensland, 2010, 2013). A good salmon beat usually extends over 1 km, however many Norwegian beats are shorter than this due to the property structure(Stensland, 2010).

### **3. Study area**

#### *3.1 Talkeetna*

Talkeetna is part of the Mat-Su Borough and is located in South-central Alaska (Figure 1). The area is known for great fishing, and has some of the largest King salmon in the state (Schwörer, Holen, Jones, Tanaka, & Albert, 2015). However, there has been a decline in King salmon population due to disease, overharvesting, contaminants, climate change and more, which has caused great concerns in Alaska (Adkison & Finney, 2003; Schwörer et al., 2015). Harvest restrictions have been implemented in order to reduce this decline. Susitna River drainage unit 5 regulations cover Talkeetna. In this unit there are five special regulations for fishing: 1. Closed to King Salmon Fishing, 2. Closed to Salmon Fishing, 3. Closed to Salmon Fishing/Open to Catch and Release for Rainbow Trout, 4. Catch and Release for Rainbow Trout, and 5. Catch and Release for Rainbow Trout and Grayling (ADF&G, 2016). There are also general regulations for each species, but common for all salmon is that once the fish is removed from water it “*must be retained and becomes part of bag limit of the person who originally hooked the fish*”(ADF&G, 2016 p. 38).

Sport anglers are valuable economic contributors to the Mat-Su area. The Borough generated in 2007 between \$63 million and \$163 million on all sport fishing (Colt & Schwörer, 2009; Schwörer et al., 2015).

#### *3.2 Talkeetna fishing lodge*

TFL is located on Clear (Chunilna) Creek drainage (Figure 1). This river has all five salmon species, rainbow trout (*Oncorhynchus mykiss*), dolly varden (*Salvelinus malma*) and grayling

(*Thymallus thymallus*). The season is from June through September, with different fish at different times of the season (Rainbow trout, grayling and dolly varden: April 25-October 5. King salmon: June 12 – July 13. Red salmon: July 15 – July 30. Silver salmon: August 1 – September 15. Dog salmon: July 15 – September 15. Pink salmon: July 15 – August 30) (H. Wessel, pers. Comm., October 23, 2015; <http://talkeetnafishinglodge.com/en/photo-gallery>). King salmon in particular is a popular sport fish, but because of the decline in population it is closed to fishing king salmon in parts of Clear (Chunilna) Creek drainage (ADF&G, 2016 p. 39).

Henrik Wessel, the owner of TFL, is a Norwegian that targets Scandinavian tourist. The lodge house around 70 visitors each season paying \$3000 per head (H. Wessel, pers. Comm., October 23, 2015). This price includes transportation from airport to lodge, food and accommodation at the lodge, and guided fishing. If desired, there is possibilities for helicopter rides to Mt. Denali, or to be flown up the river and raft down, however this comes at an extra cost. Plane tickets needs to be bought separately.

The visitors fly from Scandinavia (often straight via Reykjavik) to Anchorage. The flight takes from 11 to 28 hours and cost between \$1000 and \$3300. Anglers are picked up at the airport in Anchorage, driven two hours to Talkeetna, then brought up to the lodge at Clear (Chunilna) Creek drainage in a 15 minute boat ride. From the lodge it is easy access to fishing

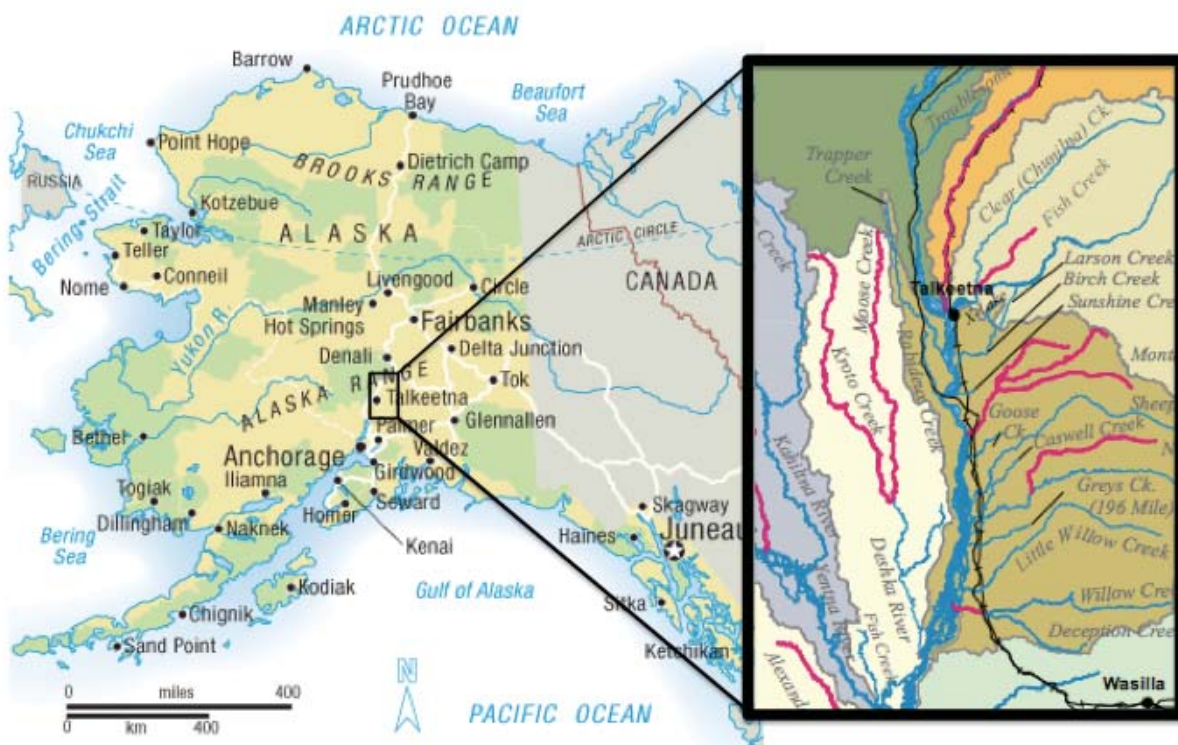


Figure 1. Alaska, Talkeetna (ADF&G, 2016; Travel Impressions., n.d.)

and wilderness, it's not unlikely to have a bear encounter, and fish is abundant (H. Wessel, pers. Comm., October 23, 2015). To book the trip one can either contact the owner directly, or one could book the trip through XXL Adventure.

### *3.3 Marketing*

XXL Adventure (XXL Adventure, n.d.) is a Scandinavian travel company that sells fishing-, hunting- and horse riding trips all over the world. There are no other travel companies that sell trips to TFL from Norway, so most of the booking goes through XXL Adventure.

Alaska advertises through [travelalaska.com](http://travelalaska.com), governed by the state of Alaska. Alaska is presented as a destination with wild nature, wildlife, fish and native culture. The site however, does not advertise for TFL. To find information about TFL one would have to go to TFL's website or the XXL Adventures website. If one search for 'Alaska fishing' or something similar in Google, TFL and XXL Adventure comes up in top three of the results (In Norway). Therefore if someone wants to go to Alaska and fish, TFL would be the easiest fishing lodge to find.

Henrik Wessel, advertise for TFL by giving presentations about Alaska and the lodge at different venues in Norway. He's also been in a TV program called 'A journey in the last wilderness' where he presents Alaska and the lodge (YouTube, 2012). The show first aired in 2012, and have been seen by approximately 1,2 million people since then (H. Wessel 2015, pers. Comm., 23 Oktober). This has given him a lot of publicity, and it attracts a lot of visitors.

## **4. Theoretical framework**

### *4.1 Destination image*

Destination image can be split into three: organic-, induced-, and complex image (Figure 2) as suggested by Fakeye and Crompton (1991).

Organic image is the image developed from media coverage, word-of-mouth and other non-tourism information sources (Fakeye & Crompton, 1991; Gunn, 1997; Lopes, 2011; Po-Ju & Kerstetter, 1999). It is the picture one has of a destination without actively seeking information. Gunn (1997) described organic image as a key factor in visitors' destination preferences. For Alaska the organic image could be 'wilderness' or 'abundant fish and

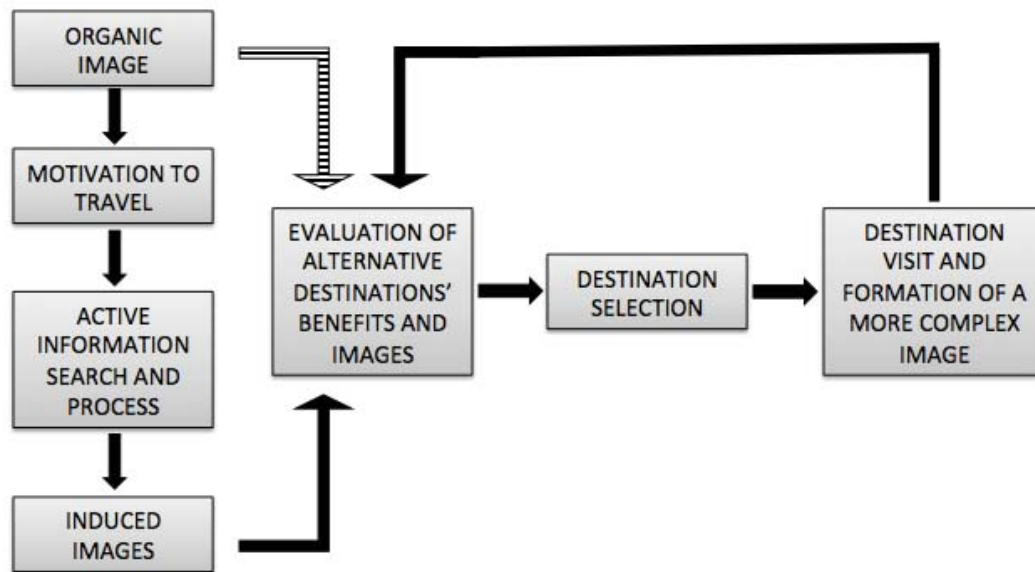


Figure 2. A model of a tourist's image formation process (Fakeye & Crompton, 1991)

wildlife', because this is usually how Alaska is presented in movies and other medias. However, organic image of a destination differs for everyone so there is not 'one' image that everyone agrees on (Fakeye & Crompton, 1991; Lopes, 2011; Ren & Blichfeldt, 2011).

Induced image emerges when the desire to go on vacation occurs, and the search for information starts. Information search is governed by the motives that is creating the desire to travel (Fakeye & Crompton, 1991; Gunn, 1997). For example, if the desire to go on a salmon fishing vacation occur, one would start to evaluate different destination's that offer fishing: Norway, New Zealand, Russia, Canada, Alaska, etc. Research on these destinations, like web searches or contacting tour operators, would transform the organic image into an induced image. Personal organic image, which is how one person pre-judges a destination, influences which alternative destinations that are considered. Advertisements and information about the destinations will edit or confirm that image (Fakeye & Crompton, 1991).

Induced image turns into a complex image when one visits and experiences the destination. At this point the induced image creates an expectation for the visit, the destination can either; meet expectations, not meet expectations, or exceed expectations. If for example one expects to see bears or catch a lot of fish in Alaska, and don't, then the expectations are not met and can make the visitor disappointed. The complex image might not necessarily correlate with reality; e.g. special circumstances (like drought or flood) reducing catch would create a complex image based on that there is not as much fish as expected. This



case study focuses mainly on the complex image since the respondents had already been at TFL.

#### 4.2 Push and pull factors as motivation for travel

Push and pull factors are accepted as a way to explain travel motivation and tourist behavior (Fakeye & Crompton, 1991; Lopes, 2011; Lubbe, 1998; Oh, Uysal, & Weaver, 1995). Motivation begins when one acknowledges a need and how a destination might be able to satisfy that need (Lopes, 2011; Lubbe, 1998). As shown in Figure 3, travel motivation can be divided into two categories: Personal motivation (push factors) and destination attributes (pull factors). Personal motivation occur when internal socio-psychological needs are unfulfilled, creating desire to go on vacation (push) (Botha, Crompton, & Kim, 1999). If, for example, someone works all day inside an office, doing the same things day after day, it can create motivation to get out in the wilderness and experience something new. Information about destination attributes that could potentially meet socio-psychological needs, is what pulls visitors to one destination over another (Botha et al., 1999).

A literature review on travel motivation and tourist behavior exposed a wide range of ways to categorize push and pull factors (Botha et al., 1999; Fakeye & Crompton, 1991; Galloway & Lopez, 1999; Kim, Lee, & Klenosky, 2003; Lopes, 2011; Lubbe, 1998; Merwe

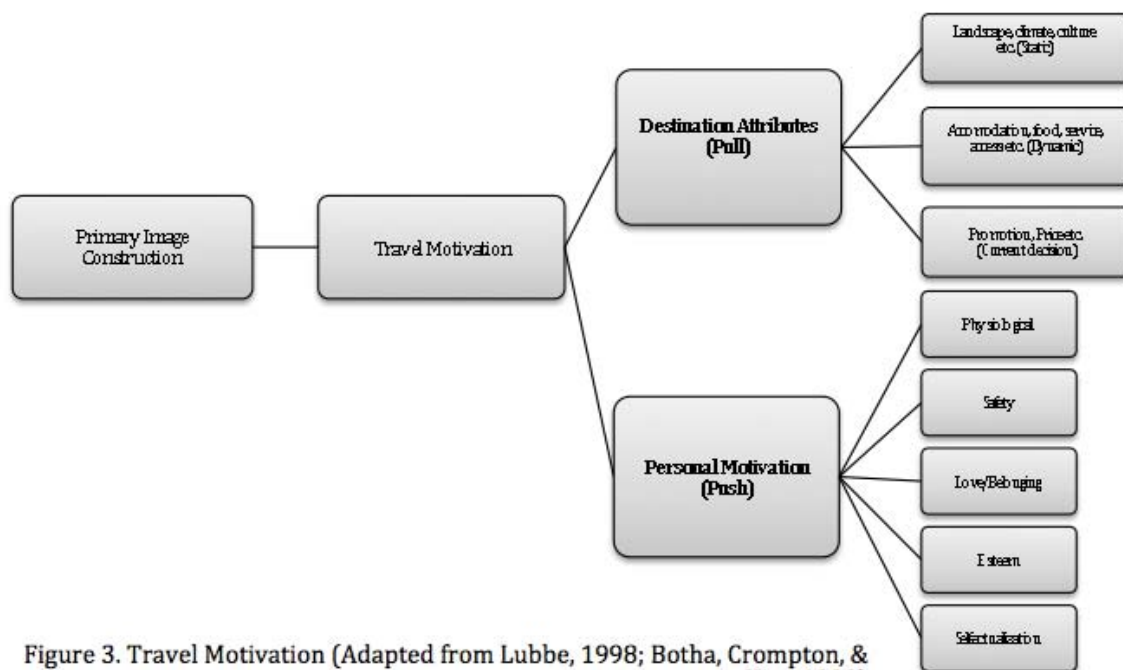


Figure 3. Travel Motivation (Adapted from Lubbe, 1998; Botha, Crompton, & Kim, 1999)

& Saayman, 2008; Oh et al., 1995; Prayag & Ryan, 2011; Yoon & Uysal, 2005; Zabkar et al., 2010). Literature suggests the use of these five push factors and three pull factors, adapted from Lubbe (1998); The five push factors are based on Maslow's hierarchy of needs (Maslow, 1943): physiological (food, water, sleep, etc.), safety/security (security of: body, morality, family, health, property etc.), belonging and love (friendship, family etc.), esteem (achievement, respect of others, respect by others etc.), and self-actualization (creativity, spontaneity, problem solving, acquiring knowledge etc.); The three pull factors are: Static (e.g., wilderness, landscape, climate, culture and history), dynamic (e.g. Facilities, food, service, access) and current decision (e.g. Promotion, price). A combination of pull factors is deciding factors to destination preference.

## **5. Research design**

### *5.1 Data collection and sample selection*

This article is based on qualitative data gathered from 16 phone interviews with Norwegians who have visited Talkeetna Fishing Lodge (TFL), and one phone interview with the owner of TFL, and quantitative data gathered during interviews and in the prescreening. Interviews took place December 2015 through January 2016. The interviews varied in length from 16 to 72 minutes, with an average of 33 minutes. Interviews were conducted in Norwegian. Then they were transcribed and analyzed, later translated into English for this paper. Before the interviews were conducted, a prescreening with general questions was sent out in hopes of choosing respondents with different backgrounds.

Three of the respondents were intercepted while at TFL and later contacted through e-mail; seven of the respondents were reached through TFL's Facebook page and contacted the researcher themselves; and six respondents were reached using the 'snowball method' which recruit respondents through social networks (Silverman, 2014). By reaching out through Facebook, non-Facebook users were not approached; therefore the snowball method was used to reach those without Facebook to increase the credibility of the research (Marshall, 1996; Sandelowski, 1995). It is desirable to get representation from people with different interests to get to a variety of people and get the broadest picture possible (Onwuegbuzie & Leech, 2007).

A qualitative approach were chosen because of it's strength in finding relationships and answering 'why' and 'how' questions (Marshall, 1996; Silverman, 2014). The interview guide (appendix 2) was structured as an open-ended interview with semi-structured questions.



Semi-structured interviews also give respondents the opportunity to express their opinions, experiences, and ideas in a way that otherwise could get lost if structured questions were used (Silverman, 2014). Parts of the interview consisted of qualitative likert scale questions to get a numeric value on respondents views (Johannessen, Christoffersen, & Tufte, 2011). By using this form of interview one is dependent on the respondents ability to remember and articulate their experiences (Prayag & Ryan, 2011). Therefore the researcher needs to create an environment where the respondents are given time to recall experiences.

## *5.2 Data analysis*

Data were analyzed in regards to push and pull factors that played a part in why the respondents chose to go to TFL. Visitor satisfaction was measured using a nine point Likert-type scale where 1 was extremely unsatisfied, and 9 were extremely satisfied. The research focuses on four factors to investigate why Norwegians chose to go to TFL: image, infrastructure, fishing experience and pricing. Image correlates with static factors like wilderness and landscape and what picture the respondents had of Alaska as a destination. Fishing experiences from Norway or other destinations may play a part in visitor expectations and may affect visitor satisfaction and how Alaska's complex image is perceived. Dynamic factors like facilities, food, service and access that are part of the infrastructure, are important in creating the experience, and also affect visitor satisfaction. Current decision factors like pricing may play a part in deciding to go to TFL over other options.

## *5.3 Sample characteristics*

The sample size is considered to be representative for Norwegian tourists going to TFL, being that this is a rather small population it's to represent (Sandelowski, 1995). The sample consists of 14 male respondents and 2 female respondents; this also is representative for Norwegian tourists going to TFL since more men go there (H. Wessel, pers. Comm., October 23, 2015). The sample selection has varied interests in recreational fishing; there were 7 people who said fishing was not important or one of many recreational activities, while 8 people identified fishing as their most or second most important recreational activity.

Beardmore, Haider, Hunt, & Arlinghaus, (2011) identified five prime angler types named by their main motivation for going fishing; trophy-seeking anglers, non-trophy, challenge-seeking anglers, nature-oriented anglers, meal-sharing anglers, and social anglers.

The sample selection represents all of these angler types, except meal-sharing anglers. The line between each angler type is not always so strong, therefore one person can be both a social and meal-sharing angler, but since the social part is more important to them, that is the label they got. The sample represents three non-trophy, challenge-seeking anglers, two trophy-seeking anglers, four nature-oriented anglers and seven social anglers.

## 6. Results

### 6.1 Demographic profile of respondents

**Table 1**

Description of demographic variables

	Age	Sex	Region	Satisfaction of fishing experience*	Satisfaction of host*	Total satisfaction of visit*
R1	47	M	Oslo and Akershus	9	9	9
R2	54	M	Østlandet Other	7	9	8
R3	50	M	Agder and Rogaland	9	8	8
R4	51	M	Oslo and Akershus	8	9	7
R5	41	M	Oslo and Akershus	9	9	9
R6	49	M	Oppland	8	8	8
R7	45	F	Østlandet Other	9	9	9
R8	48	M	Trøndelag	8	9	9
R9	60	M	Oslo and Akershus	9	9	9
R10	43	M	Agder and Rogaland	8	7,5	7,5
R11	35	M	Oslo and Akershus	7	8	8
R12	54	M	Østlandet Other	9	9	9
R13	36	M	Oslo and Akershus	9	9	9
R14	42	M	Oppland	9	8	8
R15	45	M	Oslo and Akershus	9	9	9
R16	32	F	Trøndelag	9	9	9

\*1 = Unsatisfied, 5 = Satisfied, 9 = Extremely satisfied

Respondents' demographic profile is summarized in Table 1. Most of the respondents were male (87.5%) in the age group 40-59 (68.8%). This correlates with previous studies indicating that the average angler is 47-53 year old males (Stensland et al., 2015). The satisfaction rating on the fishing experience (average 8.5), host (average 8.2), and the visit to TFL in total (average 8) showed that all respondents were highly satisfied with the trip. Over half of the respondents are from Oslo and Akershus area (43.8%), while the rest are spread from the west coast to the middle of Norway.

### 6.2 Fishing experience

The respondents varied in fishing experience (Table 2); some did not view themselves primarily as anglers (12.5%), some said they have been salmon fishing off and on for years

(31.3%), while others said they used all free time for salmon fishing (56.2%). Most of the respondents (75%) had only been to TFL once, but 58.3% out of these had plans to return to TFL (68.8% for all respondents).

Number of years respondents have been salmon fishing also varies. Some have only been fishing a few, or no years, while others have been fishing for decades (average 17.3 years). Fishing interest and years fishing are not dependent; some have been fishing off and on for years, but does not regard fishing as a main recreational activity; others have not been fishing as long, but regard fishing as an important recreational activity.

50% of the respondents have only been on fishing vacation in Alaska, where 37.5% have only been there once and 12.5% have been to TFL more than once, but no other country. The remaining 50% have been on fishing vacations in other countries in addition to Alaska.

**Table 2**

Description of fishing experience variables

	Importance of fishing*	Number of years fishing	Times at TFL	Planning to go back to TFL	Angler type
R1	5	15	3	Yes	Non-trophy, challenge-seeking angler
R2	2	19	1	Yes	Nature-oriented angler
R3	2	20	1	Maybe	Social angler
R4	2	25	1	Maybe	Social angler
R5	1	0	1	Maybe	Social angler
R6	4	35	1	Yes	Non-trophy, challenge-seeking angler
R7	5	18	2	Yes	Trophy-seeking angler
R8	3	30	1	Yes	Social angler
R9	5	15	1	Yes	Trophy-seeking angler
R10	1,5	10	1	Maybe	Social angler
R11	4	4	1	Maybe	Nature-oriented angler
R12	5	40	2	Yes	Social angler
R13	5	10	1	Yes	Nature-oriented angler
R14	5	15	1	Yes	Nature-oriented angler
R15	2	20	2	Yes	Non-trophy, challenge-seeking angler
R16	2	1	1	Yes	Social angler

\*1 = Not important, 2 = One of many activities, 3 = Third most important, 4 = Second most important, 5 = Most important activity

Respondents were asked questions about what type of fishing they practice and most of the respondents (68.8%) answered that they practice some fly-fishing, with 50.0% practicing only fly-fishing; the rest (31.2%) practiced other types of fishing. Respondents were also asked about their view on catch and release (C&R). Most of the respondents (56.2%) were positive to C&R, four (25%) were unsure of what they felt were right, and three of the respondents (18.8%) were against C&R. Results indicate a connection between practicing fly-fishing and a positive view on C&R:

**Interviewer:** What type of fishing do you practice?

**R12:** It is primary salmon fishing that we practice in Norway as well, 99% salmon fishing. [Equipment?] Here at home I fish mostly with worm and sinker.

**R6:** Fly fishing for trout and... mostly trout, but also some salmon fishing.

**Interviewer:** What is your view on C&R?

**R12:** I'm not really a big fan, but it happens. [Why are you not a big fan?] No, I don't really see... you're in rivers where there is good yield and good upbringing... no I don't really see the reason. Then I might as well buy fish.

**R6:** No I think that it is good to preserve the stock. I think Alaska had an okay regime. They were not allowed to take the fish out of the water at all; I'm talking about King Salmon. Uh, and they regulated the fishery in relation to the return from the sea. So if there was little return, and if it was low water, they were able to close the fishery for a few days and monitor the situation. It is more regulated and there is more interest in taking care of the population [In Alaska] and they want to ensure ... they are the very focused on tourism. That is something that we should perhaps think about here in Norway as well, here it is all food harvesting it seems.

### *6.3 Infrastructure*

To investigate why Norwegians go to TFL, it is interesting to find out why they chose to go on an organized trip instead of planning the trip for themselves. Most respondents answered that it would be too time-consuming to familiarize themselves with Alaskan geography and regulations to travel on their own:

**R7:** Because there you have ... You are in safe hands, in a way. You know what to expect; you get a guide that helps you with fishing permits, show you around, yeah who knows where to fish, it feels very reassuring... having someone organizing.

**R4:** I think it was because we did not have the expertise and time [...]. Had never been fishing outside Norway before.

Being that Henrik Wessel is Norwegian, it was interesting to find out if the fact that he is Norwegian was of any importance. 37.5% of the respondents said that it was of importance that he was from Norway, and that it made it easier to communicate, 37.5% said it was of some importance, and 25% said that it was of no importance.

**R1:** No, it's of no importance. We use guides who speak ... the other places, Creole, English, Spanish; I speak most languages so it's not important.

**R11:** Maybe when we booked, that it was perhaps why we bumped into it, but it's not really of great significance for me.

**R12:** Yes, for me who am not so proficient in English was very alright, because then you had someone you could talk to about things when it came to fishing and who understood it, you can say. I very much appreciate it. I do not know if it was of great importance to the others, but it was important for my part at least.

The general response in regards to the infrastructure is positive; all respondents, as shown earlier, were satisfied with their stay at TFL. Respondents express that their expectations for Alaska were met, and that the image Alaska present correlates with reality. What stands out in respondents' evaluation of TFL is that the camp and especially the food exceeded all expectations. When asked if TFL met their expectations and what was good or bad the respondents answered:

**R13:** What was good is that the camp is located very nicely along the riverbank, it is not too far ... It's a relatively short boat trip up the river from Talkeetna. And it's not too far from Anchorage to Talkeetna by car, so it was okay. It was comfortable conditions in the camp, with running water and electricity, supplies, and good food with the chef Henrik had hired. It was overall a positive experience.

All respondents expressed satisfaction in regards to the amenities. This correlates with what the owner said was most important to keep customers satisfied:

**Henrik:** The main thing I have found out by operating the lodge is that you need: good beds, people must have the opportunity to dry off and become good and warm so they do not have to put on wet clothes the next day.

He later said how the fishing is the only thing that cannot be controlled, and that if the customers have a positive stay at the lodge, then the fishing is less important.

Not all experiences were this positive though. One experienced the cabin being overbooked at the same time, and the water conditions in the river were not optimal. This respondent had been there before and knew how the conditions in the river could be when optimal.

**R12:** [...] I know Henrik got a lot of complaints, and it was because there were too many people and not enough food. [...] It was maybe 8-9 people too many. [...] There was too little water. Even at the lodge it was a bit cramped, that's what our complaint

are about, that there were too many people. Under that kind of conditions to fish, and yes... it was not enough food.

There were differences in opinions on how qualified the guides were. Some were happy with the guides, while others were not to impressed:

**R11:** I think maybe the guides were not so good, apart from that everything was good.

**R6:** Yes, they [guides] gave so much of themselves and wanted the best for us. I felt a bit like the Englishmen who discovered Africa in the 1800s. There was not much you needed to do, a bit like 'fat and happy'.

#### *6.4 Image*

In order to figure out how Norwegians perceive the general image of Alaska, questions about what made them go to Alaska, what made them go to TFL, and how they view Alaska's image were asked. Respondents expressed a need to experience the wilderness, wildlife viewing and great fishing, some said how Alaska had "always been a dream" and expressed an exotic image of the ultimate wilderness:

**Interviewer:** What motivated you to go to Alaska?

**R10:** The motivation was to get a good fishing experience, being with good friends and not think about anything else than to fish and relaxing with good food and drinks. And to get far away, it is a bit exotic.

**R15:** To experience the diversity that is there; of fish and animals and the fact that it is ALASKA, like, how many people travel to Alaska? It just sounds cool. The name itself is cool!

Most respondents, regardless of fishing experience and importance of fishing, expressed a fascination for Alaska. They went seeking wilderness and an experience unlike anything else, but not everyone felt that they got the wilderness experience that they wanted:

**R3:** No, well, it's probably the last unspoiled wilderness we wanted, to say it like that. Uh, but clearly, it was not as pristine and wild as we had imagined. [...] Talkeetna was a bit like a tourist machine with mountain tours to Denali and such fly-things, so that was really commercial. I've read a little about other smaller communities, who don't really want to be like Talkeetna, they look slightly down at Talkeetna, like, in relation to the machine they have become.

When asked to compare Norway and Alaska in general, most respondents agreed that there was no significant difference nature wise. The general view was that the climate and nature were the same in both places; only that everything is bigger and a bit wilder in Alaska.

**R15:** [...] you don't need travel to Alaska to experience Alaska, in a way. If you ask me, it is enough to travel to Norway. You can go to the West Coast; there you get the mountains you need, and you get the freedom you need, being that there is not a soul who lives anywhere around. [...] You're a bit safer in Norway than in Alaska [...] the fact that there can suddenly be a black bear in the camp. It's pretty cool, you feel like you are living in a completely different way in Alaska, a little rougher. But Norway is a more beautiful country than Alaska, I can attest to that.

**R8:** Nature-wise not so very differently, climate and so are quite alike. The big difference was the forest; so dense like nothing I'm so used to move through. [...] the big difference is, there are two; one is animal life, being on alert to maybe meet bears. It's a bit of excitement and perhaps a little fear. After a few days you get used to it, and the fear disappears and you become adventurous. And the second [...] is the enormous amounts of salmon, and enormous amounts of dead salmon. Because the salmon die when they spawn. There are dead fish on the riverbank that rot, and the water, and the smell... but you get used to it, and after a few days we noticed no smell. Also, there is of course the amount of fish that is incomprehensible compared to what we are used to in Norwegian salmon rivers.

Respondents were also asked what the main differences between fishing in Norway and Alaska. The answer was clear: there is a higher amount of fish in Alaska. However, there were some people who liked that there were a lot of fish, while others found it to be too much:

**R5:** Oh, I think we got a lot [fish]. But one who was with us, who had fished in Canada, he found that the fishing was not so good. But the rest of us, we thought it was damn good!

**R1:** There were just too much fish. For us who are used to fishing it can become somewhat of an anticlimax, it is way too much fish there.

Some respondents speculated that the reason there is less fish in Norway is because of management, more specific; aquaculture (which is legal in Norway, but not in Alaska). Most respondents felt that Norway had a lot to learn from Alaska when it comes to management:

**R14:** [...] get those damn fish farms onto land. I realize that there is money in it, [...], but if Norway want to save wild salmon's so we have to start at the farms [...] it is aquaculture industry that kills wild salmon in Norway, I'm quite sure.

However, not everyone felt that the regulations in Alaska were something to strive for. There were a few who found it disturbing that dead fish were floating around in the river, and that it's catch quotas, even though there is a lot of fish. And there were some rules that a few respondents pointed out as 'weird':

**R3:** Uh, I was a little surprised, for example, when we got char... that I could take two char per year. And if I took one and would eat it, then it could not be served as a meal that others could participate in... if so I would have to apply for it.

## 6.5 Willingness to pay

**Table 3**

Description of economic variables

	Significance of price for trip selection	View on price	Income (1000 NOK)
R1	No significance	Cheap	900-1199
R2	No significance	Just right	400-599
R3	Huge significance	Expensive	400-599
R4	No significance	Just right	1900-2099
R5	No significance	Cheap	900-1199
R6	Some significance	Just right	1300-1599
R7	Some significance	Just right	400-599
R8	No significance	Just right	600-799
R9	No significance	Cheap	900-1199
R10	Some significance	Just right	1200-1399
R11	Huge significance	Just right	1400-1599
R12	No significance	Cheap	400-599
R13	No significance	Cheap	1400-1599
R14	No significance	Cheap	1200-1399
R15	No significance	Just right	600-799
R16	No reply	Expensive	400-599

There are a lot of expenses related to travel and stay at TFL. The stay costs \$3000 per person and flight cost is between \$1000 and \$3300 amounting, to a total cost between \$4000 and \$6300. Average income in Norway is approximately 520,000NOK (approximately \$63,800) per year (Lunde & Bye, 2016). Five of the respondents (31.3%) had an income below average or average, while 11 respondents had an above average income (68.7%).

Respondents were asked questions on the significance of price for trip selection and how they view the price (Table 3). 62.5% said that price were of no significance, 18.8% said



that price had some significance and 12.5% said that price had a huge significance (6.2% did not respond). Half of the respondents (50%) said that the price were just right, 37.5% thought it was cheap and 12.5% thought it was expensive.

Most respondents viewed the price of the stay at TFL to be reasonable, however several respondents try to get the flight tickets as cheap as possible to reduce total cost:

**R12:** I do not think we looked at the price at all when we traveled down; the only thing that was important was flight ticket. We wanted the cheapest ticket possible; it was only thing we looked at. No I do not think the price has anything... No, we did not look at the price at all.

**R1:** [...] fly constitutes an awful lot. Therefore, I tend to always book a year in advance. For Henrik, so I paid 8,500 [\$1050] for tickets now, but if I had booked 2 months before it cost nearly 14,000 [\$1750], I think.

## **7. Discussion**

### *7.1 Fishing experience discussion*

There are different factors that push and pull visitors with different fishing experience to TFL; creating different expectations for the trip (Fakeye & Crompton, 1991). Most respondents view Alaska as a great salmon fishing destination. Respondents with high rating on importance of fishing are pulled to Alaska in search for a different fishing experience than they are used to, and they are pushed to Alaska because of the destination attribute (Botha et al., 1999) that is great fishing. Respondents with low rating on importance of fishing are pulled by the need for 'easy fishing' and pushed to Alaska since they can offer it. Respondents with long/diverse fishing experience view fishing in Norway to be superior to Alaska and that the value of each fish they caught increased, because the fish does not bite as often in Norway. They found the fishing to be a bit of an anticlimax and that the excitement of catching a fish decreased the more they fished. Respondents with low rating on importance of fishing found the fishing to be good, some seemed even a bit disappointed.

Results indicate that the respondents that gave a low rating on fishing importance were less likely to want to return. This makes me think that the environment around the trip is what made them go there, and that fishing was not their main goal. All of the respondents who said 'maybe' to the likelihood of returning were either a social angler or a nature-oriented angler. This supports the indication that fishing was not the main goal of their trip; the social and

nature aspect was their motivation. It seems they got the experience they wanted, and are satisfied with only visiting once. There is however some social and nature-oriented anglers with low rating on fishing importance that wants to return to TFL. This imply that they got more than they expected from the trip, and were so satisfied with their visit that they want to experience it at least one more time.

When it comes to the respondents preferred fishing equipment and view on C&R, there seems to be a connection between practicing fly-fishing and viewing C&R positively. As shown in results, R12 practice mostly salmon fishing with worm and sinker and he dislikes C&R, while R6 practice only fly-fishing and feels that C&R is a good way to manage fish populations. This makes me wonder if it's a cause and affect correlation, or just a coincident; could education level be of importance? The results however indicate that education level do not have anything to do with why some are positive while others are negative toward C&R. Results do indicate that people who put high importance on fishing as a recreational activity, also feel that C&R is a good way to manage stocks. Fly-fishers for the most part score high on importance of fishing (Average 4); it is therefore safe to assume that they feel it is important that fish stocks are properly managed, and view C&R as a good option. R12 also value fishing of high importance, but is still against C&R. The other two who are against C&R put a low value on fishing importance. R12 is however the only respondent that put a high importance on fishing, and do not practice fly-fishing. This may indicate that Fly-fishers has a different relationship with the fish, and that they feel they can practice C&R in a manner that does not hurt the fish.

## *7.2 Infrastructure discussion*

The responses indicate that an organized trip appeal to the respondents because they are unsure of how they could get the same experience on their own. Buying an organized trip through a known trip provider as XXL Adventure is considered a 'safe choice' because they vouch for the trip. That the owner of TFL is Norwegian is also seen as a safe choice because then the visitors have someone who knows their culture, history and language, which makes it easy to adapt in the new environment. With a growing income and less time to spare, the willingness to pay for good experiences grow, and organized trips become more popular. Most of the respondents also indicate how the possibility of getting new friends is an important part of the trip. This is easier in an organized trip where people 'forced' to interact with each other at the lodge. Going on a non-organized trip requires careful planning and

flexibility, and one must be prepared for unforeseen cost; organized trips eliminates this because the visitors know what they get before they go.

The guides are what the complaints were about in regards to infrastructure. The respondents who said that the guides were “not so good” did not indicate that it was a big problem. They said how they liked walking alone with the friends they traveled with, and that the guides did not really matter. The people who said that the guides were good wanted to emphasize how good they were and it seemed to give it high value that the guides were good. This shows that ‘you don’t miss what you don’t know you are missing’, herein indicating that a visitor who has a “not so good” guide can shrug it off and explore on their own and still create a good memory, while the visitors who have good guides feel they get more than they expected and get even higher satisfaction from the trip. None of the respondents express dissatisfaction even though the guides were not good.

### *7.3 Image discussion*

Static features like untouched wilderness with abundant wildlife and great fishing is what dominates the general image of Alaska, and is what appeal to the Norwegians going there. These features could however also be found in other fishing destinations like Norway, Iceland, Russia, Canada, New Zealand and more, so why did they choose Alaska? Respondents express how they are pulled to Alaska because of how Alaska is presented as the last untouched wilderness in movies, reality shows, and other non-tourism information sources. By being exposed to this kind of medium the organic image of Alaska becomes elaborate, giving Alaska an advantage in the competition between other similar fishing destinations when the desire to go on vacation emerge, and the search for information starts (Fakeye & Crompton, 1991; Lopes, 2011; Ren & Blichfeldt, 2011).

Several respondents pointed out how the Norwegian wilderness is pretty similar to the Alaskan wilderness, and that Norway needs to use that aspect better in their tourism strategy. R6 among others pointed out how tourism is one of the reasons why Alaska is so strict in their management. Another thing that has been pointed out by the respondents, and supported by research (Millington-Drake, 2016; Stensland et al., 2015), is that fisheries management needs to be improved in Norway in order to be able to compete with other salmon tourism destinations. Most respondents say that Alaska manages their fisheries better than Norway, and that Norway should learn fishery management from Alaska. What comes up as important for respondents is eliminating impacts from aquaculture, limiting access time to water, and

implementing catch restrictions. This coincides with previous research (Anon., 2016; Fiske & Aas, 2001; Millington-Drake, 2016; Stensland et al., 2015). Proper management of fisheries increases the value of the tourism product, which could attract more tourists leading to a higher income from salmon fishing tourism.

Results indicate that Norwegians go to TFL to experience wilderness, wildlife viewing and to experience great fishing. There were split views on whether this is what they got. Overall, the respondents involved in this study expressed high ratings of satisfaction, with most respondents planning to return to TFL. However, some respondents claimed high level of satisfaction at the same time they expressed how their expectations for Alaska were not met. Take R3 for example: He did not get the wilderness he had expected; he feels price has a huge significance for trip selection and that it was expensive to go to TFL; he said *“It was like fishing in a fish farm”*, and he felt that the fishing regulations in Alaska were weird. At the same time he says that he might want to go back, and rate the total satisfaction of visit to 8 out of 9. That makes me question what made him give high satisfaction rate when he expressed dissatisfaction on other questions; the answer could be the personalities of the host and the guide (Pereira & Mykletun, 2012; Rokenes, Schumann, & Rose, 2015). Somehow social interactions outweigh the physical experience and create a higher total satisfaction. The respondents also expressed that once they came home after the trip they got a feeling of *“been there, done that”*, but that after he started telling people about the trip he got a new perspective and found that *“I’ve been on an OK trip”*, and created a desire to go back. This time to reflect over the experience and the development of complex image seems to edit the memory for the better.

#### *7.4 Willingness to pay discussion*

The results indicate that TFL attract Norwegians with a high income. 11 of the visitors have an above average income, with nine of these earning over 900,000NOK (\$110,214). This might be the reason why 10 of the respondents say that the price of the trip is of no significance, and 14 of the respondents finding the price ‘just right’ or ‘cheap’. Results indicate that visitors at TFL have busy schedules and therefore are willing to by organized trips to save time and effort, without thinking about the price. The visitors seem willing to pay a lot to get most out of the short time they have available. Low-income Norwegians are not represented in this research, which might indicate that the trip is too expensive to attract low-income tourists.

## **8. Conclusions**

The purpose of this study was to investigate why Norwegians go to TFL; how they perceive Alaska's general image, how they view Alaska as a salmon fishing destination, compared to Norway, and how their experience correlates with their expectations. The study used push and pull factors (Lopes, 2011; Lubbe, 1998) to indicate why Norwegians want to go to Alaska and TFL. The image presented in this study is the respondents complex image of Alaska (Fakeye & Crompton, 1991; Ren & Blichfeldt, 2011). Alaska as a destination has a general image of wilderness, wildlife viewing and great fishing. As a fishing destination Alaska offer a great fishing experience, especially in regards to size and quantity of fish, while in Norway you have to hunt to get big strong fish. Experienced fishers seemed to somewhat favor Norway over Alaska and opposite, but most respondents favor fisheries management of Alaska. What comes up as important management strategies is eliminating impacts from aquaculture, limiting access time to water, and implementing catch restrictions. Respondents felt that their expectations were met, they were satisfied with the experience, and they express a willingness to pay. In conclusion Norwegians go to TFL to get an experience unlike what they have experienced before; they are attracted to the infrastructure, facilities and the arrangements; they seek wilderness, wildlife and great fishing; and they feel they get their moneys worth.

## **9. Limitations, implications for tourism development and further research**

To get better insight into the organic and induced image of Alaska, it would have been desirable to interview respondents both before and after going to TFL. This was however not possible with the timeframe of this paper. It would also have increased the papers reliability if there had been more respondents to choose from. 16 out of 17 possible respondents were interviewed; it would have been desirable to have at least 30 respondents to choose from to ensure representation from different interest groups, and get highest possible variety of respondents. From the results it seems that you go to Alaska to be 'guaranteed' a lot of fish, but that there is greater excitement in catching a fish in Norway. This indicated that Norway could use the excitement of the hunt in their advertisement, where as Alaska could advertise with catch guarantee. Norway could better their tourism product if they coordinate management of fisheries, and increase monitoring. Further research into Norway's image as a fishing destination in comparison to this research could give a bigger picture into how to manage Norwegian fisheries.

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## **Intervjuinformasjon Laksefiskere**

Hei, mitt navn er Ronja Pedersen og er student ved masterprogrammet Naturbasert Reiseliv, ved Norges Miljø- og Biovitenskapelige Universitet. Jeg skal skrive min master avhandling om laksefiskepakker og image, og ønsker av den grunn å intervju personer som har valgt å kjøpe en tilrettelagt laksefiskeferie hos Henrik Wessel, ved Talkeetna Fishing Lodge.

Veldig mange nordmenn velger å benytte seg av tilrettelagte pakker når de er ute og reiser. Forskningsprosjektet vil undersøke hva som ligger til grunn for dette. Noen sentrale forskningsspørsmål er: Hvorfor kjøper nordmenn tilrettelagte laksefiskepakker? Hva er grunnen til at nordmenn velger å dra til Alaska for å fiske? Hvordan opplever nordmenn Alaska? Hvorfor velger nordmenn å dra til Alaska for laksefiske, når man har laksefiske i Norge?

Det jeg ønsker å vite fra deg er grunnen til at du valgte å reise til Alaska; Hvilken opplevelse du har av Alaska som en laksefiskedestinasjon; Hvilket inntrykk du hadde av Alaska i forkant av besøket, og hvordan dette eventuelt har endret seg med mer.

Selve intervjuet vil foregå som en semistrukturert telefonsamtale der du gis god tid til å snakke om ditt laksefiske, og jeg stiller spørsmål underveis. Vi setter av 1+ time.

Jeg kommer til å gjøre et lydopptak av intervjuet. Dette er vanlig prosedyre i forskningen. Prosjektet er meldt til Personvernombudet for forskning, Norsk samfunnsvitenskapelig datatjeneste. Hva nettopp du har svart blir kun tilgjengelige for forskergruppa. Forskerne er underlagt taushetsplikt og dine svar vil bli behandlet konfidensielt. Dato for prosjektslutt er 15.05.2016, og datamaterialet vil bli anonymisert.

Dersom det blir aktuelt å gjennomføre et oppfølgingsstudie vil det bli innhentet nytt samtykke fra deg for videre lagring av data. Jeg gjentar at deltakelse i prosjektet er frivillig og at du når som helst kan trekke deg uten å måtte oppgi noen grunn.

Med vennlig hilsen  
Ronja K. Pedersen

## *Appendix 2*

### **Intervjuguide Laksefiskere**

Litt informasjon om meg selv, prosjektet og min tilhørighet til Alaska.

1. Når var du på Talkeetna Fishing lodge? (Ca. datoer/periode og årstall. Kan ha vært der flere ganger).
2. Var besøket på Talkeetna Fishing lodge din første tur til Alaska?
3. Hvor lenge varte Alaskaoppholdet? (Inkl. tid brukt i Alaska utenom Talkeetna Fishing lodge)
4. Besøkte du andre steder i Alaska da du dro (Inkludert fiske/hva slags steder, aktiviteter?)?

Valg av Talkeetna Fishing Lodge og Alaska

5. Hvordan og når hørte du først om Talkeetna Fishing Lodge?
6. Hva fikk deg til å ville dra til Alaska?
7. Hvordan booket du turen? (XXL eller direkte).

Planlegging

8. Når startet du å planlegge turen(e)?

Organisert tur

9. Hva gjorde at du valgte å dra på en slik ferdigorganisert tur, og ikke organiserte det selv?
10. Har du vært på noen lignende turer tidligere? (andre tilrettelagte turer, ikke nødvendigvis fisketur)
11. Har du noen bekjente som har vært på lignende turer tidligere?

Fiske/Turerfaring

12. Har du reist på andre friluftslivsturer/aktivitetsferie?
13. Hvor ofte fisker du i Norge, og hva slags fiske bedriver du? (Innlandsfiske, laks, sjøfiske)
14. Fiskeerfaring fra Norge og andre land? (Antall land, antall elver i Norge, hvor lenge (ant. Sesonger) de har fisket, og hvor mye de fisker er viktig. Hva fiske betyr som fritidsaktivitet. Hvilken type redskap.)
15. Har du vært på fiskeferie i utlandet før?
16. Har du satt tilbake fisk/laks i Norge? Og av hvilken grunn? (frivillig eller pga. regler). (Spør om deres syn på gjenutsetting/fang og slipp som praksis i Norge og Alaska. Kan du selv, samt andre fiskere korrekt gjenutsetting )
17. Hvor ofte driver du med friluftslivsaktiviteter i Norge? (både i hverdagen/nærmiljøet og lengre-/helgeturer)
18. Reiser du på organiserte turer i Norge?

## Motivasjon/Alaska-image

19. Hva var motivasjonen (grunnen) til å reise til Talkeetna fishing lodge? (Alaska? Fiske? Andre land?)
20. Kommer du til å reise tilbake til TFL eller Alaska, eller på lignende turer?
21. Hvis du skulle sammenligne Norge med Alaska, hvordan ville du beskrevet de to stedene? (Image – få med både generelt og fiske her)
22. Hva er hovedforskjellene mellom Norge og Alaska som et sted å fiske? (hva slags «bilde» de har av Alaska, Norge og evt. andre laksefiskesteder. «Image».)

## Fisket

23. Svarte fisket til forventningene?
24. Hvordan var fiskekulturen/-praksisen hos andre fiskere? (andre gjester, evt. «lokale» fiskere. Kunne/praktiserte de C&R?, var folk uhøflige og trengte seg inn, lot man andre slippe til? Tonen blant fiskerne ).
25. Hvordan var selve fisket? (be dem anslå (grovt) hvor mange fisk de fikk og ca av hver art. Hva slags redskap fisket de med? )
26. Hva slags oppfatning har du av hvordan amerikanerne forvalter fisken, dens leveområdet og selve sportsfisket i Alaska?

## Guide

27. Hva betydde guiden for fiskeopplevelsen? Har du brukt guide før, og hvor?
28. Hadde det noe betydning at Henrik Wessel var norsk?
29. Synes du at du at guiden bidro til at du fikk mere fisk, eller økt kunnskap/ferdigheter om laksefiske?
30. Synes du at du at guiden bidro til økt kunnskap om miljøutfordringene og bestandssituasjonen for laksen der du fisket?
31. Bidro guiden med en følelse av sikkerhet?
32. Har du noe mer du vil legge til om guiden som var av betydning? (Enten positivt eller negativt)
33. Kommer du til å bruke guide i Norge? Hvorfor , hvorfor ikke? (eks. pris, ingen tilgang på guide, kjenner elva godt selv etc.).

## Reisefølge

34. Reiste du alene eller sammen med andre? Hvem? Hvor mange fiskere da de var der?
35. Så du på turen som en mulighet for å treffe nye fiskekompiser?

## Sted/Henrik

36. Svarte Talkeetna fishing lodge til forventningene?
37. Hva var bra og ikke bra? (For eksempel: mat, service, mange fiskere/trengsel , vertskapet (Henrik, medarbeidere), osv.)

## Pris

38. Hvilken betydning hadde pris for valg av tur?  
39. Er dette hva du vanligvis betaler for en ferietur?  
40. Hvor mye penger bruker du på å fiske per år? (Utstyr, reise, opphold i sammenheng med fiske og lignende)

#### Oppsummering:

På en skala fra 1 til 9 der, 1= svært misfornøyd, 5=fornøyd , og 9=svært fornøyd.

Hvor fornøyd eller misfornøyd er du med:

- a) Fiskeopplevelsen ved TFL:
- b) Henrik som vert:
- c) Totaloppholdet ved TFL:

Hva er det viktigste for deg for at en slik (Alaska)tur skal oppleves som vellykket?

Er det (lakse)fiske andre steder som kan måle seg med det du har opplevd i Alaska?

Hvis ikke nevnt tidligere:

Har du planer om å reise tilbake til Henrik/Alaska.

Eller dra på en annen XXL-tur?

#### Faktaspørsmål

- Alder:
- Jobb:
- Utdanning:
- Familie, alder på barn:
- Hvor kommer du fra:
- Bosted:
- Fritidsinteresser:
- inntekt:

Helt til slutt: Er det noe du vil si oppsummeringsvis eller noe du føler vi ikke har vært innom?

## **Intervjuinformasjon Henrik Wessel**

Deltakelse i intervju for forskningsprosjekt om tilrettelagte laksefiskepakker. Jeg sender over informasjon om intervjuet du har sagt du kan være interessert i å stille opp på.

Veldig mange nordmenn velger å benytte seg av tilrettelagte pakker når de er ute og reiser. Forskningsprosjektet vil undersøke hva som ligger til grunn for dette. Noen sentrale forskningsspørsmål er: Hvorfor kjøper nordmenn tilrettelagte laksefiskepakker? Hva er grunnen til at nordmenn velger å dra til Alaska for å fiske? Hvordan opplever nordmenn Alaska? Hvorfor velger nordmenn å dra til Alaska for laksefiske, når man har laksefiske i Norge?

Jeg er spesielt interessert i å komme i kontakt med nordmenn som har valgt å kjøpe en tilrettelagt laksefiskeferie hos deg i Alaska, ved Talkeetna Fishing Lodge. Det jeg ønsker å vite fra deg er hva man får oppleve ved Talkeetna Fishing Lodge. Hvem som er kundene. Hva etterspørselen etter laksefiske i Alaska er fra nordmenn. Hva slags image har Alaska som en laksefiskedestinasjon? Hva du mener er grunnen til at nordmenn velger å kjøpe en tilrettelagt laksefiskepakke, med mer.

Gjennom en rekke intervjuer med dine kunder ønsker vi å danne oss et bedre bilde av hvorfor folk gjør som de gjør.

Selve intervjuet vil foregå som en åpen telefonsamtale der du gis god tid til å snakke om ditt laksefiske, og jeg stiller noen spørsmål underveis. Vi setter av 1+ time.

Jeg kommer til å gjøre et lydopptak av intervjuet. Dette er vanlig prosedyre i forskningen. Prosjektet er meldt til Personvernombudet for forskning, Norsk samfunnsvitenskapelig datatjeneste. Hva nettopp du har svart blir kun tilgjengelige for forskergruppa. Forskerne er underlagt taushetsplikt og dine svar vil bli behandlet konfidensielt. Dato for prosjektslutt er 15.05.2016, og datamaterialet vil da bli anonymisert.

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Med vennlig hilsen  
Ronja K. Pedersen

## **Intervjuguide Henrik Wessel**

Litt om meg selv

### **Om Henrik**

- Fortell litt om deg selv, hvordan du havnet i Alaska, og hva du har drevet med der.

### **Om bedriften**

#### **Forretningside:**

- Hvorfor/hvordan/når startet du Talkeetna fishing lodge? Hva ønsket du å tilby?
- Hvilke mål med bedriften hadde du ved oppstart og hvilke mål har du per i dag?
- Hvor stort er omsetningen ved Talkeetna fishing lodge?
- Hvordan påvirkes omsetningen av sesonglengde, og kapasitet? Hvor mange uker tar du imot kunder og hvor mange kunder tar du imot per uke?
- Vokser eller synker omsetningen?

#### **Produkter:**

- Hvilke laksefiskeprodukter tilbyr du/Talkeetna fishing lodge?
- Hvilke produkter selger godt og hvilke selger dårlig? Hvorfor?
- Hvordan skiller ditt produkt seg fra norsk laksefiske?
- Samarbeider du med andre aktører? Evt. Hvordan har et slikt samarbeid betydning for din bedrift?

#### **Kompetanse og konkurransefortrinn:**

- Hvem er de 3 viktigste konkurrentene (ikke nødvendigvis samme type bedrift)?
- På hvilken måte er Talkeetna fishing lodge unik?
- Hvordan skiller ditt produkt seg fra konkurrentene?
- Hva skiller din bedrift fra de viktigste konkurrentene?
- Gir denne kompetansen varig konkurransefortrinn? I så fall hvordan?

- Hvilke kundegrupper har de ulike produktene? Hvilke tilpasninger har du gjort i.f.t. de ulike kundegruppene?

### **Organisasjon:**

- Hvordan er bedriften organisert i dag?
- Pleier de besøkende å kun være i Alaska en uke?

### **Markedet:**

- Hvilke trender/utviklinger ser du i fisketurismebransjen i Alaska og eventuelt eller internasjonalt?

### **Markedsføring /salg:**

- Hvordan er markedsføringsstrategien for din bedrift?
- Skjer alt av booking gjennom XXL Adventure?

### **Kunder**

- Hva er grunnen til at fiskerne kommer til ditt sted og til Alaska?
- Hva slags oppfatning har kundene av Alaska? Og som et sted fiske?
- Tar de med seg fisken tilbake til Norge?
- Hvem er de viktigste kundene pr i dag? Hvorfor?
- Hva slags fiskeerfaring fra Norge og andre land har de?
- Kommer de tilbake til deg?
- Er et opphold hos deg et springbrett for å utforske AK på «egenhånd» senere?
- Hva slags relasjon har bedriften til de viktigste kundene?
- Hva gjør bedriften for å få nye kunder?
- Hvordan er tilbakemeldingen fra kundene?
- Hva gjøres med disse tilbakemeldingene?

### **Visjon:**

- Hvor er bedriften om 5-10 år?









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