’Leisure time of German business travelers in Örnsköldsvik during business trips?’
Bachelor thesis

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Abstract:

Given the exchange of knowledge and goods within companies are business trips a common tool even over borders but also within business partners to enhance the competition advantages. Furthermore, this is a possibility to promote and sell ideas as well as products. This work is focusing on German business travelers who are going to respective are send to Sweden to collaborating companies, to ones belonging to the same concern or have the same customers. Though time is money even for persons who have to be respective were sent to different places, one might get the idea a rested employee is a productive one. Hence, the main purpose for this work is to investigate if German business travelers have and if so how they use their leisure time on such travels to Örnsköldsvik respectively to The High Coast. To understand if a longer stay in the Swedish surroundings is or may be done as well as the possibility to return for vacation purposes is investigated. For that there is a difference between diverse types of business trips needed, here one is made according to an adaption of Rogers (2013) categorization. Furthermore, Hodgson (1987) distinction about her three different business types is considered about the latent leisure time of the travelers. If time and space is available for the participants, the attempt is made to learn about what kind of leisure time occupation German business travelers use during their stay. Simultaneously, the importance of different ideas is measured about what is attractive for them. For that a quantitative factor analysis is done to understand which factors of the region Örnsköldsvik do exist as well as which offers from the hotels are wanted and are in fact used by German business travelers who come to Örnsköldsvik. The results as well as the boundaries and criticism will be discussed at the end as well as the possibilities within the research regarding that topic. In the end it shall be concluded how the results are connected with the theories as well as thinkable research possibilities which might be interesting to investigate.

Keywords: German business travel, business travel in Sweden, business travel, leisure time
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1. Introduction

1.1 Background

Traveling regarding business for resources, knowledge transfer, sales, and customer care has been lucrative and successful even over borders, as well in the past so today. So far, efficiency in form of exploitation but also exploration of the company is top priority for success according to a study of the Boston Consulting Group (2018). Employees are though no robots. They need and can take breaks and use some leisure time. (Scott. 2018) Especially concerning the efficiency. Even tight planned meetings can show time over to fill if wanted with leisure time and still be on track. Alternatively, bigger projects can demand the staying over a longer period of time which allows the employees to connect with the new surrounding and use some leisure time. Others just might stay longer respectively return for vacation.

This work tries to show the possible leisure time which might be used and seem to be of importance by German business travelers going to Örnsköldsvik. For that the theories of Rogers (2013) business travel classification was adapted as well as Hodgson’s (1987) three travelers’ types are used. Focus is lying here on their leisure time, if they have some free time, and their possible return to Örnsköldsvik in the Västernorrland County. The city lies within an industrial region though is imbedded within nature. (Information om Sverige. 2018) The latter and the regional position in Sweden is the reason to be a part of The High Coast Region (sw.: Höga Kusten). (Höga Kusten. 2018) According to them on their website (2018a) the region is mostly nature though the different counties which offer different tastes, cultural events, attractions, and others.

For achieving that this paper will investigate the results of the here performed study of 41 anonymously German business travelers who come to respectively have visited Örnsköldsvik on a business trip and their leisure time, if they have some. Additionally, the question of a return for vacation purposes and the possible factors which might cause them by the host destination respectively the hotel offers. These are implemented by German companies who work together with Swedish ones as a part of their concern or as a business partner.
With a descriptive statistics the attempt is made to understand if there are differences between among others the forms of business trips and the employees themselves to stay longer in the host destination respectively to return for vacation purposes. Although, to learn possible reasons in what German business travelers are interested respectively which might cause them to return is investigated with a quantitative analysis. A factor analysis is performed to uncover potential factors within the host destination Örnsköldsvik. Also, another one is executed about the offers of the hotel which attracts them. Both analyses shall reveal which factors German business travelers are attracted to for leisure and might trigger a return for vacation purposes.

This work would like to give an understanding how German business travelers would like to spend their leisure time in Örnsköldsvik and partly extended to The High Coast Region. This has effects on the host destination like the multiplier effect. This might be triggered by displaying the place and thus obtaining a reason for returning with their families and friends, which might be subject of further studies.

In the end, however, it will be shown how the place in and around Örnsköldsvik may help business travels with German companies contribute positively e.g. leisure time. By showing which factors for their leisure time are important and interesting to German business tourists there as well as which factors within the hotels can attract business tourists.

### 1.2 Problem description

The question of which free-time possibilities employees of German companies choose if the time is available and want to do in their time after the business meeting, conference, exhibition, respectively working duties or else is main focus in this work. Hereby, shall be differentiated between offers they get by the accommodation they stay in and furthermore the host destination(s) they are staying in. One of the central themes of this work is the question if business travelers are willing to come back for vacation purposes respectively to stay longer within the area before or after work. Furthermore, the understanding which potential factors are lying beneath the activities chosen respectively the ones desired in Örnsköldsvik and/or in The High Coast region in Sweden. It will be analyzed by a quantitative factor analysis using a survey.
1.3 Objectives and purpose

In this work it will be investigated if German business travelers on their business trips to Örnsköldsvik would stay longer respectively return for vacation there correspondingly. The High Coast region and which factors might be responsible for them to use their leisure, if they find the time available on their business travels, with the help of the following questions:

1) Is the main purpose for the business travel related to the possible leisure time?
2) Which aspects might have an influence to return for vacation?
3) Which factors exist for employees of German companies to spend their leisure time if available and possible in Örnsköldsvik?
4) Is the host destination and/or the accommodation attractive enough to stay longer respectively returning later?

This will happen by means of a quantitative survey, where several German companies who are working with Swedish companies in Örnsköldsvik are asked to fill out alternative being interviewed to a questionnaire.

1.4 Disposition

This work is structured by giving in the first chapter an overview about the topic as a background in short including its relevance and a description of the interested problem as well as the objectives and purpose which shall be treated here. The background and the theoretical framework in form of the central theoretical perspectives are shown in the second chapter where it treats furtherly how the topic has been dealt with in previous research. It shows how the importance of the topic ‘leisure’ in the business tourism sector itself is grown and its impact on the surroundings. The third chapter deals with the methods which are used here. There the essay’s boundaries, the selection process, the research methods, implementation and analysis as well as method reflection are described. In the following chapter four the results as well as the conclusions of this study are shown followed by the discussion of them as well as in relation to the theoretical framework in chapter five. The summarizing discussion of this work will be the end in chapter six.
2. Theory

2.1 Background / Historical view on different sectors

Germany and Sweden have already had constructive business relationships for decades (cr. Handelskammer. 2018). Over time, they have expanded and, in several sectors, they maintain good business relationships with each other. (cr. Handelskammer. 2018-03-22) Therefore business travels are quite common between both countries. Especially the engineer branches as well as the production lines are well developed in both countries partly because of their collaboration at least over the last 65 years. (cr. Handelskammer. 2018) Technicians are sent between branches and/or companies but also strategies planning meetings, sales, incentives etc. are possible reasons to send the employees around as the statistical database (SCB) shows. Within the last year 2017 were more than 50 % of the accommodations alone in Västernorrland (cr. SCB. 2018a) noted.

Different sectors have been established where both countries could and still can work profitable together. So is especially within the industrial sector like machines and production, but also from the service sector according the German-Swedish Trade association (cr. Handelskammer. 2018-03-22). The collaboration is one explanation why personal is sent between these two countries.

Independently who sends whom where to, most times the curiosity of the travelers might be peaked to discover the new surrounding by using the given options if there is time over, to extend the stay respectively to come back later. These can be given by the host destination for example to visit the local restaurant or pub which might end up in conversations with the local inhabitants or not. Alternatively, local sights can be interesting for the visitor if there is time available. Furthermore, it might be interesting to spend some time with fellow participants or employees or the hosts themselves to connect or just socializing for professional or private reasons. Depending on the work and the physical as well as psychological state one is in after it, a calm evening in form of a relaxing spa visit within the hotel or just a bed might be in order.

Thus, factors which might create that wish might be worth for the place to establish respectively strengthen their position as a tourist destination. Gustafson (2000) means that places should develop, use, and promote their specific meanings as a place and how it interacts with others. So could exemplary Dublin, Ireland, position itself as an attractive
business tourist destination which has even or because of positive effects like the spill-over one as well as to brand even the whole country Ireland as a tourist destination as Byrne and Skinner (2007) show in their study.

That Sweden is an attractive country to travel to for Germans is relatively well-known and easy to track via the Statistical Central Bureau (SCB). The calm and above all green atmosphere in the summer as well as the white one in winter and the opportunities to relax while the work is continuing might be just two reasons. In Västernorrland, the actual distribution for leisure as well as business travels is shown for the different months in 2017 in figure 2.1 down below where from left to right respectively from bottom till top the following items in percent are shown: the bright yellow shows the company customers, the grey company market such as conference, the blue the private group tourist market, and the green the private leisure tourist market represent. Here it is visible that many companies send their employees from Germany to business meetings and conferences in Västernorrland than actual leisure tourists are travelling to throughout the year.

![Figure 2.1: Number of rooms dispersed in hotels according to months in 2017](image)

Source: SCB (2018b)

The combination of both is getting more and more attractive for people. To get the chance to discover different places after work seems to be taken by people by chance. It might be understandable to find places to eat and a form of entertainment to relax after work. That
phenomenon is getting the attention of scientists, too. Rogers (2013. pp. 27f) mentioned it shortly and that this actually even goes to the extent to expand the business trip to a vacation with family.

Therefore the meaning of the concept of place of a destination shows to play an important aspect for business travelers. Even though companies decide the location where they position the headquarter and their factories, the arrangement for business trips does not have to be necessarily on the same spot. Though, that host destination has the possibility to use it as an advantage to build up a leisure sector for business travelers within the hotel complex but even in the center of the city.

Some business travelers seem to have leisure time because of the waiting period till the next meeting or alternatively relaxing after a hard working day. Furthermore, the attraction of discovering new areas in the world seems to be attractive for these travelers, too. Hence, that implies that the destination could and can offer them attractions which in their turn bring spill-over effects to them. (cr. Wall. 2006)

Furthermore, more and more places are trying to position themselves within the business affair market. Reasoning that this market is in many ways profitable among others culturally and economical as Jones and Li (2015) have shown in the UK with their study about the tourism satellite accounts. Furthermore, Haven-Tang et.al. (2008) have confirmed in their study the following critical success factors as vital leadership, networking, branding, skills, infrastructure, ambassadors and bidding to become and establish a successful business tourism place. Yet, Byrne and Skinner (2007) also point out that a place should focus on a unique identity by focusing on one aspect while branding the place respectively city or region for business tourism. Kotler and Gertner (2002) warn though that places, especially countries, run into the danger of stereotyping which in their simplicity are not accurate in reality. Even though that many countries and regions already are strong stereotypes (cr. Powell, 2001), others still have to establish their image.

Business travelers differ though from pleasure respectively leisure travelers. Besides the importance that section plays for the tourism market, it plays an even key role in certain segments. (cr. Witt. 1991) Friel (1989) identified several factors which are important to a destination to be successful for instance to be successful within the conference sector such as the area itself, the amenities, etc..
Additionally, the concept of business travelers needs to be segmented according to Hogdson (1987) because they are actually even more differentiated than holidaymakers. She categorized them into three different types: the ‘do-it yourself’, the ‘do as allowed’, and the ‘do as your told’ business traveler. She argues that every category depends on many factors, such as e.g. structure of the business itself, the position within in the company, the importance of the company culture, etc. as well as the main purpose of the business trip. The next chapter will highlight several of them.

### 2.2 M.I.C.E.

According to Rogers (2013) the whole business travels became within the last decades a booming global industry. That one can be grouped together with the acronym M.I.C.E. which shortens the happenings meetings, incentives, conferences and exhibitions and the theory behind it. Rogers added moreover the option of corporate events. All of these and their characteristics as well as their details for corporates are summarized within the table 2.1 below. Additionally it was expanded by happenings which are more within this work.

Table 2.1: M.I.C.E. and others classifications adapted to Rogers (2013)

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Participants</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meetings</td>
<td>min 4h out-of-office meeting</td>
<td>min 10 people</td>
</tr>
<tr>
<td>Incentives</td>
<td>meeting usually with a small conference part</td>
<td>Unknown</td>
</tr>
<tr>
<td>Conferences</td>
<td>typically 1-2 days with a formal program</td>
<td>unknown but delegates are often obliged to appear</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>product launches, trade shows</td>
<td>specialists and/or consumers</td>
</tr>
<tr>
<td>Service</td>
<td>working orders</td>
<td>1 – unknown</td>
</tr>
<tr>
<td>Internal</td>
<td>exchange of information</td>
<td>1 – unknown</td>
</tr>
</tbody>
</table>
Corporate Events | hosted entertainment | Unknown | being present, promote brand/product in public

On the contrary to pure leisure tourism all of these are well organized, relatively tight scheduled as well as the potential “leisure time” which is often used for e.g. networking.

The difficulty about internationalization between two countries and their businesses may lie between cultural differences. So, Scherle and Coles (2008) write about the different stages till an adjustment can be reached. Especially in the business sector the cultural overlapping within the management and business habits become more equally nowadays respectively adapt to each other. Therefore, the question about leisure possibilities may be regarding the place where the event respectively the meeting is hold more tempting to discover then, later or never.

The two business cultures in Sweden and Germany are relatively alike which makes cooperation easier. Though, it still is filled with problems like language barrier as well as cultural one during working hours. Especially the cultural ones can leave a deep impact on a behavioral scale. So wrote the German newspaper reporter Hüsen (2006) in the well-established newspaper Handelsblatt how a spontaneous outbreak of joy of a German manager by lying his arm around the shoulder of the Swedish manager, more shock and dismay provoke than a similar display of joy.

Regarding the business meetings, exhibitions and service related need employees to come and stay over in other localizations. Often the time is meticulous planned out because time is money and most people want to be home as fast as possible again. Yet, depending on the cause for the business travel there might be travelers who find time respectively take than chance to return to the scene on a different time later on.

2.3 Leisure possibly before, during, and after business travels
Many offer leisure possibilities as restaurants within the complex as the hotel or convention centers. These options shall help for example participants of a conference to stay together for instance to help them to network with each other exemplary over dinner. Additionally, it helps from a time, knowledge and economical perspective. That way, travelers avoid getting lost
outside the compound as well as by saving time to find a good place to eat. Simultaneously, is a kind of leisure period organized e.g. in form of networking while dining alternatively visiting a topic related show if interested. Hogdson (1987) warns ignoring the increasing sophistication could be the downfall. So seem business travelers even though with a tight scheduled program more involved but some are still interested to return at a later time. More and more actors as well as the press such as ‘The Economist´, CNN, ‘The Guardian´, etc. are starting to pay attention to that topic and are publishing.

Though other types of business travelers’, e.g. sales persons and technicians, who come to places for business meetings to fulfil their duties on order respectively sales, stay overnight to work including overtime in the first and only reason. In these cases, time over may be at the end of the day for leisure for instance to explore the surroundings alternatively for relaxing. Then again, it might be interesting to catch the attractions the host destination offers e.g. cultural experiences to regenerate. So writes Chapman (2016) that this form of “Bleisure” is in consensus with companies because of the benefits in form of morality outweighs the negatives from a leisure-added trip.

Yet, in any case can the host destination leave imprints on the guests which might cause curiosity to the place to extent the stay or to return later possibly with friends and or family.

2.4 Host destination Örnsköldsvik and The High Coast

This work focusses though on the city Örnsköldsvik in the Västernorrland County up to the extent of The High Coast Area which extend over several more provinces. (Höga Kusten. 2018a) The city is positioned within the northern parts of middle Sweden within the area of The High Coast (sw.: Höga Kusten). Nowadays, that attractive tourist goal for leisure tourists happens to be in the former Swedish industrial area with a military history before and during the cold war. (cr. Örnsköldsvik Kommun. 2018) For and because of the latter many companies had and have collaborations with partly foreign industries to share information between each other and improve the products. (Handelskammer. 2018) Up till today these and newer collaborations and cooperation are formed and that working together by sharing information on conferences as well as business meetings to form strategies and services are ongoing. (Handelskammer. 2018)
German and Swedish cooperation within the markets has proven successful over a long period (cr. Handelskammer. 2018). Several segments gaining success by working together, profitable by venues but probably mostly by sharing and improving knowledge. This seems to be one explanation of the apparently regular and prosperous for the rising numbers of business travels which lies at over 50% of the occupied beds in overnight accommodations alone in the year 2017 except the month July and August in the province Västernorrland according to the statistical central bureau (SCB. 2018a) shows.

Even though Örnsköldsvik within Västernorrland has been an industrial town it is adapting to new possibilities e.g. art life next to the industrial company landscape. Örnsköldsvik, as partly because of the academic landscape, shows also an active cultural life through theatre plays, art exhibitions throughout the city but also sports. (cr. Örnsköldsvik. 2018) Furthermore is the city part of The High Coast region which attracts many people with their nature display. Mostly leisure tourists but also the host population uses the nature as well as the customs which arrived out of the region.

Nowadays, business trips become more regular and there is a tendency that these travelers tend to use their time, if available, for leisure activities. (cr. Rogers. 2013) Furthermore, it can cause the possibility to extend their time at that place or alternatively to return alone or with friends or family.

3. Method

This chapter will focus on the research methodology which will be used within the investigation of possible factors to describe the potential leisure time use if available before, while and after business travels. The study of this work is concentrating on German business travelers who are working together with Swedish companies. This section describes the choice of method, research methodology, and the questionnaire design, as well as the treatment of the data.
3.1 Choice of method

Business travels become more and more common. Even though business travelers cannot choose where they are send to. Depending on the fact if there is free-time hidden which may be available, they still can choose if they are using their leisure-time, for instance to relax or to get to know their host destination.

For getting an understanding into the world of business travel and the distribution of free-time as well as the use of it, questionnaires were sent away for a quantitative study. By this method the questions to fulfill the objectives shall be answered by quantitative methods to get an overview as well as possible factors how to use the possible leisure time.

3.2 Questionnaire Design

The questionnaire for this work is pre-structured and consist open- as well as closed-ended questions. The advantage of closed-ended or pre-coded questions, which usually questionnaires usually contain according to Ekinci (2015), is that they can be easily entered into the database. Furthermore, insists Bailey (1978) that at least one open-ended question should be given in a survey. Even though the respondents can easily answer the questions that pre-defined way does not give any other choice and therefore does not necessarily correlate with their view. (Dawson. 2002) Moreover, the length of filling out the questionnaire and the building up of it is of importance. According to Alreck and Settle (1985) lies the limit for the respondents in 15 min before the motivation to participate fates.

The questionnaire written and used for this work consists of understandable questions and shall take about five to ten minutes to fill in. The building up of the whole questionnaire starts with an introduction and aim of the survey as well as contact information of the author as well as ethical considerations on the first page. It will be followed on the second and third page by the background questions in form of socio-demographical data. Following by the part of the two key questions catalogues, the first one about the offers of the host destination and secondly by the hotel offers regarding partly leisure time. The questions of the questionnaire itself are enclosed in the attachment.

The key statements within the questions are the main part of this survey. For that a precise and accurate design was needed. For that the validity through several pilot trials was tested.
The validity shows to which extent to which questions are relating to the purpose of the study. (Yoo and Chon. 2008) This part focusses on the factors which may lay behind the possible leisure activities if they are available within the host destination itself respectively the accommodation the respondents stay in. The factors in this work have been limited to three potential ones after several discussions as well as the pilot test. To measure the importance of each factor the Likert scale will be used to assess the degree of agreement respectively disagreement with something according to Vogt et.al. (2012). The Likert scale has additionally the advantage to be easy to sum up the responses as each column has its weight and the average can be calculated and therefore a decision can be made easily. Here a seven point scale from ‘I do not agree at all’ on the one point to ‘I totally agree’ on the seventh point is used to measure the attitude of the given statements and therefore the factors behind them. The Likert scale is easy to use and the seven-point has the advantage to give a neutral position with the answer in the middle. That implies though the possibility to answer always the middle which results into an unreliable outcome. To expend the diversity of reply variables the use of the scale from 1 to seven was made.

3.3 Research Methodology

Analyzing the first part of the questionnaire is done by the descriptive analysis. There the socio-demographics will be investigated regarding the main course of the business travel related to different aspects. Additionally, several more cross tables will be looked at and analyzed. One focus of this work lies on the willingness to stay longer in Örnsköldsvik whereas the second is set on the possibility to return for vacation. These will be investigated even in relation to several aspects.

To understand though the hidden dimensions, if existing, behind the motives by acting accordingly, the method used in this study is the quantitative factor analysis. This technique is used successfully for social sciences including human geography for several decades (cr. Robinson. 1998, pp. 119ff.). Therewith, it can be investigated which factors can be classified to lay behind the statements given and reveal the hidden dimensions. By that, it shall be understood and described which of them German business travelers might have to describe the use of the leisure time, if existing during specific business travels. That analysis might
show the motivation for a short pre-visit respectively a return to the destination. These shall be figured out by using a factor analysis.

Furthermore, the advantage of a quantitative approach lays within a large enough sample, with which it is possible to reflect on the population which describes the entire set of individuals (Nykiel. 2007). Although it has to be mentioned that in this work a sample of 41 persons cannot reflect to the whole population of German business travelers. Additionally, the answers are objectively which still can express feelings although not in depth.

On the contrary to the qualitative studies where the goal the understanding the human behavior, it is here the goal to understand the social forthcoming. In this study it is attended to discover the factors about what German business tourists are in their short time of being in Örnsköldsvik might be of interest. Therefore, German business travelers are asked to fill out a questionnaire with several options of interests which the destination Örnsköldsvik already offers and which the hotel itself offers which are of interest for them.

Furthermore, it has the advantage of the use of a questionnaire for an easier administration as well as answer which are numerical ones which can be calculated and analysed. A self-administrative questionnaire type, where the respondent fills it out by him-/herself, is one of three possible ways which gives the researcher a big amount of data. (Vogt et. al. 2012) Moreover, surveys can be administrated by phone or personal contact. (Vogt et.al. 2012) Yet, there are some advantages as well as disadvantages. Regarding the latter, so can questions be misunderstood and therefor left open. For that reason it is vital that the questionnaire is build up with short and easy to understand questions as well as to be pre-tested.

The here used questions were written, discussed, adapted, pre-tested by among others professional personal of the Umeå university. Simultaneously was information data collected about possible respondents for direct contact via mail and if possible via telephone. At time, it was intuitively followed an adaption of the Dillman’s (2000) four-step strategy of an e-mail survey by sending out a pre-notice, sending out the questionnaire and a possible time schedule for a telephone interview, sending a reminder/thank you for your participation and if necessary the sending out of a replacement.

This questionnaire has a short introduction with the mentioning of the purpose of this research as well as the principal ethics. Furthermore, were given the contact information of the author
and the supervisor. The anonymity of the respondents was kept by avoiding the collection of the names, e-mails, telephone numbers or others to protect the respondents’ privacy. Additionally, the respondents were promised the results of the work after the study is approved and defended (in June 2018), if wanted.

3.4 Choice of Sample and Implementation
For the purpose of getting vital information the sample is not taken randomly but is by choice adapted to the involved. The choice of sample is therefore restricted to employees of German companies who have a relation with the Swedish market in form of a cooperation or collaboration. Hence, most of these companies are taken by information for the public available records by companies practicing in these cities. Alternatively, there were taken by the registers for companies practicing in the cities.

The employees chosen for this study were taken after sending requests to the German companies via email respectively via telephone. Otherwise, there were appeals made by asking within the Swedish companies who are known to have professional contacts with each other. Lastly, it is to mention that there might be an overlapping of the participants because they might know each other because of recommendations of this study which in this case follows a snowball-system.

After the requests of participation by telephone or mail, the questionnaires were sent to them with the time limitation of any day by choice within one week which is then followed by a semi-conducted telephone interview if not send back to sender earlier.

3.5 Drop Out
Though the possibility of not getting back questionnaires filled out exists and might happen because of several reasons. Even though sending them to the right persons, there might be occupied, in stress, or just forgotten to fill it out and send it back. One possibility to avoid at least the last one is to remind the possible respondents after an adequate time. If there is no success either, they are going to be taken out.
Here the drop-out rate cannot be given in the first place because the number of possible participants was from the start unknown. Though, the return rate with 41 questionnaires after leaving the request of six companies seemed to be relatively high.

3.6 Factor analysis

The purpose of a factor analysis is to reduce statistically data to underlying factors which describe a situation through highly correlated variables. In this work it is attempted to find out which there are by an explorative factor analysis (cr. Rogerson. 2007, pp. 297f). This method is hypothesis generating and an inductive though to see if there are interesting connections respectively which variables have a meaning to foresee and which are irrelevant. (cr. Robinson. 1998.)

The explorative factor analysis differs between three different types of variances as there are the common, the specific, and the error variances to describe the underlying dimension. (cr. Robinson. 1998, pp.127ff) Yet, it is assumed that every variable is linear related to the other variables. Cronbach’s alpha is used to prove the reliability. Therefore, a correlation matrix for all variables will be investigated which is followed by the extraction of the possible factors which has to be selected. These have to be rotated to be able to interpret them as well as to score them. (cr. Griffin. 2018)

To justify a factor analysis several pre-measurements have to be fulfilled to get senseful results. One is the Keyser-Meyer-Olkin (KMO) measurement of sampling adequacy and another one the Bartlett’s test of sphericity. The KMO-test has to show at least a value of 0,5 to be accepted and at best it should lay the closest to 1 to implement a factor analysis (cr. Griffin. 2018). Bartlett’s test of sphericity should show a significant result.

Likewise, a reliability test with the Cronbachs’s alpha should be performed. (cr. Griffin, 2008.) It is implemented to see how closely associated the set of items are in a group of all the items in question number 7. (Idre. 2018) According to Idre (2018) is a reliability coefficient higher than 0.70 is acceptable.

With this work the undertaking of finding the factors with which the possible leisure time German business travelers might be using correspondingly are interested in to extend or to return back to Örnsköldsvik.
3.7 Method boundaries and reflection

Questionnaires have the tendency to give answers to questions which might be logical. Because a quantitative survey is not an in-depth interview the understanding stays superficial regarding the answers. Yet, the quantity of the answers show a tendency which can be generalised later on if a critical mass follows that trend.

This particularly questionnaire as shown in the attachment in chapter 7, covers the socio-demographical facts at the beginning combined with the core questions of an extension of the stay and a possible return for vacation purposes as well as the quantity of their previous stays. The questions catalogue given regarding the host community and their possible attractions as well as free-time alternatives were asked. Moreover, the second question catalogue was pointing out to the hotel offers.

As described in chapter 3.4 the survey was started with the telephone requests of six persons in German companies’ respectively German branches of a Swedish company. That had than by snowball-system a return of 41 questionnaires. Because the study is anonymised it is unclear who exactly filled out the forms which leave it unclear in which position the writer took respectively has during the business trip. Yet, it has to be criticized furthermore, that the important issue of the length of the stay of the business travel was not taken in account.

Furthermore, it has to be mentioned that the here presented results of the descriptive analysis are a selection which has been taken by the author and does not cover the whole possible territory. The factorial analysis here reveals only the most important results which have been shortened because of the scope of the work.

The factor analysis also has several disadvantages as Flom (2017) describes easily. As almost every method relying on answers of human beings, the result of the possible factor depends on how one asks. As well is to mention that even random data can give factors out based on the data or because the program has the tendency to show patterns. Furthermore, it is still disputable according to which rules to decide which factors to hold on and which to discard. Additionally, the interpretation of every factor is a subjective decision to be made by the researcher and hens’ point of view of importance. Hensen and Roberts (2006) mandate though that at least two or three variables are needed to get a meaningful interpretation.
4. Results and conclusions

This candidate statement does not aim at identifying or commenting on individual individuals, their decisions or life strategies, although the analysis is lacking in individual, but unidentified information. Instead, the focus is on the phenomenon of leisure time of business meetings.

Within this chapter shall be shown the results of the analysis. First of all it has to be mentioned that the choice of the collection of the data was not foreseen respectively the quantity. There were six German companies selected by association with Swedish partners within Örnsköldsvik and surrounding. These companies work together with each other respectively are part of the same concern. Yet, the number of the possible participants was estimated according to the sizes of the companies as well as the employees.

After sending requests out via mail, talking on the telephone with responsible parties to spread and fill out the questionnaire, which was then attached and sent. The return rate was lying at 41 completed ones.

These are used to answer the questions asked in the objectives and ongoing research fields.

4.1 Descriptive analysis

4.1.1 Question 1: Is the main purpose for the business travel related to the possible leisure time?

First of all it had to be differed between the different types of the main purpose of the business travel. Table 4.1 on the following page shows the spreading of the participants’ reason to come to Örnsköldsvik. It shows that technical purposes as services like e.g. installations of new machines, maintenance like calibration of parts, etc. is in this study the foremost reason.

To answer the first question asked in the objectives if the main purpose is connected to the possible leisure time is simultaneously answered in table 4.1. Here it is shown in which relation the leisure time in hours is spread over these main purposes for the business trip. Even though the answers were given from 0 to the extent of seven, these are a self-evaluation and therefore subjective about the definition free-time.
Though separately viewed on both items, the main purposes frequency is right-skewed whereas the leisure-time shows a left-skewed frequency distribution according to Robinson (1998).

Furthermore, table 4.1 on the next page shows though how the quantity of the free time hour is related to the main purpose of the business travel. There the people split into two parties where minimal less than the half are not having or taking some free-time whereas the other half does.

People within the segment of business meetings, those who travel for internal reasons, sales or customer visit take mostly between 0 to 3 hours for free time. Conference participants do not have any free time available at all most likely because their days are meticulous planned through and executed. It is easy to see that almost half of the travelers, here 20 of 41, have zero to one hour free time during their business trip. This might be caused by the efficiency to stay for just one night and fill out the schedule as tight as possible as “do as told” respectively “do as allowed” business travelers according to Hodgson (1987).

Eight of them who have no time over at all are on business meetings, customer visits, and conferences, which out of efficiency reasons are scheduled tightly. Besides the conference participants, are all other groups are represented with one hour free time available. The similar pattern spread of main purposes shows with the ones with free-time of two to three hours.

Yet, the ones with leisure time possibilities of four till seven hours are exclusively travelers, here nine, coming to Örnsköldsvik of technical reasons. This might be caused by the fact that they might stay longer in the destination to fulfill their order and/or have more liberty to schedule their own working day efficiently on the long run by including regenerating time for themselves. Hence, these might be categorized as “do as allowed” or even “do it yourself” business travelers according to Hodgson (1987). The answer to the first question if there is a relation between the business main purpose and the available leisure time is yes, it is.
Table 4.1: Main purpose related to free time in hours of the business travel
Source: questionnaire data

Cross tabulation: Main Purpose * How much available leisure time in hours?

<table>
<thead>
<tr>
<th>Main Purpose</th>
<th>How much available leisure time in hours?</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0,00</td>
<td>1,00</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Internal reason</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Sales</td>
<td>0</td>
<td>2</td>
</tr>
<tr>
<td>Customer visit</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td>Technical reason</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Conference</td>
<td>3</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>12</td>
</tr>
</tbody>
</table>

Partly related to that question was the following about the quantity the participants already have been in Örnsköldsvik as shown in table 4.2. This might be have an impact on how much time one is willing to spent on leisure in the first place respectively if the decision is made to leave as fast as possible. These numbers show how many already have been in Örnsköldsvik.

Table 4.2: Previous visits related to the main purposes
Source: questionnaire data

Cross tabulation: Previous visits * Main purpose

<table>
<thead>
<tr>
<th>Previous visits</th>
<th>Business Meeting</th>
<th>Internal reason</th>
<th>Sales</th>
<th>Customer visit</th>
<th>Technical reason</th>
<th>Conference</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>3</td>
<td>8</td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>12</td>
</tr>
<tr>
<td>2-3</td>
<td>4</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>7</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>4 or more</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
<td>0</td>
<td>8</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>17</td>
<td>3</td>
<td>41</td>
</tr>
</tbody>
</table>
Furthermore, there is significant relation to be noted between the age of the participants and the previous visits.

Additionally, the gender distribution is listed in table 4.3. The participation of 41 employees could separate six women. Three of them within the technical business travel whereas the other three were active on business meetings and internal affairs. The quantity of 35 men is still dominating the business travels within this study which may have effects on the decisions to get to know the host destination or just finishing their work as fast as possible. Though is this relation not significant.

Table 4.3: Business purposes and gender distribution  
Source: questionnaire data

<table>
<thead>
<tr>
<th>Gender</th>
<th>Business meeting</th>
<th>Internal reason</th>
<th>Sales</th>
<th>Customer visit</th>
<th>Technical reason</th>
<th>Conference</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>2</td>
<td>1</td>
<td>0</td>
<td>0</td>
<td>2</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Male</td>
<td>3</td>
<td>5</td>
<td>4</td>
<td>6</td>
<td>15</td>
<td>2</td>
<td>35</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>6</td>
<td>4</td>
<td>6</td>
<td>17</td>
<td>3</td>
<td>41</td>
</tr>
</tbody>
</table>

The data of age and marital status have been taken for possible speculative relations to the use of leisure time respectively the lack of it. Both of them might have though an influence on the decisions made on the staying longer respectively to return for the vocational purposes. Depending on the main purposes of their business trips might be relation to it but has to be investigated in further studies.

Yet, the results are shown in the following. The age distribution of the German business travelers to Örnsköldsvik ranges from 26 up till 59. Yet, the median is 44 the percentiles is 33, the median is equally the middle percentile whereas the 75 percentile lies at age 48,5. Though, there might be different ages dominant for different main purposes of the travel which is significant.
The Marital status, which may suggest playing a role within the business travel, seems to be balanced in general. Here 39%, in other words 16 persons are single, whereas 56.1% are living with a partner respectively is married and 2 are divorced as seen in figure 4.1.

![Figure 4.1: Marital state in percentage](source: questionnaire data)

### 4.1.2 Question 2: Which aspects might have an influence to return for vacation?

The option to come earlier or leave later the area of Örnsköldsvik respectively The High Coast area for instance to take a plane later and/or stay over the weekend, was answered by 27 negatively which represent 66% of the participants. The other 18 prefered to travel would like to stay with an extent which symbolise here 44% as shown in figure 4.2.

![Figure 4.2: Stay longer option](source: questionnaire data)
The relation between the main purposes relating to the decision to stay longer is though significant. So is the one regarding the age.

The majority does not want to stay longer though 12 from 14 who stay longer after or before the business trip are men as shown in table 4.4. Up till now, 23 men and 4 women prefer to leave directly. Though, there is no significant relation visible between gender and the option to stay longer.

Table 4.4: Staying longer regarding gender

<table>
<thead>
<tr>
<th></th>
<th>Stay longer</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>12</td>
<td>23</td>
</tr>
<tr>
<td>Female</td>
<td>2</td>
<td>4</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>27</td>
</tr>
</tbody>
</table>

Yet, table 4.5 down shows that it might be related to main purpose of the business travel in the first place. Mostly technicians, here 11 from 17 persons, stay longer. On the contrary to the business meeting and customer visit persons, from whom nobody stayed longer at all, but also internal reasons and sales personal just 1 did/does stay longer. In sum, just 14 from 41 stayed longer.

Table 4.5: Main purposes and stay longer option

<table>
<thead>
<tr>
<th>Main purpose</th>
<th>Stay longer</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Business Meeting</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Internal reason</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Sales</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Customer visit</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>Technical reason</td>
<td>11</td>
<td>6</td>
</tr>
<tr>
<td>Conference</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>14</td>
<td>27</td>
</tr>
</tbody>
</table>
According to the answers of the question if one could imagine returning for vacation reasons to Örnsköldsvik respectively The High Coast later on, the answers are relatively equally. So is shown in figure 4.3 that 15 persons are interested to come back, whereas 14 do not wish to come back and 5 leave to the possibility open.

![Figure 4.3: Return for vacation](image)

Source: questionnaire data

The return for vacation reasons is also relatively equally distributed between both genders regarding for those who could imagine to come back and those who do not want to come back as table 4.6 shows down below. This is though not significant.

Table 4.6: Return for vacation regarding genders

Source: questionnaire data

<table>
<thead>
<tr>
<th>Cross tabulation: Gender * Return for vacation</th>
<th>Return for vacation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>18</td>
<td>15</td>
</tr>
<tr>
<td>Female</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Total</td>
<td>21</td>
<td>18</td>
</tr>
</tbody>
</table>

Even though, to understand how the available free time might be used in general and maybe to provoke a return for later vacations the following subchapter tries to show which factors may lay beneath it.
4.2 Factorial analysis

Within the questionnaire it has been given several options to be rated on a scale from 1 to 7 if these might be of importance for the business traveler during his or her stay. If the importance was there, it could get concluded with several control questions if the implementation could have been fulfilled or if the interest was awoken but not satisfied this time. This could let to the conclusion if that interest could get fulfilled or if that might be a reason for a return to Örnsköldsvik. According to the questionnaire, the options might get summarized to different factors which might explain why the German business travelers might return for vacation reasons.

Hence, according to the leisure aspect, the time as well as the possible options, a difference was made. For once the potential the host destination offers in form of activities as well as the importance of the free time available was investigate. Furthermore, there were additionally the ones examined the hotels themselves offer to the business travelers. For each of these two there was a question catalogue to fill out which has shown which factors were dominantly if existent.

4.2.1 Question 3: Which factors exist for employees of German companies to spend their leisure time if available and possible in Örnsköldsvik?

4.2.1.1 Host destination Örnsköldsvik

First of all, a reliability test with the Cronbach’s’s alpha is implemented. Here the value lies at 0,807 for the fourteen items suggesting a relatively high consistency.

The KMO-value lies at 0,825 which is a good indicator to do the test and the Bartley-test of sphericity shows a highly significance at 0,000 with 91 df, degrees of freedom.

After the rotation of all the possible factors which are describing the most variances of the tested statements, it shows that the finally four factors could get extracted. Here, the Principal Component Analysis extraction was used as method and for the rotation converged after five iterations according to the Varimax with Kaiser Normalization. Table 4.7 on the next page shows the named factors with example statements from the questionnaire:
Table 4.7: Factors extracted for the host destination
Source: question data

<table>
<thead>
<tr>
<th>Factor 1: Social life in the host destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>During my business trip I like to use my free time to:</td>
</tr>
<tr>
<td>Sitting in a café</td>
</tr>
<tr>
<td>Go shopping</td>
</tr>
<tr>
<td>Visit a restaurant</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 2: Nature</th>
</tr>
</thead>
<tbody>
<tr>
<td>During my business trip I like to use my free time to:</td>
</tr>
<tr>
<td>To enjoy nature</td>
</tr>
<tr>
<td>To enjoy lakes e.g. looking at, swimming, skating</td>
</tr>
<tr>
<td>To be/walk in the forest</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 3: Culture</th>
</tr>
</thead>
<tbody>
<tr>
<td>During my business trip I like to use my free time to:</td>
</tr>
<tr>
<td>Visiting museums,</td>
</tr>
<tr>
<td>To visit a show,</td>
</tr>
<tr>
<td>To visit a cinema</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 4: Social interference with the host destination</th>
</tr>
</thead>
<tbody>
<tr>
<td>During my business trip I like to use my free time to:</td>
</tr>
<tr>
<td>Spending time with people I met here,</td>
</tr>
<tr>
<td>Discovering the surroundings by public transport</td>
</tr>
</tbody>
</table>

The interest in these factors given by the participants may give an understanding for what is important for the business travelers within the host destination. That does not say though that everyone has already visited the places but is interested to do so for instance later on a stay over or even a return on for vacation purposes. It is not explicitly said that these factors are already be satisfied but the interest in them has been awoken.

The connection between business travelers who come to Örnsköldsvik shortly and do not have the time and or possibility to investigate the surroundings for different reasons is not given explicitly here. It might be an indicator though that some might return, even potentially with e.g. their family. In further studies might be investigated if some actually did return to satisfy their interest in these factors.
Though, these results are significant, there are not generalizable because of the amount of the sample.

4.2.1.2 Hotel offers in Örnsköldsvik

Likewise with the analysis of the host destination the first step to do is a reliability test with the Cronbachs’s alpha. Here the value lies at 0.770 for the fourteen items suggesting a more than acceptable consistency.

The KMO-value lies here at 0.661 which is an acceptable indicator to do the test and the Bartley-test of sphericity shows a highly significance at 0.000 with 91 df, degrees of freedom.

After the rotation of all the possible factors which are describing the most variances of the tested statements, it shows that the finally four factors could get extracted. Here, the Principal Component Analysis extraction was used as method and for the rotation converged after six iterations according to the Varimax with Kaiser Normalization. Table 4.8 shows the named factors with examples statements from the questionnaire:

Table 4.8: Factors extracted for the offers by the hotel
     Source: questionnaire data

<table>
<thead>
<tr>
<th>Factor 1: Activities to relax for oneself</th>
</tr>
</thead>
<tbody>
<tr>
<td>During my business trip I prefer, if available, to use the activities I got offered by the hotel like:</td>
</tr>
<tr>
<td>Use the gym</td>
</tr>
<tr>
<td>To use the spa</td>
</tr>
<tr>
<td>To use the TV</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Factor 2: Social life and meet people</th>
</tr>
</thead>
<tbody>
<tr>
<td>During my business trip I prefer, if available, to use the activities I got offered by the hotel like:</td>
</tr>
<tr>
<td>spending time with people I met</td>
</tr>
<tr>
<td>the restaurant</td>
</tr>
</tbody>
</table>
Factor 3: To relax

During my business trip I prefer, if available, to use the activities I got offered by the hotel like:

- To use the room service
- To play billiard

Factor 4: Social accessibility via internet and networking

During my business trip I prefer, if available, to use the activities I got offered by the hotel like:

- the internet
- social networking

These four factors show that in one way or another it seemed the importance is laying on becoming at ease with oneself and to unwind after a day of hard-work. This might be accomplished by activities executed alone, e.g. using the gym or spa respectively the TV. Alternatively soft company might be enjoyable with a people one has met and dine together. Even though important the connection to the farer away world in form of internet to get information e.g. from the world in one’s mother tongue it could be probably more importantly to get into contact with others on social media.

In any case, it is difficult to distinguish between Hodgeon’s three different business types, here. Because all these activities might be used of all the types as well as everyone else, it is impossible to foresee which type in particular they belong to.

Though, these results are significant, there are not generalizable because of the amount of the sample.

4.2.2 Question 4: Is the host destination and/or the accommodation attractive enough to stay longer respectively returning?

This last question 4 named in the objectives might be answered with the conclusion if these above mentioned factors. If these are fulfilled it may be possible to attract more tourists after all. Though, it has to be mentioned that in figure 4.3 and table 4.6 it has shown in this study that almost half of the business travelers do not wish to come back. The reasons are yet to be determined certainly but might be related to the factors shown in chapter 4.2.1.
But on the other hand one could argue that two-third of the business travelers would stay longer in the region, see figure 4.2, whereas slightly half of them can imagine returning for vacations according to figure 4.3. Therefore, the interest is already peaked. Furthermore, it is possible that the city Örnsköldsvik itself as well as the branding of The High Coast is partly responsible.

Finally, the option of an open-end question was given to express themselves what possibilities they would like have and use in their leisure time. Most of the respondents did not use this option respectively a few did mention that they barely had time to get to know the surrounding even though they might be interested in. That may not have a too deep impact regarding the distribution of the business types according to Hodgson.

5. Discussion and concluding summary

Business trips may differ from each other, yet this survey shows that the leisure part matters under certain condition. Even though the quantity of free time hours differs partly immense, so is the interest respectively the importance of leisure time needed and wanted.

To separate the participants in this study they were asked to select their main purpose for the business travel an expanded version of Rogers (2013) classification. As it has shown that several participants come for different main purposes which in effect cause diverse types of travelers. They seem to follow altered behavioral importance during respectively after the business travel.

The conclusions of the results of this study according to the descriptive study show, that the main purpose of the German business travelers differ. Hence, the available free-time which might be used for leisure does, too. Therefore, the possibility and the use of leisure time are restricted by the main purpose. Most of the business travelers, in this study, circa half do have almost none spare time whereas the other half does.

It shows simultaneously that the majority of the travelers come for technical purposes. According to the gender distribution it became visible that there were two women in that area an-d another four who appear for other business reasons in Örnsköldsvik. Yet, it has not been clarified in which positions at all the business travelers are coming explicitly. Some travelers
may have leading and/or executing roles. Others might have arrived as trainees within the technician department to learn the machines respectively the trade whereas others may be traveling as assistants. The age difference may give some possible explanations though this was not investigated here.

Hodgsons’ (1987. p.51f.) differentiation between the three business travelers’ types show that the option to use time for leisure exists during business trips. These can be apparent in form of short breaks for instance a visit to a café to relax and catch ones breath up till more time intensive occupations e.g. visiting a theater play.

According to this study, people with different main purposes for their business travels validate and set their time importance differently. This seems to be related to the different business travelers’ types. So, people who travel for business meeting, internal reason, sales, or conference purposes prefer to be efficient in first place instead of taking time for leisure and take the time to recover. The latter might be a possible reason for the business travelers who stay longer within the host destination because of their assignments respectively duty. Yet, the possibility to return for vacation is relatively balanced between both options though the choice of being uncertain was chosen by few.

Furthermore, it would be interesting to get an understanding between the gender and/or age as well as the marital status and possible leisure time in later studies. So might be one of them or the existence of one or more children might be a reason to not extend the stay respectively to stay longer. On the other hand there might be a connection between the return to Örnsköldsvik and potentially The High Coast with for instance the whole family for vacation reasons. Alternatively, it might be a challenge for persons to go to an adventure in the nature later on.

The results of this study that possible leisure time may be available but it is rare. It shows though that there seems to be a dependency of the kind of business trip. The purpose itself shows that the people going on business meetings, customer visits, sales as well as conferences have a very tight schedule to keep up. Following the “do as you told” business traveler philosophy according to Hodgson (1987) there is no room for spare time for leisure because the efficiency is most likely prioritized. It has to be assumed now that the length of their stay is kept as short as possible, which means to come early to the working place in the
host destination, to keep up the schedule, possibly to stay overnight, to continue the next day and to leave in the evening home again.

Yet, it was shown that business travelers who go on technical business trips are more independent because they may be classified as “do it yourself” or as “do as allowed” business travelers according to Hodgson (1987). That might explain why they still can take free-time off while on working duty. That might be explained by the length of their stay as well as the reason respectively the order to follow.

Furthermore, it seems that this might be a reason to get acquainted with the place one stays in for a (longer) period of time. On the other hand, even business meeting persons may take the chance to use the host destination in form short relaxing breaks between clients, as a lunch restaurant visit with clients or just to socialize with possible clients.

It could be concluded which factors might be behind the possible staying longer option within the host destination alternatively to return to it. So, business travelers value social life within the host destination mostly as well as nature, culture and the social interference with the host destination. The possible leisure time possibilities which are offered by hotels they stay in may give the travelers the opportunity to get curious for a later return. Though mostly the options to relax for oneself but also social life by meeting people are preferred, relaxing and social interactions via internet are wanted.

For assuring these factors it needs to be accessible. Especially the host destination, here Örnsköldsvik, should be reachable by business travelers, even if they do not rent a car respectively who might want to stay longer or to return later on. The companies and their places of work for instance manufacturing respectively industrial units may be a bit longer away from the host destination. Örnsköldsvik has their industrial units relatively close to the city center without interfering with it, which allows business travelers and others to spend some time there.

Moreover, it has to be discussed the factor that the leisure options given in this questionnaire have lacked some options which might have attracted them to come back. Especially if one considers the lack of time to enjoy the destination to full extent. Alternatively, the argumentation could also follow the idea that people may not want to return to a working place for holiday.
Even though the results here are interesting and give an overview, they are not possible to generalize to a bigger population because of the amount of the sample is too small. In any case, the dataset with this study leaves many options to answer questions which have not been asked here. Yet, it seems though that depending on the type of the business traveler as well as the factors themselves the return to the host destination is influenced.

6. Conclusions
In conclusion, the study showed that the possible leisure time depends often on the main purpose in the first place so does the possibility to lengthen the stay as well as the possible return to the host destination Örnsköldsvik.

The return later on is though dependent on several aspects but mostly personal ones.

Furthermore, the four factors which may be hidden which were discovered were *activities to relax for oneself*, but also the *social life and meet people, to relax* and finally the *social accessibility via internet and networking*.

In any case, two third of the participants were inclined to return to the host destination Örnsköldsvik.

7. Future research
This work is just a part of the faster varying environment today to balance and adapt to the fast changes of the actual time.

For once, the need of dealing with the employees who are send on business travels to avoid overexploiting them in form of giving leisure time available, if wanted and needed, has to be further investigated. This might enhance their performance on the long term.

Additionally, this might actually benefit the host destinations. The sector of business travelers is growing and brings many possibilities to them in form of economic, social and cultural changes and benefits. To focus on them might even be used for instance branding a region. Also, there might be backsides to the growing which should be looked at to act on potential harm to avoid these, if possible, such as seasonal workers and tax leakage by long-term planning to keep people there. Many questions are yet unanswered, partly even not even seen.
References

Printed sources:


**Articles:**


**Electronical sources:**


Appendix 1

1. Questionnaire:

1) Which is/was/will be the reason for your business trip?

- Business meeting ☐
- Technical reason like e.g. service ☐
- Sales ☐
- Exhibition ☐
- Conference ☐

2) How many times did you come here before?

- Never ☐
- 1 ☐
- 2-3 ☐
- 4 or more ☐

3) Did you extend your stay  Yes ☐  No ☐

4) Could you imagine returning for vacation purposes?  Yes ☐  No ☐

5) Socio-demographics

- Gender:  male ☐  female ☐
- Age:  __________
- Family status:  single ☐  partnership ☐  married ☐
  divorced ☐  widowed ☐
- Children  Yes ☐  No ☐

**Question 6:** On a scale between 1 till 7 where 1 means I do not agree at all to 7 means that I totally agree completely.

**During my business trip I like to use my free time to:**

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<thead>
<tr>
<th></th>
<th>I do not agree at all (1)</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>I totally agree completely (7)</th>
</tr>
</thead>
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<tr>
<td>To enjoy nature</td>
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<td>To see street art</td>
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<td>To visit a show</td>
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</table>
To eat in a restaurant
To visit a bar
To enjoy lakes e.g. looking at, swimming, skating
To go shopping
To visit a cinema
To be/walk in the forest
To visit a museum
Sitting in a café
Discovering the surroundings by public transport
Spending time with people I met
I do not have free time

**Question 7:** On a scale between 1 till 7 where 1 means I do not agree at all to 7 means that I totally agree completely.

During my business trip to Örnsköldsvik I prefer, if available, to use the activities I got offered by the hotel like:

<table>
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<th>Activity</th>
<th>I do not agree at all (1)</th>
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<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>I totally agree completely (7)</th>
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<td>To rent a car</td>
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**Question 8:** Other possibilities I enjoy:

___________________________________________________________________________

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___________________________________________________________________________

___________________________________________________________________________