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Department of Tourism and Northern Studies

Hiking to the “Real” Northernmost Point
Performing Identity on the way to Knivskjellodden

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Master’s thesis in Tourism Studies - May 2019



Acknowledgement

This Master's thesis has been a longer journey and a greater challenge, than I had ever imagined when I embarked on my first field trip to Knivskjellodden in May 2018. At times it has been like walking in the fog at Knivskjellodden, the visibility have been poor and it has been problematic to find the right path.

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Abstract

Over the last decade hiking tourism has grown in Norway. This is exemplified by the increasing numbers of tourists that visits Trolltunga, Prekestolen and Kjerag. These are the most prominent examples, which appears to be part of a larger trend. Knivskjellodden has likewise, seen a rise in visitor numbers over the last decade.

This aim of this thesis is to build an understanding of the meaning people attach to their hike to Knivskjellodden. This phenomenon will be explored through Edensor's (2000, 2001, 2007) theories on performance in tourism. During the analysis it is reflected upon how identity is constructed through performances where 'self' is attached to activity, places and a certain way of traveling.

Keywords: nature, tourism, romanticism, hiking, north, performance, identity, budget, solitude

Table of Content

1.0 Introduction.....	1
1.1 Background of the study.....	1
1.2 Background of North Cape and Knivskjellodden.....	3
1.3 The Research Question.....	7
1.4 Structure of Master`s Thesis.....	8
2.0 Methodology.....	9
2.1 Introduction.....	9
2.2 Pilot study.....	11
2.3 Pilot II – Studying Documents.....	13
2.4 Qualitative Interviews.....	14
2.5 Interview Guide.....	15
2.6 Probing.....	16
2.7 The Informants.....	17
2.8 Conducting the Interviews.....	17
2.9 Ethics.....	18
3.0 Analysis.....	19
3.1 Introduction.....	19
3.2 Performance.....	19
3.3 Everyday Activities and Travel Habits.....	20
3.4 Flexibility.....	22
3.5 Ambiguous Tourist Performances at North Cape.....	26
3.6 Hiking and Other Performances at Knivskjellodden.....	30
3.7 Alone in the fog.....	32
3.8 The Northernmost Point.....	34
3.9 Poetry and Prose.....	35
4.0 Findings.....	37
References.....	40
Appendix: I. Interview Guide.....	44
Appendix II. Information Letter.....	47
Appendix III.....	51

1.0 Introduction

1.1 Background of the study

Knivskjellodden is a promontory in the northernmost part of Norway. The promontory stretches 1.6 km further north than its famous neighbor, North Cape. Viken & Aarsæther (2013:4) state that North Cape is usually mistaken as the northernmost point of Norway and Europe. According to Jacobsen (1997:1) this misconception stems from the fact that North Cape is the symbolic northernmost point of the European continent.

This thesis is focused on visitors to Knivskjellodden, however, North Cape receive a lot of attention since the two are connected. North Cape is the primary attraction in the region, and most people that go to Knivskjellodden have also been to North Cape. Since 1956, when the road to North Cape was built, it has been accessible by car. Knivskjellodden is less accessible, and visitors have to walk 9km following a marked trail. In recent years the trail to Knivskjellodden has seen an increase in visitor numbers. Radio Nordkapp reported in a news article from 2007, that visitor numbers to Knivskjellodden was estimated to exceed 3,000 that year (Elde 2007).

The increase in visitors to Knivskjellodden has not gone unnoticed by local government which has developed a plan-proposal of the area at the North Cape peninsula. The plan-proposal state that Nordkapp Kommune aim to facilitate value creation and predictability for the users of the area (Nordkapp Kommune 2016:2). It further asserts that the trail to Knivskjellodden has to be facilitated to withstand the increased traffic from pedestrians. (Nordkapp Kommune 2016:7). The goal is to make the area attractive and versatile within a sustainable frame (Nordkapp Kommune 2016:9).

When I read this plan proposal, I started thinking that this could become my Master's thesis. The plan-proposal suggests facilitations and infrastructure for the benefit of the tourists. However, to my knowledge, no-one has actually talked to the tourists that visit Knivskjellodden. With regard to the development of tourism at the North Cape peninsula, it is necessary with research and knowledge. The areas that lies outside the main tourist attraction, North Cape, receives little attention compared to the more prominent neighbor. Knowledge

about tourists that visited Knivskjellodden can contribute to an understanding of tourism outside of North Cape. Development of tourism in this area benefits on knowledge from and on those who visits Knivskjellodden.

Below is a map of the North Cape peninsula with North Cape and Knivskjellodden. The red lines are roads and the dotted lines are hiking trails.

The North Cape Peninsula



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1.2 Background of North Cape and Knivskjellodden

A study of Knivskjellodden has to include North Cape as the two are related. While working on this Master's thesis I discovered that visitors to Knivskjellodden are engaged in the fact that Knivskjellodden, is further north than North Cape. It is an issue that is often brought up by visitors. According to Jacobsen (1997:342) North Cape is a symbol of the end of the world. The following text offers an insight to why North Cape became the symbol of the northernmost point of Europe, instead of Knivskjellodden.

North Cape is a well-known tourist attraction in the northernmost part of Norway. It is a popular destination for tourists and in 1994 it was visited by 260,000 tourists (Jacobsen 1997:341). This record stood until 2017 as a new record was set when 278,000 tourists found their way to North Cape (Elde 2018). Most visit during the summer, which is the main season for tourism in this area. However, there has been an increase in winter tourism to North Cape over the last decade. From 2002 to 2009 visitor numbers to North Cape in winter was multiplied six times (Nilsen 2010). The visitor record set in 2017, was in large a result of the growth in winter tourism (Eilertsen 2017).

Bærenholdt, Haldrup, Larsen and Urry asserts that tourist attractions are not usually created to be tourist attractions, "they have other histories and geographies of nature, society and culture" (Bærenholdt et al 2004:12). This is also the case for North Cape, which was famous long before tourism existed (Hanssen 1990:170). Hanssen stated that the myth of North Cape as the outpost of European civilization, would probably not have existed if it was an unpopulated and inaccessible place (Hanssen 1990:170). North Cape can be seen as the symbolic northernmost point of Europe, but also as the northern border of European and Western civilization. The myth of North Cape was created through the tales of the countless seafarers, that sailed past the mountain (Hanssen 1990:170-171).

North Cape has been known as a sailing mark since the Viking ages (Holmgren & Skavhaug 2006:7). It was an important point of reference for seafarers traveling in this area. Prior to 1570, North Cape was known under the name "Knyskanes" according to Skavhaug (1990:7). It was renamed on a map published in the 1570's. The person behind the map was British cartographer William Borough, a member of a British naval expedition that passed the coast

of Finnmark in 1553 (Skavhaug 1990:22). After its renaming, the place became known as the end of the world. The origin of North Cape as the symbolic northernmost point of Europe comes from its position as a sailing mark.

Later, during the 1600s, North Cape became a goal for pioneer travels (Skavhaug 1990:7). Earlier, it was known as a reference point to pass on a journey somewhere else, now it also became a point to reach, the end of the journey (Skavhaug 1990:7). At this time in history most Europeans never traveled or even left the area in which they were born (Guissard & Lee 2017:10). Those few who traveled to North Cape were pioneers with the means and a lust for strenuous adventures (Skavhaug 1990:55).

Francesco Negri was among those pioneers. During the winter of 1664, the Italian priest arrived at North Cape (Skavhaug 1990:35). His reports are the oldest descriptions from the North Cape plateau (Skavhaug 1990:35). Over a century later, in 1795, Prince Louis Philippe of Orleans reached North Cape (Skavhaug 1990:41). Hanssen noted that of the many visitors to North Cape, Prince Louis Philippe was the most significant (Hanssen 1990:171). When Louis Philippe later became king of France, he facilitated scientific expeditions to the Arctic, which fueled a common interest in North Cape in France (Hanssen 1990:171). In July 1799, Italian lawyer, Giuseppe Acerbi made it to North Cape (Skavhaug 1990:49). In his book *“Travels through Sweden, Finland and Lapland, to The North Cape, in the years 1798 and 1799”*, he has described his visit to North Cape:

“The North Cape is an enormous rock, which projecting far into the ocean, and being far exposed to all the fury of the waves and the outrage of tempests, crumbles every year more and more into ruins. Here everything is solitary, everything is sterile, everything is sad and despondent (...) The northern sun, creeping at midnight at the distance of five diameters along the horizon, and the immeasurable ocean in apparent contact with skies, from the grand outlines in the sublime picture presented to the astonished spectator. The incessant cares and pursuits of anxious mortals are recollected as a dream” (Acerbi 1802:110-111).

In this rather poetic text Acerbi commented that from North Cape a sublime scenery can be seen. He also used words, such as sad and despondent in his descriptions. Michaels says that a sublime nature experience provide a “sense of astonishment, the mind being so overwhelmed by the natural object that it is, in part, horrified” (Michaels 2000:109). The way Acerbi

described nature is possible to relate to early romanticist views. Birkeland (2005:53) pointed to William Cronon (1996), who said that in early romanticism, the sublime was evoked feelings of horror and anxiety. Birkeland explained that during the twentieth century, the romantic view of nature was reinvented and “the meanings of the sublime changed from being bad to good” (Birkeland 2005:52). Where sublime experiences once were overwhelming, horrifying and connected to feelings of terror, they have been “transformed into more comfortable and sentimental feelings” (Birkeland 2005:53).

Skavhaug stated that Negri and Acerbi were among the first to write about their travels to North Cape. In the following century, over 250 books were written and published about travels to North Cape (Skavhaug 1990:57). The elevation of North Cape to a tourist attraction was strengthened by visits from painters, authors, explorers, princesses, kings and emperors (Jacobsen 1997:8). The man many sees as the founder of modern tourism, Thomas Cook visited North Cape in 1875, with him was 24 tourists (Viken & Aarsaether 2013:40). This was the first time a cruise ship brought tourists to North Cape. From then tourism grew, and during the 1880s North Cape became a destination for modern tourism (Skavhaug 1990:57).

On the eastern side of the North Cape plateau, lies Hornvika. This was the anchorage point for cruise ships. From the shoreline of Hornvika the tourists would follow a path leading up to the plateau. This path was improved during the 1880`s in order to ease the access for the visitors (Jacobsen 1997:347). There were not any major changes at North Cape until the road to North Cape was built in 1956 (Jacobsen 1997:347). The road replaced Hornvika as the entrance port to North Cape (Jacobsen 1997:347). This resulted in a growth in tourism to the northern parts of Norway and to North Cape (Jacobsen (1997:7). At the opening of the road to North Cape, there were 1,500 people on the plateau (Senje 1979:60). Senje said that these visitors did not seek the warmth of summer, perhaps not even the midnight sun as the day of the opening came with high winds and even snow, they were after something else, an outermost destination or perhaps the fulfillment of a dream (1979:59-60). In the following decades, the numbers of tourists who visited North Cape grew from 7,000 in 1957 to 130,000 in the beginning of the 1980`s according to Jacobsen (2015:203).

Unlike North Cape, Knivskjellodden has no historical tradition as a tourist attraction. It is far less known than its neighbor to the southeast. According to Jacobsen, North Cape has the

advantage over Knivskjellodden, towering its low-lying and insignificant neighbor it is a far more distinctive promontory (Jacobsen 1997:347).

Birkeland has quoted German geographer Hans Reusch, who described North Cape and his visit there in a book called "*Folk og Natur I Finnmarken*" published in 1895:

"The fame of North Cape is a peculiar proof of the role the aesthetics plays for human beings. North Cape is in fact, as has been shown a long time ago, not the northernmost point of our continent. Knivskjellodden just west of North Cape stretches farther north into the sea, but since this point is low lying and not much to look at, nobody takes notice of the correct measures and observations. North Cape attracts everybody both because of its appearance and its telling name. North Cape is poetry, while Knivskjellodden is prose" (Reusch, in Birkeland 2000:49).

According to Reusch (1895) people were aware that Knivskjellodden is further north than North Cape. More than a century later, people are still making this discovery. Some even make it out to be their own personal discovery of a well-hidden secret.

In 2004, an NRK news article by journalist Sverre Horn, claimed that North Cape was a fraud invented by the tourism industry and the state (Horn 2004). Horn pointed to Knivskjellodden as the real northernmost point (Horn 2004). A few years later, journalist Mark Rowe has written an article on the same issue for the British newspaper, *The Independent*.

Rowe says that visitors to North Cape have failed in reaching Europe's northernmost point and calls North Cape "tacky" and refers to it as a "tourist trap". He mocked the tourists and their touristic acts such as taking pictures and buying souvenirs. On his holiday in Northern Norway, he had discovered Knivskjellodden, which he called "the real North Cape". He further wrote that if you like to brag about having been to outposts "or just like being correct, this is where you need to be". He continued:

"The tourist industry, aware that it is much easier and more lucrative to process visitors in buses to a large flat plateau than to send them on their way with a map and a compass (...) has shamelessly elected to ignore this awkward fact" (Rowe 2009).

Rowe described his hike to Knivskjellodden as magnificent and says that the landscape is marvelously wild. He ended his article by stating that “The end of Europe really did feel like the end of the earth” (Rowe 2009). Opinions of North Cape as a ‘fake’ and Knivskjellodden as ‘real’ are typical for a significant proportion of those who visits Knivskjellodden. This will be discussed and reflected on in the analysis chapter.

1.3 The Research Question

The intention of this thesis is to generate knowledge and understanding on tourism in the North Cape area. The main attraction, North Cape, attracts large numbers of tourists every year. This research project aims to understand the process where Knivskjellodden has developed into a tourist attraction. The focus is therefore on the visitors.

I wanted to build knowledge and understanding about hiking tourism to this northern promontory. My focus is narrowed down to its non-local visitors, the tourists. My research question was: What meanings do visitors attach to their hike to Knivskjellodden? I am interested in learning more about the visitors to Knivskjellodden in order to get an understanding about what drew them to visit this particular place.

I explored the combination of hiking and traveling by interviewing a selection of foreign visitors. The empirical material was gathered using semi-structured interviews. This was my main method of data collection. The interviews were conducted after the participants had returned from their holiday to the north. Before the interviews, I did two pilot studies. The first involved going to Knivskjellodden a number of times. In the second pilot study I read through posts about Knivskjellodden on Trip-Advisor and Instagram. This was part of an explorative process where I tested out methods, research questions and theories. This is further elaborated in the methods chapter.

In the analysis chapter, I reflect on how the informants attached meaning to their performances on holiday and how this was related to their everyday lives. Their visit to Knivskjellodden was central to these reflections. My analysis was based on Edensor’s (2000, 2001, 2007) performance theories. Performance is understood as a metaphor that facilitates the exploration of why people “carry out particular habits” (Edensor 2001:59). Edensor explained that by relying on performance theories, it is possible to decipher and understand

tourist practices and behavior (Edensor 2007:201). By studying how people perform at Knivskjellodden, and, by taking a wider perspective, how they present themselves, it is possible to understand more about the meanings they ascribe to their hike to Knivskjellodden.

1.4 Structure of Master`s Thesis

This Master`s thesis is structured into 5 chapters. Chapter one is an introduction chapter that explains my research question and the background for my research. I have also written about the background of the area my research is limited to. This text sheds light on how North became a symbol of the end of Europe, and then later how it became an attraction for modern tourism. The introduction chapter lays the foundation for the following chapters. Chapter two provides an insight into the methodologies of this research project. It gives an insight as to how the empirical data was gathered. It is a chronological description of how the research project was developed through the exploration of methods and theories. I also explain the development of the interview guide and how the informants were selected. Chapter four is the analysis chapter. First, I present the main theory used for analysing, I then move on to the analysis of the interviews with the informants. The fifth and final chapter is about the findings this Master`s thesis has generated.

2.0 Methodology

2.1 Introduction

In this chapter I will present the explorative process that went in to the development of the research design for my Master`s thesis. The steps are presented in chronological order. My choice of methods was related to my research question; What meanings do visitors attach to their hike to Knivskjellodden? I chose qualitative methods for my research project because qualitative methods are a great way to understand “the meaning people give to their lives and actions” (Bachmann & Schutt 2018:171). It is also concerned with the meanings people give to a certain phenomenon (Denzin & Lincoln 2008:4). The purpose of qualitative research is to provide an in-depth and interpreted knowledge of people by attempting to understand how they make sense of the world around them (Ormston, Spencer, Barnard & Snape 2014:4).

During the initial stages of my research, I adopted a broad approach. I did not know exactly what the form of my thesis would be. My decision to use qualitative methods was an important step. Qualitative research is typically less structured than quantitative research. Maxwell says that qualitative research implies a broad design concept, which is less restrictive than the alternative (Maxwell 2009:215). This unstructured nature brings a flexibility to research (Bryman 2012:404). Working with qualitative methods allowed me to adjust the research as it progressed. I was able to explore different options, and step-by-step form my research design over time.

My research project owes its progression to an abductive method of research. Abduction has features of both induction and deduction, but it is not a simple combination of these two, it is a complex method which “adds new specific elements” (Alvesson & Skjoldberg 2009:4). It is focused on underlying patterns (Alvesson & Skjoldberg 2009:4) and can be characterized by how “the interpretation of the data is not finalized at an early stage but that new codes, categories and theories can be developed and redeveloped if necessary” (Reichertz 2007:224).

The development of my Master`s thesis was built by going back and forth between theories and the collected empirical material. Alvesson & Skoldberg asserted that in abductive research analyzing empirical data can be done in combination with studies of theory, as an aid in the detection of patterns (Alvesson & Skoldberg 2009:4). The abductive research process

switches between preceding theory and empirical facts, where the intention is that they shed light on each other in a continuous re-interpretive process (Alvesson & Skoldberg 2009:4). This research project is a qualitative phenomenological study of people. According to Cresswell & Poth (2018:75) a phenomenological study is focused on the common experiences people have of a certain phenomenon. Phenomenology is interested in the “ways in which we experience things and the meanings these create for us” according to Spencer, Price & Walsh (2014:88). My aim is to understand the meanings people attach to a phenomenon, and this coincides with the constructivist paradigm where the underlying aim is to understand (Guba & Lincoln 1994:113). The constructivist paradigm asserts that people actively construct knowledge, and constructivist research concentrates “on understanding lived experience from the point of view of those who told it” (Ormston et al 2014:13).

Guba & Lincoln (1994:111) said that in order to gain understanding, the researcher is meant to interact with the ones being studied. I have interacted with the informants through interviewing them. The interaction between researcher and the researched results in a co-creation of the findings (Guba & Lincoln 1994:111). In virtue of being a researcher I have since the start of this project been part of the construction of meaning that is attached to the studied phenomenon. Through writing, reflecting, interviewing and analyzing I interpret and construct what is in front of me. The researcher’s interpretations of things, is reflected in the research. According to Cresswell & Poth (2018:228) writing is shaped by the researcher and it is important for qualitative researchers to acknowledge that their interpretations becomes part of the writing. Cresswell & Poth (2018:228) further argues that the reader of the writing, also interprets what is presented and it is possible that the reader can have a different interpretation than the researcher or the informants.

Spencer et al (2014:85) asserted that identity is a social construction that is constantly created and maintained by individuals. This brings me to the choice of main theory for the analysis. The analysis of my empirical material relies on Edensor’s (2000,2001,2007) adaptation of Goffman’s (1956) performance theories into tourism research. These theories were used to understand the collected data. I did not rely on them for designing my research as it was important for me that the empirical material came before theory. Knowledge of theories is part of being a student. I had been working with various theories related to tourism since the start of the study program in August 2017, but I did not start or design the research project

based on a theory. Bryman said that you do not read social life from a predetermined set of categories (Bryman 2017:171). The collected data should be the foundation of the research.

2.2 Pilot study

The beginning of the project can be described as an explorative pilot phase. I investigated different possibilities without having a detailed research design. I wanted to spend time at Knivskjellodden in order to have the same experiences as the people I was going to study. I wished to see what people were doing, how they behaved in the setting and to make observations that would be relevant in going forward with my project. Qualitative researchers study things in their natural settings (Denzin & Lincoln 2008:4).

Bernard asserted that participant observation is a method that takes you right to the action and allows you to experience the lives of those you are studying (Bernard 2013:310). Participant observation can be a good place to start building knowledge and collecting data. I thought of it as a complementary method that would allow me to build understanding before I began forming the interviews, the main method of data collection in this research project. Bachmann & Schutt explained that participant observation and intensive interviews are important research designs in qualitative methods and that these are often used in combination in the same project (Bachmann & Schutt 2018:171).

During the summer, I combined my job in Honningsvåg, with field work at Knivskjellodden. From May 2018 to August 2018, I went to Knivskjellodden seven times. Four of them were day trips and three times I brought a tent and camped on the trail. According to Bernard (2013:315) participant observational fieldwork usually requires a large investment of time, it is fairly common to spend twelve months or more. Bernard added that it is also possible to conduct observational fieldwork over just a few days, but this is considered the utmost version of participant observation (Bernard 2013:315). Having a job meant that I was not free to go to Knivskjellodden whenever I wanted, and this put some restrictions on how much time I was able to spend on this part of the research project. Another challenge for me was that I found it difficult to approach people and build a relationship in order to gather data. Bachmann & Schutt (2018:171) noted that “developing a sustained relationship with people while they go about their normal activities” is an important part of participant observation. Bernard calls this building rapport and adds that you need to know how you should behave

around people in a way that will not make them alter their own behavior when you are around (Bernard 2013:311).

I struggled with building rapport, establishing a relationship with people who only spent a few hours at a place proved to be difficult. After a few day hikes to Knivskjellodden, I had made some observations and I had experienced what it was like to hike to Knivskjellodden. I had not managed to have any conversations of real substance, only a few shorter ones. So, I decided to change tactics. On my day-hikes, I had seen that there were a few people tenting along the trail. I figured this could be an opportunity to talk to people. So, I packed a tent in my backpack and set off for an overnight at Knivskjellodden. On the two occasions that I tented in Knivskjelbukta, I found myself alone, there was no one else camping. However, upon walking back on my first overnight trip I had one longer conversation that provided some insight.

I started my data collection with a pilot study with participant observation on the trail to Knivskjellodden. I was not sure where I stood when things did not go as I had imagined. At that time, I was evaluating my options. After some consideration, I decided to move forward with the project. I had attained some interesting empirical data from my pilot study.

This data was written down as field notes. After every hike to Knivskjellodden, I sat down and wrote what I had seen and experienced. Bernard commented that field notes is what turns a field experience into field work (Bernard 2013:344). According to Bachmann & Schutt, it takes the same time to write field notes, as it does to make the observations (2018:180). They also say that field notes have to be detailed, complete and accurate in regards to what was observed (Bachmann & Schutt 2018:180). While everything is fresh in your memory, it is important to write field notes, Bachmann & Schutt recommended that this should be done within 24 hours of returning from the field (Bachmann & Schutt 2018:180). I sat down after my day trips to Knivskjellodden to write down my field notes sometimes the same night, other times the following morning. As an aid, I took pictures along the trail and I made small notes to help me remember. Taking notes while in the field is a common procedure referred to as jottings, later these jottings help you when are writing field notes (Bachmann & Schutt 2018:180).

I brought with me a smartphone to jot things down, this allowed me to take pictures, which also functioned as memory triggers. I would photograph things I observed, like trail conditions, traces after people, the thick fog or the views of the ocean. I took pictures of the things of which others took pictures. This helped me remember what the people on the trail were interested in, and also that some would often stop to take pictures. Since smartphones are known to run out of battery I had a notebook as backup. I used this a lot on my overnight trips. Then, I would hike out to Knivskjellodden after setting up camp. I would spend some time there before returning to my tent, around midnight. In the evening before falling asleep, I wrote notes from my memory. These, along with the jottings and pictures would then help me write more extensive field notes upon returning home.

2.3 Pilot II – Studying Documents

I needed more information in order to take the project further. Zhang & Wildemuth's (2017:320) work pointed me in the direction of Miles & Huberman (1994), who said that qualitative analysis is a process that starts as soon as your data gathering is initiated. It involves using the collected data to develop your research concept (Zhang & Wildemuth 2017:320). I had read reviews about Knivskjellodden on Trip-advisor and had also looked at posts from Knivskjellodden on Instagram. On these social media pages, there was a lot of data I could use. I decided to look into the texts that people had posted, and I found a lot of material. After categorising, I had 17 pages of text from Tripadvisor and 11 from Instagram. Previously, Merriam stated that: "documents of all types can help the researcher uncover meaning, develop understanding and discover insights relevant to the research problem" (Merriam 1988:118). Studying the textual documents from Instagram and Trip-Advisor gave me more insight and understanding, and by categorising themes, it helped me build my interview guide.

Trip-advisor is a travel site where users can post reviews on tourist-attractions, guided-tours, restaurants, hotels etc. There were 58 reviews on Knivskjellodden. Many of them were relatively long and elaborate texts. A high percentage of the posts on Trip-advisor were first in English, then Italian, French and German followed. You can also find a few in Nordic languages such as Norwegian, Swedish, Finnish and Danish. There was one post in Japanese and a small number of different European languages. This demonstrated that there were many international visitors to Knivskjellodden, mostly from Europe but also visitors from Asian

countries such as Japan and Indonesia. A few came from North and South America. The posts that were not in English or in a Scandinavian language, I translated with Google translate.

Instagram is a social media application, that allows users to share pictures (and videos) with friends and followers. Pictures are often accompanied by a text that describes the post. For this project, I looked at all 198 Instagram posts. I chose not to include hashtags and emojis in my summary, written text was the only part that I was used. Out of the 198 Instagram posts, most were in English and a large number were in Norwegian, Swedish and Danish. I also found many posts in German, Russian, French, Italian, Finnish and Spanish. There were also a few in Japanese, Czech, Chinese, Korean, Slovakian, Catalan and Portuguese. As with the texts from Trip-Advisor, I used Google translate when it was needed.

The first thing I did, was to browse through all of these texts, then I copied them over to a Word document before I translated all of them into English. My next step was to divide the texts into different categories. Bowen stated that documentary analysis starts with skimming, reading and then interpretation of the material, this is followed by categorization of data in order to understand themes related to a phenomenon (Bowen 2009:32).

Simultaneously, I was also working on an exam paper in the unit, Advances in Tourism Theory. The exam assignment was to use theories from the course to create an exam paper related to our Master's thesis. I had struggled with this task for some time, but after I had analyzed all the texts that I had retrieved from Instagram and Trip-Advisor I realized that I could use that data material to explore different theories and build the exam paper around it. This allowed me to test out my collected data by applying it to theory. I did not use the same theories for the Master's thesis as I did for the exam, but the explorative process gave me knowledge that helped me later with my research project.

2.4 Qualitative Interviews

During the spring semester of 2018, I was exploring which methods to use for my Master's thesis. At the same time, I was writing an exam paper in methods. I used this exam paper as a way to test out potential methods. This was a great way to gain knowledge on the subject. In my exam paper, I suggested that I would do participant observation, along with qualitative walking interviews as methods for my thesis. Evans and Jones have argued that walking

interviews are a way to richer data, because those interviewed are asked about meanings connected to their immediate surroundings (Evans & Jones 2011:849). Being new to the world of research, I learned fast that collecting qualitative data takes time. I needed more time to build the interviews. In hindsight, I also see that interviewing people, while they are walking to Knivskjellodden for the first time, would likely have altered their experience. The decision to interview the informants after their visit to Knivskjellodden provided better data than if I had interviewed them on site.

I had thought about using Skype for the interviews. I also figured that it would be possible to find my informants among those who posted about Knivskjellodden on Trip-Advisor and Instagram. The next step was to decide the structure and form of my interviews. Fontana & Frey noted that the most used form of interviewing is verbal, face-to-face, individual interviews, but that interviewing method is diverse and comes in many shapes and forms (Fontana & Frey 1994:361). They also added that there are different ways of structuring the interview itself, which varies between structured, semi-structured and unstructured interviews (Fontana & Frey 1994:361). My interviews were semi-structured, and the form of the interview was individual interviews. Semi-structured interviews resemble unstructured interviews in many ways but are separated by the fact that they are based on an interview guide (Bernard 2013:182). For me, it made sense to do semi-structured interviews because I wanted my interviews to have some structure that I could follow, but I also wanted to be free to follow up on things shared by interviewees. Semi-structured interviews are a more flexible form of interviewing. Bryman noted that most interviews will be very similar, however, it is possible for the interviewer to ask questions that are not included on the interview guide, as well as to follow up on something said by an informant (Bryman 2012:471).

2.5 Interview Guide

A semi-structured interview contains a list of questions or topics, often called an interview guide (Bryman 2012:471). This meant that the that I had to create an interview guide. I also had to get my project and interview guide approved by Norsk Senter for Forskningsdata (NSD). The foundation for the interview guide is based on the insight gained from the pilot projects. The categorised data helped create topics for the interview guide. The interview guide consisted of four themes with a total of twenty-two questions. The first theme regarded the informants themselves. I wanted to learn more about the informants and their everyday

lives. I was particularly interested in their leisure time and what they preferred to do with it. The next theme was travelling. The goal was to learn more about how the informants travel habits. The third theme was more specifically about the visit and experiences at Knivskjellodden and North Cape. The last theme was nature. I wanted to learn more about how the informants related to nature. This was a somewhat abstract theme, but I wanted to challenge them to reflect on this topic. The themes would often overlap, and everyday interests would often be related to where they went and what they did on their holidays. This meant that it was not always expedient to follow the questions in the interview guide as they were listed. At times I would jump between categories to follow up about what the informant wanted to tell me. This was challenging at times, it required me to know my interview guide in detail.

It was important for me that the informants would have leeway in their responses, therefore, I relied on open-ended questions. Bachmann & Schutt commented that qualitative researchers want informants to answer in their own words, to allow this the interviewer must let the order of topics and questions be open to change, from one interview to another (Bachmann & Schutt 2018:182). The purpose of what Bachmann & Schutt call intensive interviewing, is to gain a broad understanding of the background, actions and attitudes of those who are being interviewed, in their own terms (Bachmann & Schutt 2017:184). It is important that the informants are given the opportunity to present themselves and their opinions and thoughts. Bachmann & Schutt said that a qualitative researcher “seeks in-depth information on the interviewee’s feelings, experiences and perceptions” (Bachmann & Schutt 2018:171).

2.6 Probing

Probing is used to “stimulate a respondent to produce more information”, this has to be done without instilling yourself in the interaction, which can cause the data to become a reflection of the researcher (Bernard 2013:186). According to Bernard, probing is a central element in a successful interview (Bernard 2013:186). I often relied on what Bernard calls the silent probe. This is a technique that simply requires the researcher to remain silent and wait for the other person to answer (Bernard 2013:186). The silent probe is the most difficult probing technique there is according to Bernard (2013:187). To me, it was less difficult than other probing techniques. I found that it allowed the informants to have some control over the interview, some seemed to gain confidence to elaborate, when given time and opportunity.

2.7 The Informants

There were five women and five men amongst the informants. They were 24-42 years of age. One of the informants was travelling the world, doing freelance work. Four were students while the rest were employed in various occupations. Many mentioned having higher education. Although I did not ask specifically about education or work it was often something informants said as they presented themselves to me. Informants were mostly from Europe, with two exceptions, one from Brazil and another from Canada. The rest were from Switzerland, Poland, Malta, Denmark, Armenia, Czech Republic, Netherlands and Basque Country (Spain). It was my intention to recruit informants of different nationalities.

When I began recruiting informants, I first contacted ten people on Trip-advisor and ten people on Instagram. All of which had posted a text about their visit to Knivskjellodden. I also wanted someone who had been there recently, so in this first round I contacted potential informants who had posted something about Knivskjellodden in 2017 or 2018. All posts on both Trip-Advisor and Instagram are automatically dated. During this first attempt, I got no response on Instagram. From Trip-advisor, I recruited four informants. After the first interview, I contacted ten more people on Trip-advisor, ending up with two more informants. I also contacted one person whom I knew had visited both North Cape and Knivskjellodden. He became one of my informants and he also put me in contact with one of his travel companions. After interviewing both of them, I had eight informants. I was not getting any more responses on Trip-advisor, so I decided to give Instagram another try. This time I had more luck and was able to get two more informants so that I had the ten informants I needed for my interviews. As soon as my informants answered and agreed to take part in my project, I sent them an information letter, either by email or by Facebook.

2.8 Conducting the Interviews

After establishing contacts with the participants, a time for the interviews was set. Most interviews lasted about 30 minutes, the longest 47 minutes. The interviews were all done in English, which worked out well, even though none of the informants were native English speakers. Interviews was conducted over Facebook messenger call. Originally, I had intended to use Skype but, I was advised not to by NSD (Norsk Senter for Dataforskning).

Before my first interview, I had done two trial interviews. I wanted to test my topics and questions, but also my skills as a researcher in order to prepare myself for the interviews. Bernard noted that interviewing is a skill that cannot be learned by reading about it (Bernard 2013:181). I would have to agree with Bernard, it was a learning process. During the first two interviews, I found that the most important thing you do is to listen. By listening and using the silent probe, you give people time to share their thoughts and meanings with you. I think this technique is essential when you are interviewing over the phone or a call app(lication). It is easy to interrupt someone when you cannot read their body language. This happened once or twice during my first two interviews. I would start talking because I believed the person on the other end of the line had nothing more to say on the subject. In fact, they were just taking a moment to think about their answer. With practice, I became more patient. I also learned how to give the interviews a better flow by switching topics following what the informant was discussing.

2.9 Ethics

Before I started my interviews, the project was accepted by NSD. This involved an approval of my interview guide and information letter. This information letter was sent to all informants when they agreed to participate in the research. In the Master's thesis, all participants were anonymized, no names were used, instead participants were referred to as informants. All personal information such as participants names and contact information were kept confidential, and later deleted when the project was over. The same goes for recordings and transcripts. All those who had agreed to take part in the research had the opportunity to withdraw their consent, without providing an explanation.

During the data collection, I was careful regarding privacy issues. During my pilot project at Knivskjellodden, I never took pictures of people and I never wrote down any information that could be considered sensitive. This research project does not require any sensitive information and I was watchful with personal information gathered throughout the research project. It is important for me to be respectful regarding privacy. When I collected texts from Trip-Advisor and Instagram I only included texts in my analysis, names and other information were left out. During my interviews, I had to get some personal information, such as the names and email addresses of my informants. This information did not become a part of this Master's thesis and all informants were completely anonymized.

3.0 Analysis

3.1 Introduction

In this chapter I will present theory and the analytical findings from the transcribed interviews. The findings is categorized in 8 themes, generated through a broad analytical approach. My overall goal is to understand tourists who visit Knivskjellodden, and the meanings that these people attach to their hike to Knivskjellodden. I do this by focusing on their ways of traveling and how those ways relate to their everyday lives. Further, I look at how they talk about their visit to Knivskjellodden and discuss this in relation to what they say about North Cape. First Edensor's tourist performance theories are presented before the 8 themes is analyzed and discussed.

3.2 Performance

When analyzing the data, I relied on Edensor's adaption of Goffman's (1956) social performance theories, into tourism research. I based my analysis on Edensor's (2000, 2001, 2007) theories on performance, but not exclusively as other theories have also given valuable perspectives to the analysis. According to Edensor (2007:201) performance can be used to interpret and understand tourist practice and behavior. In social science performance has a broader meaning than acting on stages wearing costumes while singing and dancing (Hanam & Knox 2010:1). Performance is meant as a metaphor to "explore why we carry out particular habits and practices and, consequently, reproduce and challenge the social world" (Edensor 2001:59).

Goffman (1956:152) said that we all perform roles in our everyday lives, the intention of our performances is to impress others, or to control their impressions of us, these performances are often prepared on a back-stage and then performed on a front-stage. Hanam & Knox (2010:4) describes tourists as performers in spaces, which are staged by the tourism industry, tourism media or by other tourists. They further explain that being a tourist is a role that involves a specific way of connecting with the surroundings, in which tourists often expect a certain set-up or infrastructure, like souvenir shops, photographic options or the chance of being guided around a site (Hanam & Knox 2010:4). Considering that, it could be suggested that tourists are looking for stages where they can play their role as a tourist. Here it must be

noted that there are several tourist roles, and, sometimes, this involves a performance where tourists mean to liberate themselves from a stereotypical tourist role, which often is referred to as the mass-tourist.

Performance can be understood as a performance for others. According to Edensor (2001:72) the performer depends on the audience to understand the values s/he wants to convey. However, performance is not exclusively a show put on for other people. Goffman (1956:10) explains that it is common to think of the individual's performance as a show for others, but what also must be considered, is the individual's belief in hers/his own performance. To Edensor (2007:5) performances are not constantly self-reflexive, he says that social performances are often the opposite, un-reflexive and habitual. Touristic performances are heavily influenced by the everyday lives of those who perform them, this is especially prominent on longer vacations, where the borders between touristic activities and the mundane are interwoven (Edensor 2007:14). The un-reflexive and familiar habits of daily life are necessary for existential comfort, however the everyday and mundane should not automatically be seen as lacking in extraordinary experiences (Edensor 2007:14).

North Cape and Knivskjellodden are essential places in this research. Bærenholdt et al stated that places are visited "to be woven into the webs of stories and narratives people produce when they sustain and construct their social identities" (Bærenholdt et al 2004:10). How places are woven into people stories is investigated by analyzing how people present themselves and the places they have visited.

3.3 Everyday Activities and Travel Habits

At the beginning of my interviews, I asked the informants about their daily lives. What they preferred to do with their leisure time and about the areas in which they lived. I wanted to see if they practiced the same activities at home as on holiday, and if there was a connection between their holidays and daily life. Therefore, later in the interview, I also asked about their holidays and the activities they did while travelling. The informants presented themselves as active and many mentioned that they spent time outdoors in nature on a regular basis. When I asked about how they spent their leisure time, outdoor activities, like hiking, running, skiing, snowshoeing, climbing were mentioned. Many also talked about socializing with friends, by going out to restaurants and to the movies as part of their daily lives. Often, informants

expressed that being in nature was important, frequently combined with their preferred activity, which many said was hiking.

I will shed light on the relationship between the informant everyday lives, and their life when they are travelling. The everyday is in many ways related to how they travel, most of the people I interviewed said that they go hiking in nature regularly and they often travel for the purpose of spending time in nature. Many presented themselves as experienced outdoors people, their outdoor experiences had been gained both at home and while traveling.

I started my first interview by asking the informant to tell a little about herself, which was the first question in all my interviews. Things like age, occupation and where she lived were mentioned. She finished by talking about something she said was really important to her: *“I love hiking, I love travelling, it is my passion”* (Informant 1).

My next question was about what she preferred to do on weekends. Without hesitation she answered that it was hiking. She added: *“In wintertime, I do more snowshoeing, summer, spring, fall, it is hiking all the way”* (Informant 1).

This informant presented herself as a person who likes to go hiking, but her answer was a little short, and I wanted to know more about this subject. So, I followed by with asking about the area in which she lived, and what it was like to hike around in nature there.

“We have a really big national park. It is really close to my place, so when I don’t have time to go far I just go there. (...) fall is really my favorite season to hike, I also like winter. Winter is nice when you go snowshoeing in the snow, and you are by yourself in the mountains its really, really nice. So, it is really, the landscape and the feeling of being by yourself, to go somewhere. I don’t know, I love it” (Informant 1).

This informant talks about her love for being in nature, year-round. She said that she enjoys being by herself as well as the feeling of solitude. I asked these questions about the informants daily lives, because I wanted to see if they practiced the same activities and hobbies at home and on holiday. Many shared an interest in hiking and being in nature, one informant said this when I asked her to describe the area she lived in: *“Yeah, so I live surrounded by mountains (...) I love to be in the mountains and I think this is the reason that I love hiking and biking and everything I can do outside”* (Informant 5).

Another informant described his favorite leisure time activity like this: *“My personal interests are mostly climbing and hiking in summer and skiing and ice-climbing in winter. But anything connected to the mountains is ok by me”* (Informant 6). The informants presented hiking and being in nature as a regular part of everyday lives, they frequently went to places close to home, where they could trek or go hiking in nature. I wanted to find out if there was a connection between their everyday leisure activities, and what they did on vacation. So, I asked them about the activities they did when travelling. One informant answered that she did a lot of hiking if she was travelling by herself, she would combine this with driving: *“Sometimes I do road trips, then I will do daily hikes”* (Informant 5). Another informant expressed that she enjoyed a similar way of traveling. *“I like driving around, getting around to see everything”* (Informant 2).

The favorite leisure activity of the informants tends to be the same on holiday and in their daily lives. As such, hiking on holiday can be seen as an extension of the everyday life. Edensor (2000:81) says that walking can be seen as an activity that displays identity. Reaching Knivskjellodden, a relatively long distance to walk is about achievement and developing self, according to Edensor (2000:94). Walking has gone from being a way of transportation to a recreational activity (Edensor 2000:81). This transition was influenced by the romantic movement, where hiking and walking in the mountains, became particularly popular (Ween & Abram 2012:156). This relates to how the informants talked about hiking and being in nature, they positioned themselves as outdoorspeople with a clear link to romantic nature ideals. These romantic ideas suggest that it is possible to fulfill your “true self” by being in pristine, untouched and pre-historic nature (Gurholt 2008:57). Hiking and walking in nature are influenced by romantic ideals and thoughts on nature and can be seen as a search for a “true self”, related to building identity and connecting one’s “self” to romantic ideals.

3.4 Flexibility

During the interviews, I also learned that the participants in the research traveled by themselves, or in small groups with friends or family. None of the informants were part of an organized group tour. Most traveled North Cape and Knivskjellodden by car as part of a longer road-trip that often started in the northern parts of Norway, Sweden or Finland. Several of the informants mentioned that they obtained more from a holiday when driving themselves,

they preferred it because they were close to the surrounding landscapes and they were free to decide their own itineraries. When traveling to the north of Norway, a majority of the informants combined driving with camping in their own tents.

Some seemed to camp in tents to save money. When I asked informant eight about what accommodation he preferred, he replied: *“Travel to Northern-Norway we were camping every day in Norway because it is too expensive to get a guest house (...) the prices are abusive for us”*. (Informant 8). Traveling on a budget can be related to the fact that most of the informants in this research, also tend to go on longer vacations. When I asked one informant about her holiday preferences, she described previous travels where she had gone to a destination to hike and trek. Her vacations often lasted longer than a month. She said this about her visit to Norway: *“In the spring I did 6 weeks by myself in Finland, Sweden, Denmark and Norway. I spent most of my time in Norway, it was amazing”* (Informant 1).

Other informants also mentioned that they sometimes go on longer holidays, informant two says that *“normally I travel for 3 or 4 weeks”*. Some informants describe traveling for one or two months, while informant 8, had been travelling for nearly two years. When I asked him to describe the area he lived, his answer was: *“I live in the car (...) We adapted a Defender to be our home and we live on the road since July 2017”* (Informant 8). This informant was on an indefinite journey and had no immediate plan of returning home to a quotidian life. In a way his home was on the road and travelling was his everyday life. On longer vacations, touristic activities and daily life grow in to each other (Edensor 2007:14).

Others are also concerned about their budget, but they also describe camping as something that is desirable, it gives them a sensation of being closer to nature and the feeling of being free. Informant 6 elaborated on reasons to use a tent as accommodation:

“I keep it low budget, as low budget as possible. When possible, I do camping, because I enjoy that. It gives you the best connection to nature. It is more enjoyable, and you can be free in that way, at least in Norway you can do camping wherever you want and its perfect”

(Informant 6).

It appeared that it was important for most to organize their own schedule and that the schedules were flexible while they were on holiday. How they traveled was not only related to saving money, it also appeared to be a preferred way of traveling. The combination of driving,

and camping in tents, gives the informants the freedom and flexibility they were searching for. Informant 1 described how Norway is a great place for this type of holiday:

“I rented a car and camped all around Norway, it was really cool. (...) The landscape, and the fact that I could camp, because I love camping, it made it easy. I could drive until two in the morning and find a nice place and just camp there. So, I think Norway is my favorite because of that” (Informant 1).

In Norway, you are allowed to set up your tent and camp in nature. This is an integrated part of what is commonly known as *“Allemansretten”*, which is a collective name for the rights of everyone in Norway to use nature (Reusch 2017). The right to public access “grants anyone the right, within certain restrictions to move freely across private and public land holdings, as long as the land is not cultivated for agricultural purposes” (Kaltenberg, Haaland & Sandell 2001:418). *“Allemansretten”* gives inhabitants, and visitors to Norway the opportunity to camp and use public land. This allows visitors to be flexible, all they need is a car and a tent, and they are sorted for transportation and accommodation.

Informant 5 also talked about how it was important to have flexibility while travelling: *“I am looking for, I am not sure if I can describe it, but it’s a kind of freedom. It is like, having no appointments, I can do whatever I want, I can do whenever I want. I can decide from day to day what to do tomorrow”* (Informant 5). This flexible schedule is something many of the informants had in common, which is why they do not pre-plan their holidays in detail, as informant three said: *“I normally travel around with a vague plan, nothing really preplanned or pre-booked”* (Informant 3). It was common that the informants would travel in this way, a vague plan of where to go, their own transportation and their own accommodation in form of a tent. I asked informant 1 about her trip to Northern-Norway, specifically, when she had decided to visit:

“I am not a big planner, I read about countries and I make a rough itinerary, but I don’t follow it all the way. And I prefer when people from the country I visit tell me ‘You should go there, and don’t go there it is not worth it’ (...). When I read about places, it is usually the most touristic places, it is not the places I really enjoy. So, I prefer hearing from people from the country, but of course, I do a little planning because I don’t want to miss anything” (Informant 1).

This lack of planning amongst the informants, can be related to a preferred way of traveling. Edensor says that, tourism is a way of displaying identity; this is done by traveling in a certain and specific way (Edensor 2001:4).

The participants in my study are typically independent travelers. They were concerned with keeping a budget, being flexible, often expressing a desire to distance themselves from a tourist role. According to Hyde & Lawson (2003:13), independent travelers are concerned with having freedom and flexibility in their schedules, they often travel around within a destination region, visiting towns and cities that they had not planned on visiting when the vacation was booked. Further, Hyde & Lawson (2003:21) noted that discovery is an enjoyable experience to independent travelers, which is why many do not plan their vacations in detail.

According to Cohen (1972:157-158), there are four types of tourist roles. These are “the organized mass-tourist”, “the individual mass-tourist”, “the explorer” and “the drifter”. Cohen asserts that the first two are institutionalized roles, known by their routinized ways and a close connection to the tourism industry (Cohen 1972:168). The latter two are non-institutionalized tourist roles, which means that these roles are open and less connected to the tourism establishment (Cohen 1972:169). They are more independent roles.

Being independent, free and flexible was important for most of my informants, in other words it seems they preferred more open tourist roles. O’Reilly (2005:150) stated that the backpacker, being a long-term traveler, resembles Cohen’s (1973) “drifter”. A trademark for backpackers is that they often travel for months, sometimes even for years, this type of long-term travel is done on a budget (O’Reilly 2005:150). Only one of the informants was traveling for more than a year, most informants were on a three to six-week vacation, which is significantly shorter than most backpacker travels. Still, many of the informants traveled in a style that appear close to the way backpackers travel. O’Reilly (2005:155) asserted that the most significant characteristic of the backpacker, was the orientation to the task of travel. According to O’Reilly (2005:155) a backpacker’s way of travel consists of little pre-planning, no set schedules and an open mind to changes in itinerary. If this is the most important trait of the backpacker, it indicates that my informants could be backpackers. At least they have a lot in common with backpacker regarding ways of traveling.

O'Reilly (2005:150) compared backpackers to Cohen's (1972) "drifter". If I try to compare my informants to the "drifter", there are some differences. Out of Cohen's (1972) tourist roles, the one that appears closest to the way my informants traveled is the "explorer". This tourist type typically arranges his/her own vacation, leaves the "environmental bubble" to go "off the beaten track", but s/he does not fully immerse into the local community (Cohen 1972:158). The big difference between these two, is that the "explorer" is less immersed into local societies than the "drifter". Even though some of the informants expressed a desire to talk to locals and learn about the culture, none of them really immersed themselves into the culture of the places they visited. According to Cohen (1972:168) the "drifter" is "almost wholly immersed in his host culture". This is something that most likely requires a lot of time to accomplish. Time is in many ways what separates my informants from being backpackers, who typically invest a lot more time in their travels. During the course of their holidays, my informants seem to have a lot in common with the "explorer", however, many seem to belong to several of Cohen's (1972) tourist roles. People as tourists, are not bound to one specific role indefinitely. Edensor (2000:20) explained that "the same tourist may act out a medley of roles during a single tour or holiday".

3.5 Ambiguous Tourist Performances at North Cape

What the informants said about their visit to North Cape, is interesting because it provides a deeper understanding in how they see Knivskjellodden in relation to North Cape.

In this text I will present some statements from the informants about North Cape, then I will relate them to theory and discuss what kind of place it is in the eyes of the informants.

It appears that some informants go to North Cape because you are supposed to go there. One informant said this about his visit to North Cape: "*We just went there to say we had been*" (Informant 10). Another informant said something similar "*We were obviously going to visit North Cape, because its North Cape! It is what everyone knows*" (Informant 7). North Cape is a well-known tourist attraction. A tourist attraction attracts tourists, as informant 7 says it is obvious that one should go there. It is not uncommon that performances are habitual and un-reflexive (Edensor 2007:5). Viken (1989:24) asserted that for some, the point of visiting North Cape is to have been there. Tourism and the everyday is full of habitual and un-reflexive choices, cultural knowledge about how and where to perform, influence people's choices (Edensor 2007:4). Frequently, informants indicated that they went to North Cape

because it is obvious to go there, or in some cases others told them that this was a place they should visit. One informant explained that during her holiday she had talked to someone, who had encouraged her to visit North Cape, because it is a place you are supposed to go to. *“I drove for 8 hours to get to North Cape, and I did not see a lot because it was foggy”* (Informant 5).

During interviews I asked the informants if they had been to North Cape and followed up by asking them to tell me about their visit. This informant painted a picture of a joyous moment in the midnight sun:

“We first hiked to Knivskjellodden and after that went to the North Cape to watch the midnight sun. Because of the long hike we did before it was perfect just to sit there and watch the sun” (Informant 3).

They had visited Knivskjellodden first, and the word perfect is used to describe the feeling of sitting at North Cape afterwards. This example shows that not everyone derides North Cape which was presented as the perfect place to watch the midnight sun. This informant only talked about focus what was outdoors on the North Cape plateau. The visitor center was not mentioned. Among other informants there seemed to be some confusion about what the visitor center actually was. This is exemplified by a statement from informant two:

“That museum? That was actually impressive, normally I don’t go to museums but, I went there because I wanted to see it when I was there, and I actually found it interesting. I got there late, I drove from Tromsø in one day and was hoping for a beautiful sunset but there was nothing, just cloudy. All cloudy, no sunset” (Informant 2).

A few other informants also refer to the visitor center as a museum, informant one says this about her visit to North Cape:

“I think it was really interesting, the little movie, in the theatre it was really interesting. Apart from that there was not much to do (...) That is where I learnt that the caribou was brought to the North Cape in the winter, I did not know that, so I found it really interesting, that was my favorite part of it” (Informant 1).

These informants talk about learning new things at the museum, which is part of the visitor center, and that they enjoyed it. For the informants, it seems that the visitor center is not that significant for their overall impression of North Cape. According to Viken (1989:31) the

visitor center is not the most essential part of the experience of visiting North Cape. As long as the weather is good, and the midnight sun can be seen, it is what is happening outside that is important. Informant four says this about her visit to North Cape: *“The view was very beautiful, the weather too. Everything was very beautiful, there were a lot of people. The buildings were, I was inside and looked around, read some history but my attention was outside, the buildings was ok, but it did not really make any sense for me”* (Informant 4).

It seemed as this informant did not mind the crowds at North Cape, which is a contrast to what many other informants said during the interviews. Informant ten, who clearly has a negative impression of the North Cape, said this about his visit: *“The North Cape has been touched by humans and its scope now is to make money (...) the North Cape is more the tourist place”* (Informant 10).

Informant 9 was the only one of my informants, who did not visit North Cape. Still, he had a negative impression of the place. Along with a group of friends, he drove all the way from Central-Europe, and then turned south after visiting Knivskjellodden. I asked him why they did not visit North Cape, his response was:

“We did not want to visit North Cape because I guess that, it is a quite mainstream place with many tourists (...) The first reason is the people, we expected that there would be less people at Knivskjellodden than at North Cape” (Informant 9).

Informant 6 visited North Cape and was among those who expressed negative opinions concerning North Cape. I wanted to dig deeper into this subject with informant six, so I followed up by asking a question that was not on my interview guide. I asked him what made North Cape so touristic:

“What makes it touristic to me, it is prepared for mass-tourism, it is marketed as the northernmost point. So, even though it is not the northernmost point, I guess people just don't want to hear that it is not the northernmost point, because the majority of people just know that Nordkapp is the northernmost point, we even learned this in school” (Informant 6).

The fact that it is possible to dispute North Cape's position as the northernmost point of Europe, appears to strengthen the idea of North Cape as a touristic and commercial place. It seemed to legitimize some informants claim of it as a place where you can't find 'real' experiences. Knivskjellodden is 1,6 km further north, which seems to be important, but the

idea of North Cape as the 'fake' and Knivskjellodden as the 'real' goes beyond mere geography.

Jacobsen (2000:83) says that tourism to natural landscapes is inspired by the romantic movement and can be seen as a spiritual search for wild landscapes. This suggests that tourists, who travel to the North Cape, are looking for wild landscapes that are pristine and untouched. It seems that there is an idea, or ideal, shared by most informants, which is that if something is commercial and cultural, it is also 'fake'. The 'real' can be found where nature is untouched by culture. This coincides with what Gurholt (2008:57) said; romantic ideas about nature suggest that one can fulfill a 'true self' by being in untouched and uncultivated nature. Gurholt (2008:65) further explains that such narratives have its roots in the eighteenth-century Romantic movement. This is evolved around an idea of that nature is separated from culture and that nature is destroyed when touched by culture (Gurholt 2008:56).

Those who had a negative experience at North Cape, often agreed that North Cape is a touristic place for tourists. Touristic places are usually signified by masses of tourists and the crowds at North Cape is in parts, a consequence of eased accessibility. Tourist masses, seems to be a great part of why many of the informants did not enjoy being at the North Cape. According to Birkeland (2005:58) the development of infrastructure at North Cape in 1987 changed North Cape to a commercial site where "the accumulation of capital" became its main purpose. This relies on "attracting an ever-larger number of visitors each year" (Birkeland 2005:58). Birkeland (1999:23) also noted that the growth in numbers of tourists, who visits North Cape every year, has significantly changed the experience of being there.

In 1989, two years after the developments, Viken (1989:1) asserted that the characteristics of North Cape has recently been altered. Birkeland (2005:53) said that North Cape may appear as a "machine for mass tourism" for outsiders. It does not seem that all that visitors sees North Cape in this way, but many of the informants in my research has expressed similar perceptions. Viken (1989:34) suggested that if people are unhappy with their overall experience at North Cape, it could be that they find that the visitor center takes away the attention from the cliffs and the nature.

This can be related to how informant 9 perceived North Cape as a "*mainstream place with many tourists*" or how informant 6 called it "*the actual, symbolic thing what a tourist*

attraction is”. These are examples where informants express a dislike of the commercial mass-tourism at North Cape. Still, nine out of ten informants visited North Cape. One can wonder why tourists with romantic ideals on nature visit North Cape, Birkeland (2005:63) offers a contribution in the quest to understand this, when she says that the North Cape place myth is built on romantic ideals.

If the North Cape myth is built on ideals in accordance with romantic thoughts on nature, then this sheds light on why many see Knivskjellodden as the ‘real’ North Cape. Birkeland (2005:63) says that the mismatch between the romantic place myth of North Cape, and what it is today, makes it difficult for travelers to find, create and remake ‘self’. North Cape is no longer sublime and the economic development and institutional changes, has altered the attention from sublime nature at North Cape, to a focus on a prosaic cultural landscape (Birkeland 2005:63). In 1895 Reusch characterized North Cape poetry and Knivskjellodden as prose. If North Cape has become prosaic, or ‘prose’ then perhaps Knivskjellodden has become poetry. Tourist performances can reconstruct an ordinary place to something spectacular (Bærenholdt et al 2004:2). It is difficult for tourists with romantic ideals to perform the tourist role they want to connect their identity to at North Cape. As Edensor (2001:63) expressed, tourists depend on a specific theatre, or stage to perform their roles. Knivskjellodden is this specific theatre for romantic tourists.

3.6 Hiking and Other Performances at Knivskjellodden

I asked my informants to tell me about their hike to Knivskjellodden. It is portrayed by informants as un-touristic and “off the beaten track”. Often Knivskjellodden is viewed in context with North Cape, and usually described as a contrast. Such a perspective is exemplified by informant six:

“I prefer Knivskjellodden, it is a nice trek and has a very nice setting. It was pleasurable, there were no people, at least none when we were there. Compared to Nordkapp where there were people, a lot of them even after opening hours” (Informant 6).

Some informants had visited Knivskjellodden early in spring, others in fall, most of them during the summer months. Informant ten, enthusiastically talked about his visit: *“Up to now, nothing I have done competes to that hike (...) I am not an experienced trekker but I that was a very good trek and one I will cherish for many years to come”* (Informant 10). Many

informants see Knivskjellodden as a great place to hike and be in nature. Informant seven also talked about Knivskjellodden with great enthusiasm:

“I think it is a good alternative to the North Cape for people that like going into nature and hiking. Instead of just arriving by car and seeing that and go back (...) I needed some more, because you arrive to the North Cape by car, and you go out and stand there and say, “Ok, I’m here”. So, I talked to my friends and we decided to go to Knivskjellodden” (Informant 7).

This example suggests that the activity of hiking is an important factor. Frequently, informants described it as being too easy to reach North Cape. Perhaps it has become too accessible for some. Birkeland (2008:83) argues that walking is a particular way of moving around, it is way of experiencing the world outside, which is not at all like the experiences of being transported by a car. When you are walking in nature, you are not disturbed by the technology of modern transportation; person and place become more closely connected when walking is the means of transportation (Birkeland 2005:83). This indicates that by walking to Knivskjellodden, people feel a closer connection to the place.

When compared to North Cape, hiking to Knivskjellodden requires more from its visitors. It is something you feel physically on your body. Informants described it as a demanding endeavor. One informant mentioned that she walked through slush, snow and water on her way to Knivskjellodden *“It was a bit hard, and my boots were soaking wet (...) I had water to my knees. It was freezing cold. I don’t usually walk in water back home”* (Informant 1).

Another informant had similar challenges, she said that the information sign at the parking lot was barely visible due to thick snow layers. *“We were a bit in doubt whether we could do the hike but saw that other people already hiked through the snow, so we gave it a try. The trail was pretty good and well-marked”* (Informant 3).

Having managed to get to the end and back through harsh conditions gives something extra, a feeling of accomplishment. This is how many of those who walked to Knivskjellodden in difficult conditions described it. According to Edensor (2000:94) hiking long distances is mainly associated with attaining status and developing self through bodily achievements. These kinds of endeavors are considered to be spartan and are elevated as producers of “intense bodily experiences”, which result in “a superior physical condition” (Edensor 2000:93). This is measured against the idea that everyday life is pampered and over-socialized

which gives “slothful bodies” (Edensor 2000:93). For most of the informants, hiking to Knivskjellodden is an opportunity to have an “intense bodily experience” as well as the opportunity to develop self through bodily achievements. The 18 km long trail is very basic and can be relatively demanding. Depending on the seasons, the weather and trail condition can also vary a lot.

3.7 Alone in the fog

Weather conditions can vary greatly in the areas near North Cape and Knivskjellodden. At North Cape, you can easily escape rough weather by going inside the visitor center or getting back into your car. When hiking to Knivskjellodden you are in it, and there is no quick escape from the weather. Many informants emphasized this in the interviews.

One talked about the difficult trail conditions and that she had to make two attempts to reach Knivskjellodden. She turned around on the first attempt, when the fog came in and made the visibility poor:

“The conditions were not that good, there was slush and snow up to my knees, and it was cold and the day before I could not try it because it was too foggy, and I could not even see my hand in front of me, it was too foggy” (Informant 1).

The next day, she says that the fog had been replaced by the sun. Still, the trail conditions were challenging:

“So, I walked through, kind of like in the middle of a lake of slushy snow and water and it was a bit hard, and my boots were soaking wet (...) I did not really know where to go at first, but then I figured out that I had to follow those trolls” (Informant 1).

Weather conditions in this area can be challenging, and fog on top of heavy snow-layers makes it very difficult to see where you are going. Helped by clear weather and trolls, the informant said that she was able to get to Knivskjellodden the next day. In this case were the stone cairns that were built along the trail to help people navigate. This was the first, and so far, only time I have heard them referred to as trolls. Informant 5 did not speak of any trolls, instead she described walking in a quiet environment, with a landscape shrouded in fog. Despite this, she spoke of the fog as something that added value and meaning to the place.

“It was so silent there. Maybe because of the fog. I think it made it really special. The fog was, I did not feel like ‘Oh, its foggy, and I cannot see anything, it is a shame’. I really liked this feeling (...) I have done hikes in very remote places, you are waiting, and you don’t hear anything, but I think the fog made it a little bit more special” (Informant 5).

On her hike to Knivskjellodden, informant five spoke of the fog as a positive factor that enhanced the feeling of solitude. Along with several others, she expressed the enjoyment of being alone in nature. Edensor (2000:91) has quoted Geoffrey Murray who said that:

“To steer one’s way through the solitudes by following streams or ridges, or by aiming for far distant landmarks, and even, on occasion, to be lost in temporarily mist, is (...) part of the fun of the fair” (Murray 1939:294).

The desire for being alone in nature was shared by several of the informants. They expressed an appreciation of the solitude one can find at Knivskjellodden. This became apparent when I asked the informants to talk about what they remembered from their hike. One talked said that what he remembered clearest, was being alone all the time: *“The scenery is wild and the feeling of being alone surrounded by nature at one end of the planet was one of the best trekking I did on the trip”* (Informant 8).

Viken (1989:42) pointed out, that some of those with negative opinions on North Cape, wants to have unique experiences alone. Informants have often expressed dismay concerning North Cape and then later told that the silence and solitude at Knivskjellodden was their favorite part of the experience. Another informant also talked about that it is a place where you feel at one with nature and that it is completely silent and no people to be seen or heard. *“It is so quiet there, so it is not like when you walk the other ones, when you walk Prekestolen you have a line of people walking there and you get in line to take your picture”* (Informant 2).

For many, it seems that the solitude they find at Knivskjellodden, makes it a better place to be than North Cape, but it also makes Knivskjellodden different from other more famous hiking attractions. What makes Knivskjellodden stand out from other places, besides the fact that it is further north than North Cape, is the silence and the lack of crowds. The informants can be alone with nature, which is something they express that they enjoy.

I was interested to find out if the participants thought of Knivskjellodden as wilderness. It is a marked trail, and by far the most visited hiking trail on Magerøya. One informant connected Knivskjellodden to wilderness because there are no others there. She then compared it to hiking to a well-known hiking attraction in southern Norway: *“Prekestolen it is definitely not wilderness which is a place where everyone goes and can go, but Knivskjellodden. You are almost all alone, you don’t see anyone”* (Informant 2).

Sæthorsdottir (2004:59) argue untouched nature is changed when trails are marked, it can no longer be seen as un-spoilt. Despite this, it appears that many still thinks of Knivskjellodden as wilderness even if they are walking on a marked trail. Most of the informants said that this is because they find themselves, mostly, alone in nature. Sæthorsdottir (2004:59) added that *“Solitude is an important part of the wilderness experience”*.

Some of the informants, also walked out there in the middle of the night, which increases the possibility of finding solitude. During the summer, you can start hiking to Knivskjellodden any time of day. Walking with the midnight sun, you will not run out of daylight. This is exemplified by informant three. I asked her about the number of days she spent in the North Cape area:

“A total of 3 day, but because of the midnight sun you are able to do so much in a day. In other places you cannot really go hiking that late. So, we felt like we were there for a whole week” (Informant 3).

3.8 The Northernmost Point

A strong contributing factor as to why North Cape has become the tourist attraction it is today, is due to its position as the northernmost point of the European continent.

Knivskjellodden has the same appeal on its visitors. I asked the informants to tell me about their visit to North Cape: *“I wanted to do the hike, to say that I went to the real Nordkapp”* (Informant 1). In this case, Knivskjellodden is being referred to as the “real” North Cape, which several of the informants stated. It is also something I also discovered this a number of times during my document studies. Many wrote of Knivskjellodden as the “real” North Cape in their posts on Trip-advisor and Instagram. This is related to the fact that Knivskjellodden is further north than North Cape. This appears to make it more appealing. To some it is even the more ‘real’, indicating that the other one is ‘fake’.

Another informant associated traveling to Knivskjellodden with becoming a `real` traveler: *“I was standing there looking at Nordkapp thinking that that is where the tourists go, and this is where the real travelers go”* (Informant 2).

It seems that not only is Knivskjellodden the `real` Nordkapp, it is also a place for `real` experiences and the place where `real` travelers go. According to Birkeland (2005:43) tourism is closely connected with the construction of self, which can suggest that some of the informants connect going to a `real` place with constructing a `real` self. People who refer to Knivskjellodden as the `real` North Cape could find it to be more `real` because it provides something they can use to build identity as `real` travelers.

Edensor (2000:81) said that walking is as a way of performing identity. The combination of hiking “off the beaten track” to Knivskjellodden, while simultaneously walking away from the touristic and crowded North Cape, appears to be the perfect combination of performances for romantic tourists. Especially those romantic tourists who seek to connect their identity to something other than being a stereotypical tourist. The activity and places visited are essential for such performance. According to Bærenholdt et al (2004:10) the construction of social identity is an important factor regarding why people visit places. Places are used to build identity. People with romantic ideals of nature, hike to Knivskjellodden to connect their identity to the activity of hiking and to a place that is perceived as being natural and untouched by culture.

3.9 Poetry and Prose

In the constructivist paradigm, reality is a social construction (Rodwell 1998:19-20). Constructions of the human mind can also be de-constructed or re-constructed. People interpret the world around them and people interpret it in different ways.

After his visit to North Cape in the late 1800s Hans Reusch described North Cape as “poetry” and Knivskjellodden as “prose” (Reusch in Birkeland 2000:49). Today, some visitors to North Cape would likely disagree with Reusch, to them Knivskjellodden is “poetry” and North Cape is “prose”. Interpretation and performances can transform an ordinary place into something spectacular and exotic according to Bærenholdt et al (2004:2).

North Cape has changed physically with the eased accessibility and the increased number of tourists that followed. This has again animated a need for facilitation and infrastructure for the crowds of tourists. The eased accessibility, the crowds and the facilities could be why some tourists no longer finds North Cape poetic. This can be connected to what Gurholt (2008:65) calls “the romantic illusion” where it is asserted that nature is separated from both history and culture. People that identify with “the romantic illusion” interprets the world in accordance with the ideals of romanticism.

Jacobsen (1997:6) said that places like North Cape that are known as the end of the world often can be considered places where culture stands against nature, these places are often “so deserted or barren that nature still rules”. Perhaps the expectations to North Cape as a place that fits “the romantic illusion” are stringer than other places for this reason. North Cape in high season is crowded, meaning that Knivskjellodden is a better fit with romantic ideals and the idea of the “end of the world” as “deserted and barren”. The idea that nature is separated from culture exists within an ideological mindset that is constructed by humans. People construct cultures, and to belong within a culture an individual must align with the “practices, ideas and interpretations” others have constructed (Gurholt 2008:65). This means that people who identify with romantic ideals of nature, interpretes nature from a set of established ideas and practices. Romantic ideals proclaim that the ‘real’ self can only be realized in pre-historic nature (Gurholt 2008:57). When Knivskjellodden is named the ‘real’ North Cape it is possible that it is related to a desire for a place to realize self. A place to perform an build identity.

4.0 Findings

With the help from Edensor's adaptation of performance theories to tourism research, I have researched how people ascribe meaning to the phenomenon of hiking to Knivskjellodden. Performance is a way for tourists to assert their identities as individuals and their affiliation within a social group (Edensor 2001:71). According to Edensor (2001:74) tourism is a way of displaying identity. How people travel and what they do on holiday can be considered performances that is connected to identity and presentations of self.

Being alone and being in nature that is "untouched", in accordance with romantic ideals, is something the informants have expressed a desire for. They seek to connect their identity to something other than being a tourist in the modern and commercial sense. The informants want to connect their identity to nature through romantic ideals which also extends into a different type of traveling modes which has similarities with the way backpackers travel. Their way of travel is a performance that connects them to a less commodified way of being and is thought of as more genuine and 'real' than to be a tourist that buys package holidays. Norway seem to be the perfect place for independent tourists that enjoys road trips, camping and places to be in nature. The informants are independent travelers who roam around with no specific destination, however, the informants appear to search for a specific place to perform a specific role. The informants attach meaning to hiking to Knivskjellodden as a stage where they can perform a specific role where they can build and connect their identities to romantic ideals of nature.

The informants present themselves as active people who enjoy being in nature. Walking is a way to be active, and hiking is a way to be in nature. Hiking a long distance gives a sense of accomplishment through overcoming a physical and mental challenge, but it is more than a workout to the informants. Where they are hiking is important. It is a way of being in nature. Many informants told of their outdoor experience, both from holidays and their daily life. There was a relation between the everyday and their life on holiday through the activity of hiking. In the interviews many of the informants mentioned that they often traveled to nature destinations to go hiking in nature. Their way of travel is unstructured and spontaneous, usually there is not much pre-planning involved. Most are well traveled, and they have been many places around the world.

Despite this, Knivskjellodden seems to stand out as something different than other places they have been. Knivskjellodden's most apparent trait, is not that it is the northernmost point, but the silence and the solitude that is found here. When I asked the informants about what they remembered from their hike, they would often mention this silence. The silence is connected to that there are less people at Knivskjellodden, than at North Cape. North Cape which was the most used reference when informants talked about Knivskjellodden. As suggested by Viken (1989:42) those who wanted unique experiences for themselves, will have negative opinions on North Cape.

Although the informants are concerned with keeping a budget, they are willing to pay for experiences. Those who had been to North Cape rarely mentions that it was expensive, and the negative comments are usually related to the fact that they did not enjoy the crowds and that it is facilitated for tourists, which they do not want to be identified as. They represent a potential market of tourist that seek different kind of experiences. Knivskjellodden is an example of what kind of experience these tourists are after, they want to get away from the crowds and to be immersed into nature.

The rising numbers in visitors to Knivskjellodden was the reason I decided to write my Master's thesis on this subject. Growing numbers also brings dilemmas of whether or not there is a need for facilitation and infrastructure. When planning possible developments to the trail to Knivskjellodden there are a few things that should be considered. Knivskjellodden has different characteristics than North Cape, and they can be considered contrasts. It seems that those who are unhappy with their experience at North Cape, are the ones most likely to enjoy hiking to Knivskjellodden. It is not unlikely that larger facilitations at Knivskjellodden will alter this relationship. As North Cape is a prime example of, eased accessibility equals more visitors.

Today, only a fraction of the visitors to North Cape also goes to Knivskjellodden. By facilitating the trail to Knivskjellodden further, it is likely that it will attract more visitors. Since North Cape receive more than 250,000 visitors most years, visitor numbers to Knivskjellodden will probably rise fast if it is made more accessible. A rise in visitors will demand further development of infrastructure according to Sæthorsdottir (2014:74). Again, North Cape is a good example of such a process.

Sæthorsdottir (2014:74) stated that a rise in visitor number will result in that those who are the most sensitive to crowds and large visitor numbers, moves on to other destinations that is less crowded and touristic. Facilitation to the trail to Knivskjellodden must be consider what kind of tourists the facilitations are meant for. Sæthorsdottir (2010:26) asserted that destinations should be developed to meet a target audience. What the target audience is for Knivskjellodden must be decided before moving forward.

Part of my research was studying texts collected from Instagram. A suggestion for further research could be a deeper exploration of how the participants use this particular social media app. Is Instagram used as as a way to transmit performances of identity? It could also be interesting to understand more about the relationship between Instagram and the emergence of Knivskjellodden as a tourist attraction. My impression is that Instagram has a distinctive position within social medias in a tourism context, which makes it more interesting to study than other social medias.

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Appendix: I. Interview Guide

Interview Guide

Topic	Intro/Background
1.	Can you tell me about yourself?
Probing	Occupation? Hobbies?
2.	Can you describe the area where you live?
Probing	City, village, inland or coast, alpine?
3.	What do you like to do on weekends?
Probing	Relax, hobbies, which?

Topic	Travel
1.	What kind of holidays do you prefer?
Follow up!	Can you tell me about your last holiday?
2.	What activities do you like to do when you are travelling?
Probing	Hike, surf, relax, shop, party,
3.	What sort of accommodation do you usually choose? Why?
Probingc	Hotel, camping site, tent, RV, hostel etc.

4.	What do you look for when you are travelling?
Probing	What do you want to get out of a holiday?

Topic	Travel to North
1.	When did you decide travel to North Cape?
Probing	What attracted you?
Follow Up	
2.	What expectations did you have before going?

Probing	Nature, midnight sun, northern lights etc.
Follow up!	
3.	Describe your holiday in Norway!
Probing	Highlights, downsides?
4.	Did you visit the North Cape plateau?
Probing	If yes: How was your experience of it? If no: why not?
5.	How many days did you spend in the North Cape area?
Probing	What did you do in your time there?
6.	Is there anything that could have made you stay longer at this destination?
Probing	Activities? Attractions? nature trails? Museums? Cultural experiences?
7.	When did you decide to go to Knivskjellodden?

Probing.	Was it planned before you started travelling or when you got to the area?
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8.	There are many hiking trails near North Cape. Why go to Knivskjellodden?
Follow up/ Probing	

Topic	Experience of Hike
1.	Can you tell me about your hike to Knivskjellodden?
Probing	Describe area, experiences, emotions, trail, weather etc. How was the trail? Was it easy to find your way? Did you think it was a long hike? How was the weather?
2.	In your experience, does hiking to Knivskjellodden require any preparation or equipment?
Follow up question	Clothing, boots, checking weather reports, map and compass etc.
3.	Can you compare it to any other hikes you have done?
Probing	Tell about some other hiking trails you have done. (What did you like about these?)
4.	What is your clearest memory from the hike?
Probing	Perhaps your favourite moment? Least favourite? Explain.

5.	Did you go hiking anywhere else during your visit in Norway?
Follow up	If yes: Where? Can you tell a little about your experiences there

Nature

1.	What is nature to you?
Probing	<p>What is it about nature that makes you feel this?</p> <p>Get them to elaborate on this!!</p>

Is there anything you would like to add?

Appendix II. Information Letter

Would you like to participate in my research project?

Hiking to the “Real” Northernmost Point, Performing Identity on the way to Knivskjellodden.

This is a request to participate in a research project where the objective is to understand the visitors at Knivskjellodden. In this letter information about the objectives of the project is given, in addition to information about what participating means for you.

Objective

This project is a master thesis in Tourism Studies at the University in Tromsø.

The research project aims to attain knowledge on who the tourists at Knivskjellodden are, the goal is to understand why tourism to this particular place is growing.

Responsible for research project

University in Tromsø

Why you are asked to participate?

You are asked to participate because you have visited Knivskjellodden recently. Because of limited time to complete the research, it is not possible for the researcher to conduct interviews at Knivskjellodden. Informants are therefore selected from Tripadvisor and Instagram, and the criteria is that they have posted a text (and picture for Instagram) describing their hike to Knivskjellodden. The people who are asked to participate will be of different nationalities, but for practical reasons they will need to be able to speak English, or a Scandinavian language. In all ten people will be asked to take part in the project.

What it means for you to participate?

The method of data collection will be qualitative interviews, and these will be conducted as telephone interviews using skype or similar application. Which one that will be used depends

on the preferences of you, the informant. The interviews will last from 30-60 minutes and will be recorded. The recording will later be transcribed, and then deleted. Any personal or sensitive information will be left of the final version of the thesis. The text will also be written without names or personal information, so that the informants are anonymous.

Participation is voluntary

It is voluntary to take part in the project, and if you choose to participate you can at any time withdraw your consent, it will not be necessary to explain why. Withdrawing will not have any negative consequences.

How personal information and collected data is stored

We will only use the information to the purpose we have explained in this letter. Information is treated confidentially and in accordance with the privacy policy.

- The collected data will be available to the student researcher and a supervisor at UiT.
- Any personal information will be stored on a password protected computer

Participants will not be recognizable in the published paper.

What happens to the collected information when the project is over?

The project has a deadline on the 15.05.2019.

Personal information and recordings of interviews will be deleted when the project is finished.

Your rights

If you can be recognized in the collected data, you have the right too:

- Insight into what personal information that is registered on you
- To have personal information about you corrected.
- To have personal information about you deleted.
- Have a copy of personal information given to you.
- To send a complaint to “personvernombudet” or “Datatilsynet” about how your personal information it handled.

What gives us the right to treat personal information about you?

We treat information about you based on your consent.

On assignment from University in Tromsø, NSD – Norsk senter for forskningsdata AS has approved the treatment of personal information in this project to conform with the privacy policy.

Where can I find more information?

If you have questions about the study or wish to use your rights, please contact:

- Student: Bjørn Andreas Berg
Email: bjrnandreas11@gmail.com
Phone: 004795764347
Master student of Tourism at the University of Tromsø
Institutt for Reiseliv og Nordlige studier
- Supervisor: Brynhild Granås,
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Phone: office +47 78450163, cell +47 92203815
Førsteamenuensis at UIT Norges Arktiske universitet.
Institutt for reiseliv og nordlige studier
- NSD – Norsk senter for forskningsdata AS, Email: (personverntjenester@nsd.no) or
Phone: 55 58 21 17.

Kind regards

Bjørn Andreas Berg

Declaration of Consent

I have received and understood information on the project,

Jeg har mottatt og forstått informasjon om prosjektet , and have been given an opportunity to ask questions. I consent to:

- To participate in interviews

Jeg samtykker til at mine opplysninger behandles frem til prosjektet er avsluttet, ca.
15.15.2019

(Signert av prosjektdeltaker, dato)

Appendix III

Picture of Knivskjellodden as seen from North Cape



Photo: Bjørn A. Berg