

CV – Carl Henrik Marcussen

Nationalitet	Dansk
Fødselsår	1958
Uddannelse	HA 1984, HD(A) 1986, MBA 1992, PhD (Marketing) 1995.
Stilling	Seniorforsker
Ansæt på CRT	1995

Resumé:

Jeg er seniorforsker hos [Center for Regional- og Turismeforskning](#) på Bornholm, hvor jeg har forsket i turismerelaterede emner siden 1995. Hovedvægten i min nuværende forskning ligger på avanceret analyse af turisme-survey-data. Desuden foretager jeg analyser baseret på registerdata.

Publikationsliste:

2018

- [Folkemødets økonomiske betydning for Bornholm 2017](#). CHM sammen med Lene Feldthus Andersen. Rapport. For Foreningen Folkemødet.
- Faktorer der påvirker prissætningen af boligopslag på Airbnb. På engelsk: [Price determinants of Airbnb rentals – the case of Denmark](#). Præsentation. ENTER 2018, Jönköping, Sverige, 25.01.2018.

2017

- [Cycling as a holiday activity – the case of Denmark](#). Præsentation. 26th Nordic Symposium of Tourism and Hospitality Research, Falun, Dalarna, Sverige, 4-6/10 2017.
- [Modelling the spending of tourists in coastal Denmark](#). Working paper / conference paper vedr. CMT2017, Göteborg, Sverige.
- [Segmenting and sizing the angling market – the case of Denmark](#). Præsentation. CMT2017, International Congress on Coastal and Marine Tourism, Göteborg, Sverige, 13.-16. juni, 2017.
- [Airbnb's økonomiske betydning i Danmark – trends og regionale forskelle](#). Præsentation. CHM sammen med Jie Zhang. INNOCOAST Workshop, Aalborg Universitet Sydhavnen, 6-6-2017.
- [Hvad ved vi om naturturisme?](#) Præsentation. Naturmødet i Hirtshals d. 20. maj kl. 18-19 (LEARN-scenen).
- [Status for lystfiskerturismen i Danmark](#). Rapport. For Landbrugs- og Fiskeristyrelsen.

- [Det socioøkonomiske potentiale for lystfiskeri og lystfiskerturisme i Danmark](#). Præsentation. Hotel Søpark, Maribo, Lolland, d. 24.3.2017, temadag om strategi for lystfiskeri og lystfiskerturisme.
- [Surveys in bicycle tourism](#). Præsentation. Gdańsk, 28.2.2017, in the Office of the Marshal of the Pomorskie Voivodeship, "Biking South Baltic" projektet.
- [Desk research og analysedesign til indsamling af viden om cykelturister i Danmark](#). Rapport. For Vejdirektoratet

2016

- [Analyse af effekterne af tilskud til fragtprihedsnedsættelse på de samfundsbegrundede ruter til/fra Bornholm](#). For Trafikkontaktrådet. Dec.
- [Attraktioner i Danmark og på Bornholm - udvikling og status](#). CRT, Nexø, november. Præsentation.
- [Om Airbnb i Danmark 2015-2016](#). Egenfinansieringsbidrag til Innocoast. Præsenteret ved metodeudvalgsmøde hos VisitDenmark, november.
- Analyse af kritisk masse for kyst- og naturturismen i Danmark 2016.
- [Cycle policy, cycle paths on Bornholm and the "Bike the Baltic" project](#). Olsztyn, Poland, september. Præsentation.
- [Airbnb in Copenhagen and on Bornholm island](#). Roskilde, sept. Præsentation.
- [Krydstogtturismens muligheder - på Bornholm](#). Folkemødet. Allinge. Notat.
- [Airbnb at island destinations](#). TTRA European Chapter Conference, 20-22/4, 2016, Shannon, Ireland. Præsentation.
- [Quantitative Analyses in Cruise Tourism Studies](#). Manuskript til bog-kapitel.
- [Turismeundersøgelser og turismeforskning på CRT](#). Marts, Nexø. Præsentation.
- [Visualising the network of cruise destinations in the Baltic Sea](#). Artikel. Scandinavian Journal of Hospitality and Tourism, Published online 12 Feb 2016.

2015

- [Den imagemæssige og samfundsøkonomiske effekt af bison på Bornholm](#). Rapport.
- [Kortlægning af sommerhusområder i Danmark - med særligt henblik på affaldshåndtering](#). Rapport.
- [Kortlægning af sommerhusområder i Danmark - Survey-resultater vedr. affaldshåndtering](#). Præsentation.
- [A discussion of the economic impact of the sharing economy in tourism - The case of Denmark](#). Oktober. Mallorca, Spanien. Præsentation.
- [Tourist motives and activities as drivers of tourist satisfaction - among men and women](#). Præsenteret ved det 24th Nordic Symposium in Tourism and Hospitality Research, Reykjavik, Iceland 1-3/10 2015.
- [Håb for IC Bornholm](#). Juli. Præsentation.
- [Modelling ferry passenger numbers](#). In Antónia Correia , Juergen Gnoth , Metin Kozak , Alan Fyall (ed.) Marketing Places and Spaces (Advances in Culture, Tourism and Hospitality Research, Volume 10) Emerald Group Publishing Limited, pp.269 – 279. Bog-kapitel.

2014

- [Indkomstgrundlaget i 2012 blandt indvandrere til Danmark fra 2007](#). Notat.
- [Bornholm som krydstogtdestination](#). For Destination Bornholm. November. Rapport.

- [Cruise tourism in the Baltic Sea](#) -The case of Bornholm. Præsentation.
- [Destination choice and non-choice](#) - 28 mini-destinations in Denmark. Præsentation.
- [Multidimensional scaling in tourism literature](#). Tourism Magement Perspectives. Artikel.
- [Review of second home literature](#) and analysis of letting of summer houses in Denmark. Præsentation.
- [Kortlægning af dansk kystturismeforskning](#) (med Jesper Manniche og Lene Rømer). Rapport.
- [Positionering, madoplevelser og nye børnefamilier](#) på 28 kystdestinationer. For Videncenter for Kystturisme. Rapport.
- [Naturpark Maribosøerne](#) som turist- og oplevelsesprodukt (med Lene Rømer, Anja Bach-Jensen, Helene Willadsen). For Lolland og Guldborgsund kommuner. Rapport.

2013

- [Tematurisme på Bornholm](#) (med Anja Bach-Jensen). For Destination Bornholm. December. Rapport.
- [Iværksættereri og iværksættere](#) i landdistrikter og byer i Danmark (med Jesper Manniche). For Ministeriet for By, Bolig og Landdistrikter. December. Rapport.
- [Effektvurdering af projektet Naturen+](#). For "Toppen af Danmark" A/S. November. Notat.
- [Analyse af godsstrømme og turismeforhold på Bornholm](#) (med Anders Hedetoft og Anja Bach-Jensen). For Transportministeriet. Oktober. Rapport.
- [Modelling ferry passenger numbers and tourist overnights](#). "5th Advances in Tourism Marketing Conference", 2-4.10.2013, Vilamoura, Portugal. Præsentation.
- [Det syddanske udbud af feriehuse og deres omgivelser](#). For Region Syddanmark. August.
- Mulighederne for at øge antallet af [krydstogtskibsanløb til Ilulissat](#), Grønland. For Qaasuitsup Kommunua, Ilulissat. Februar. Notat.

2012

- [Pendlingsanalyse for Bornholm](#) (med Anders Hedetoft). For Bornholms Regionskommune, Kontaktrådet for trafikbetjeningen af Bornholm. November 2012. Notat.
- [Flytteanalyse for Bornholm 2000-2011](#). For Bornholms Regionskommune. November 2012. Notat.
- Modelling attraction visitor numbers – in the Danish provinces. The 21st Nordic Symposium in Tourism and Hospitality Research, Umeå, Sweden, 8-10 November 2012. Præsentation.
- Determinants of seasonal tourism demand – in Europe. Presented at the workshop Tourists as Consumers, Visitors, Travellers, Kore University, Enna, Sicily, 7-9 October 2012.
- [Kystturisme i Danmark](#) (med Anders Hedetoft og Jie Zhang). Udarbejdet for Videnscenter for Kystturisme. Oktober 2012. Rapport.
- [Temperature and destination choice – a pan-European perspective](#). IGC Cologne 2012, 32nd International Geographical Congress, 26-30 August 2012. Præsentation.
- Analyse af de økonomiske og beskæftigelsesmæssige virkninger af udvidelse af [Statens Naturhistoriske Museum](#) (med Steen Schønemann og Jie Zhang). Udarbejdet for Statens Naturhistoriske Museum. April 2012. Notat.
- [Udpendling fra Roskilde Kommune](#). Udarbejdet for Niras. Januar 2012. Rapport.

2011

- [Understanding destination choices of German travelers](#). *Tourism Analysis*, 16(6), 649-662. Artikel.
- [Seasonality and pricing](#) - The case of Danish holiday cottages. Presentation given at the Nordic Tourism Research Symposium, Rovaniemi, Finland, 21-24 September 2011. Præsentation.
- [Visualising groups of European destinations](#). *European Journal of Tourism Research*, 4(2), 180-190. Artikel.
- [Determinants of tourist satisfaction and intention to return](#). *Tourism – An International Interdisciplinary Journal*, 59(2), 203-221. Artikel.
- [Determinants of tourist spending - in cross-section studies and at Danish destinations](#). *Tourism Economics*, 17(4), 833-855. Artikel.
- [Seasonality in tourism – Separating the natural and institutional causes](#). Presented at the 7th biannual Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality Research in Chiang Mai, Thailand, 24-27.05.2011.
- [Determinants of spending by Danish travellers](#). *Anatolia*, Vol. 22, No. 1, April 2011, 47-55. Artikel.

2010

- [Turismebarometer for Bornholm September 2010, 3](#). Vurdering af Bornholms fysiske og virtuelle tilgængelighed. Report (in Danish).
- [Visualizing groups of European destinations](#) – using factor analysis and multidimensional scaling. Conference of TTRA Europe, Budapest 1-3 Sept. 2010. Presentation.
- [Understanding migration – The case of Bornholm](#). ISISA, Celebrating island connectivities: 23.-25. august, 2010 CRT: Gudhjem, Bornholm.

2009

- [Information usage, motives and activities at Danish destinations](#). Nordic Symposium in Tourism and Hospitality Research, 22-24 October, Esbjerg. Præsentation.
- [Cycling tourism](#) in north-western Poland, on Bornholm and in southern Sweden. Report.
- [Understanding destination choices of European travellers](#). TTRA Conference, Netherlands, 22-24 April. Presentation.
- [Trends in European Internet Distribution - of Travel and Tourism Services](#) 1998-2008, with projections to 2009, updated 23 March, 2009.

2008

- [A multiple regression approach to estimating tourist spending](#) per night- in Denmark. Presented at a seminar on Tourism and Regional Development, Aalborg University, 26-28 Nov., 2008
- Speaking at an IT/tourism seminar in Varberg, Sweden, 29 Oct. 2008, about the trends in the European and Scandinavian online travel market.
- Tourism on Bornholm (English version), Notat om [Turismen på Bornholm](#) – med særlig vægt på østkysten (Danish version), Oct. 2008.
- [Determinants of tourist satisfaction and intention to return](#) – to destinations in Denmark. Presented at the 17th Nordic Symposium in Tourism Research. 25-27 September, 2008, Lillehammer.
- Speaking at ENTER 2008 in Innsbruck on 23 January about [Online travel trends](#) in the European market.

2007

- [The Polish Market for Holidays on Bornholm – by Sea and Air](#), October 2007.
- [Comparing tourist motives, activities and satisfaction of first-time and repeat visitors in Denmark](#)”, Carl Henrik Marcussen and Jie Zhang. Presented at the 16th Nordic Symposium in Tourism Research. Helsingborg, 27-30 September, 2007, Lund University, Sweden.
- [Tourist motivation, market segmentation and marketing strategies](#). Jie Zhang and Carl Henrik Marcussen. Presented at 5th Bi-Annual Symposium of the International Society of Culture, Tourism, and Hospitality Research. 4-6 June, 2007, Charleston, South Carolina, USA.
- Online booking of holidays to Bornholm - Trends relating to dynamic packaging (in Danish: [Online booking af bornholmerferier](#)), December 2006, updated March 2007.

2006

- The Polish market for ferry transport to Bornholm (in Danish: [Det polske marked for færgetransport til Bornholm](#)).
- [Feasibility of establishing seasonal flights to Bornholm](#). Working paper, June '06.

- Speaking at the "European CRS Conference", Brussels, Belgium, 28 April '06, about the 2006 update of the "trends in European Internet Distribution" study.

2005

- [Online Booking of Danish Hotels](#), Scandinavian Hotel Conference, Copenhagen Business School, 14 November 2005
- [Online booking of car-ferry crossings in Scandinavia](#), Innovation and Tourism, international seminar, 29-30 September, Majorca, Spain.
- [Online booking of Danish holiday cottages, hotels and other accommodation services](#) (in Danish), August 2005
- Trends in eTourism adoption, 4th eTourism Futures Forum, University of Surrey, 21-22 March 2005.
- Experten zum Thema E-commerce (participation in fvw-Round-Table discussion), fvw International, No. 5, 4 March 2005, from p. 46

2004

- [Perspectives of Internet distribution in the 10 new EU countries - with particular emphasis on Poland](#), 18-19 November 2004, European Tourism Conference, Sopot, Poland
- [New trends in Internet marketing and sales](#) - with an emphasis on the 10 new EU countries, and Estonia in particular, Baltic Tourism Commission (BTC) Conference, Tallinn, Estonia, 23 September.
- [The Baltic Sea Cruise Market 2003-2004](#) - Opportunities for Bothnian Arc 2005, presented in Piteå, Sweden, 18 March, available online as working paper 31 March (63 pp).
- Package tours vs. self-organised holidays, presentation at seminar, 18 February.

2003

- Internet Distribution of Travel and Tourism Services: USA - Europe - [Brazil](#). Presented at the WTO Business Council seminar "E-Business for Tourism", Sao Paulo, Brazil, 15-16 September, 2003 (56 slides).
- "[Legislative barriers for transit travel](#) between the island of Bornholm and the rest of Denmark through southern Sweden" (in Danish), August, working paper. - Including [appendix](#).
- [Trends in the US online travel market](#) - 2000-2002, April 2003.
- [Trends in European Internet Distribution](#) - of Travel and Tourism Services, 1998-2006, updated April 2003. - Here: 2009 update.
- "[Early adopters of WAP for hotels - A series of European case studies](#)", Working-paper, February 2003, 55 pp..

2002

- "[Comparing SMS and WAP in Europe with i-mode in Japan](#)", at Next Generation WAP Services & i-mode, by IIR Telecoms & Technology, London, 21 to 23 Jan. 2002 (42 slides). File: "smsimode.pdf".

- "[SMS, WAP, m-commerce - opportunities for travel and tourism services including hotels](#)", at the Electronics in Tourism Congress, ITB Berlin, 17-20 March 2002 (48 slides, half of which shown).
- "e+mCommerce: Implications for Travel", at eTourism Futures, seminar, University of Surrey, 25-26 March 2002 (18 slides).
- "[Fixed-line and mobile Internet commerce for hotels](#)". Presented at: 11th Nordic Symposium in Tourism and Hospitality Research, Göteborg, 14-17 Nov. 2002.

2001

- "WAP for travel and tourism services." Preliminary results of an international survey of a virtual panel of real experts were presented at IFITT workshop on mobile applications, 25 January, Innsbruck (25 slides). Updated August. Also at the virtual conference Corporate Travel 2001, 2-13 July and the following 12 months, in the Traveller Support Systems section. File: Slides.pdf.
- Panel Session participation: "Selling through wireless channels and exploiting potential revenue streams", at the conference E-commerce for Travel Europe 2001, 2-4 April, Paris.
- "[Trends in European Internet distribution](#)", available online. Also at the virtual conference Corporate Travel 2001, 2-13 July and the following 12 months, in the E-Commerce section, 2 July. – Here link is to the 2009-version.
- "[WAP for business travellers](#). Presentation and discussion of the results of an European/international survey of a virtual panel of real experts", working paper, 64 pp., August.
- "[Mobile data and m-commerce in Europe](#) - A mobile network operators' revenue perspective, 1999-2003", August 2001, Updated March 2002, working paper (available online only).
- "[Response rates in Online Market Research](#) – Experiences from an Online Expert Survey into WAP for business travellers", keynote at the conference Innovations in Online Market Research, organized by IIR Conferences, 11-12 Sept. 2001, Amsterdam (55 slides plus appendix). File: wap/survey/results.pdf.
- "Internet sales of travel and tourism services in the European market 1998-2000: [A method of tracking trends by focusing on major online marketers](#)", *Information Technology & Tourism*, Vol. 4, Number 1, pp. 3-14.

2000

- "[Online hotel-booking](#) [in Danish] – En belysning af mulighederne for etablering af links fra www.visitdenmark.com til online booking websites" (49 pp.) and [summary](#), slides in Danish (available online only). March 2000.
- "Quantifying Trends in European Internet Distribution - of Travel and Tourism Services", Summary of a presentation given at the University of Westminster, London, in the seminar Information Technology & Strategic Tourism Management, 9-10 March 2000, website with adjusted results established 28 March '00, latest revision March 2003. See [2009](#).
- "[Tour Operators in Scandinavia and Finland on the Net: A European Perspective](#)", *Anatolia - An International Journal of Tourism and Hospitality Research*, Vol. 11 No. 1, pp. 6-21, Summer 2000.

- "[Mobile phones, WAP and the Internet](#) - The European market and usage rates in a global perspective 2000-2003 . Summary and access to full study in pdf (108 slides). 22 October, last updated October 2002. File: wap.pdf.

1999

- "Distribution of Danish holiday cottages via the Internet/WWW", paper for ENTER'99, January.
- "Tour operators in Scandinavia on the Net", TTRA European chapter, DIT, Dublin, 29 Sept. - 2 Oct., in J. Ruddy (ed.), Conference Papers.
- "[Internet distribution of European travel and tourism services](#) - The market, transportation, accommodation and package tours", Research Centre of Bornholm, October, 304 pp.
- "The effects of Internet distribution of travel and tourism services on the marketing mix: No-frills, fair fares and fare wars in the air", Information Technology & Tourism, ISSN 1098-3058, Vol. 2, No. 3/4, special issue on Electronic Commerce and Tourism, pp. 197-212.

1998

- "[Extranets of National Tourist Boards](#): Denmark, Australia, Austria, and Norway", presented at ENTER'98 in Istanbul, published in Buhalis et.al. (eds), Springer Verlag.
- [Distribution af danske turismeprodukter i Europa](#) - status, trends og udviklingsmuligheder, 346 pp.
- "Distribution of Danish Tourism Products in Europe - Status, Trends, and Challenges", (English version of the summary of a book in Danish), Electronic Markets - International Journal of Electronic Markets, issue 98/2, also published electronically, www.electronicmarkets.org.
- "The possibilities of improved utilisation of [IT for promotion and sales/distribution of Bornholmian tourism products](#)" (emphasising the Internet - in Danish), report prepared for Destination Bornholm, published by the Research Centre of Bornholm, 98 pp.

1997

- "Electronic distribution of holiday and business hotels", paper presented at "the Fourth International Conference on Information and Communication Technology in Tourism - ENTER 97", Edinburgh, Scotland, January 22-24, 1997. In proceedings ed. by A Min Tjoa, published by Springer.
- "Information and Communication Technologies (ICTs) as a Facilitator of Development in Peripheral Regions: The Case of the Internet/WWW on the Island of Bornholm" (with Sune Johansson), RSA conference, Frankfurt (Oder), Germany, September.
- "Marketing European Tourism Products via Internet/WWW", *Journal of Travel & Tourism Marketing*, Vol. 6 (No. 3/4), pp. 23-34, simultaneously published in "Geography and Tourism Marketing (ed: Martin Oppermann), Haworth Press.
- [Telematics - Opportunity or Threat for Peripheral Areas](#) (with Jesper Manniche), Rural Society, Australia, Vol. 7, No. 3/4 1997, pp. 13-26

1996

- "Tourist Bureaux as Booking-Centres for Accommodation" (with Peter Morthorst), presented at the conference "Information and Communication Technologies in Tourism" (ENTER'96), Innsbruck, Austria, January 17th to 19th, 1996, proceedings published by Springer Verlag, edited by Klein et.al.
- "Hotel representation companies and the Internet", presented at the Hospitality Information Technology Association (HITA) in Edinburgh. May 18th to 20th, 1996, published in proceedings edited by Dr. Andy Frew. Also to be published in the electronic journal of HITA.
- "Quality certification as a key success factor in international marketing of food products" (with professor Niels Jørgensen), MAPP project report, May 1996.
- "[The Effects of EDI on Industrial Buyer-Seller Relationships - A Network Perspective](#)". Selected Results of Two Case Studies and Managerial Implications" based on PhD thesis, *International Journal of Purchasing and Materials Management*, Summer 1996 pp. 20-26.
- Second report from the project "the technological development of Bornholm" entitled "Teknologianvendelse og -fornyelse i bornholmske erhverv - En undersøgelse af turisterhverv, jern- og metalindustri og telearbejde" (with Kresten Storgaard and Jesper Manniche), September 1996.
- "[Turistinformations- og bookingsystemer " - en casesamling](#)" (in Danish), November 1996, independent contribution within the project "the technological development of Bornholm" (205 pp.).
- "EDI i logistisk belysning - Danske erfaringer" (with Jens Jørlück, Uni. of Århus), published by Børsens Forlag in a book in Danish on Logistics Management, edited by Schultz-Nielsen et.al. of the Southern Denmark Business School, autumn 1996.

1995

- "The Effects of EDI on Industrial Buyer-Seller Relationships - Seen in a Network Perspective", PhD-thesis published by the Southern Denmark Business School, Erhvervsøkonomiske Skriftserie, August 1995. ISBN 87-89087-74-7.
- "The Social Construction of Industrial Networks", presented as competitive paper at the 11th international 'IMP' conference "Interaction, relationships and Networks - past, present, future" September 7th to 9th, 1995, at the Manchester Business School, published in proceedings edited by Turnbull et.al.
- First report from the Danish Social Research Council project "the technological development of Bornholm" entitled "Telematik - Nye Veje for Bornholm? Præcisering af teoretiske og praktiske udgangspunkter" (with Kresten Storgaard, Birgit Jæger and Jesper Manniche), September 1995.

Sprog	Taler	Læser	Skriver
Dansk	A	A	A
Engelsk	B	B	B
Tysk	C	C	C