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## **Sustainable Holiday Houses and Tourism:**

### **Factors Influencing the Decision-Making Process of Holiday House Owners to Integrate Sustainable Practices in the Context of Sustainable Tourism**

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## ABSTRACT

This qualitative study explores the factors that influence the decision-making process of holiday house owners in Oostmahorn, the Netherlands, towards sustainable tourism practices. Through interviews with six participants, financial factors, property features and environmental awareness are identified as the most influential. Results show that financial considerations, such as cost-benefit analysis and return on investment, play a significant role in owners' decisions on sustainable investments. Varying levels of environmental consciousness among owners were observed, impacting the commitment to sustainability. This research emphasizes the importance of community engagement in driving sustainable initiatives. The research underscores the potential of online travel agencies to have a supporting role in implementing sustainable practices. These insights offer practical implications for fostering sustainability in the tourism sector by understanding and addressing the motivations of holiday house owners. The study concludes that targeted support and increased awareness can facilitate the adoption of sustainable practices, contributing to the broader goals of sustainable tourism development.

**Keywords: Sustainable Tourism, Holiday House Owners, Decision-Making**

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## INTRODUCTION

When selecting their holiday locations, a natural environment plays a crucial role for tourists in choosing a holiday accommodation (Günaydın et al., 2021). The natural environment and its natural resources, such as beaches, mountains and forests, serve as the foundation for tourism activities and creating appealing experiences for travellers (Yang & Lin, 2021; Liu et al., 2019). Because of this, the tourism industry is highly vulnerable to climate change, as environmental changes and degradation can have significant impacts on their operations and economic sustainability. (Jenkins & Nicholls, 2010). On the other hand, the tourism industry is known to be a major contributor to global warming due to its high energy consumption (Banga et al. 2022). Holiday house owners can lead sustainable tourism development in tourist areas for they play a crucial role in influencing guest behaviour, can foster innovation and can showcase sustainable solutions (Mottiar, 2006; Warren et al., 2018).

The aim of this research is to explore the decision-making process, motivations, and perceptions of holiday house owners to understand their role in the development of sustainable tourism. This research focuses on holiday house owners who rent their properties, excluding those who do not. The objective is to identify the factors influencing holiday house owners to integrate sustainable practices. Furthermore, these owners' preferences in selecting an online travel agency, with sustainability as a key criterion, will be explored.

Therefore, the following research question is established for this research: "Which factors influence the decision-making process of holiday house owners to integrate sustainable practices in the context of sustainable tourism?"

In order to answer the research question, this research conducts a qualitative case study using semi-structured interviews with holiday house owners, who own properties in the

holiday park “Grutte Siege” in Oostmahorn, Netherlands. This was realized in cooperation with a local startup online travel agency. The analysis employs a comprehensive theoretical framework derived from relevant literature, an explanation of the methodology, a presentation of the results, a discussion of the results with implications, limitations, recommendations for further research, and a conclusion. The research finds that financial factors, property features and environmental awareness are the factors with the largest influence on the decision-making process of holiday house owners regarding sustainable practices. In this paper, there will be references to holiday house owners and residential house owners to indicate the difference between the concepts.

## **THEORY**

### **Sustainable Tourism**

Sustainability is crucial in tourism development as it preserves natural resources, supports local communities, boosts economic resilience, enhances visitor experiences, ensures long-term viability, and improves global reputation. By embracing sustainable practices, destinations can protect the environment, benefit residents, attract quality tourists, and build a positive image, leading to a more resilient and responsible tourism industry (Mottiar, 2006). In a variety of ways, holiday house owners can contribute to the sustainable transition in tourism. For instance, they can advocate for integrating sustainable technologies such as renewable energy use, waste reduction, and eco-friendly building materials. Besides that, they can motivate themselves and tourists to buy more locally and engage with the community to foster social sustainability (Mirani & Farahani, 2015). The increasing consumer demand for sustainable accommodations can drive holiday house owners to adopt sustainable practices (Warren et al., 2018).

### **Online Travel Agency's**

Online travel agencies (OTAs) such as Booking.com, Expedia, and Travelocity, play a crucial role in the tourism industry by offering booking services, payment processing, reviews and ratings to travellers as well as booking management and marketing tools to owners of holiday accommodations (Pinto & Castro, 2019; Mantovani et al., 2017). Mantovani et al. (2017) found that in 2014, residents of the EU booked 55% of their travels through an OTA. OTAs can incentivize holiday house owners to adopt sustainable practices, as well as drive awareness and demand for eco-friendly accommodation among travellers. They can do so by offering preferential treatment, such as more exposure on their platform, to properties that meet certain sustainability criteria, thereby encouraging holiday house owners to adopt sustainable practices (Pinto & Castro, 2019).

Although sustainability is not currently a primary criterion for their platform selection, it is increasingly gaining importance for holiday house owners (Gant, 2016). OTAs can drive awareness and demand for eco-friendly accommodation among travellers. Therefore, they play a significant role in shaping the sustainability initiatives of holiday houses (Pinto & Castro, 2019). Despite this, there is uncertainty about how holiday house owners perceive the role of sustainability in this context (Gant, 2016).

### **Sustainable Behaviour in Tourism**

Sustainable accommodations play a crucial role in promoting sustainable behaviour in the tourism industry. There are various ways to incentivize people to choose a sustainable way of spending holidays. Promoting responsible tourism guidelines can provide information and resources to educate travellers about their impact on the local environment. In line with this, Warren et al. (2018) named multiple incentives, such as implementing visible sustainable practices in the holiday house, providing information about tips for sustainable tourism practices, offering personalized recommendations to guests on how to reduce their impact, and seeking feedback from guests about their sustainability preferences. Furthermore, sustainable holiday houses can attract a niche market of environmentally conscious tourists (Gant, 2016). Understanding the preferences and behaviours of guests allows holiday house owners to differentiate themselves in the market and attract environmentally conscious tourists (Warren et al., 2018).

### **Sustainable Building**

Sustainable investments in residential housing projects often deal with the pressure of short-term effects instead of emphasizing the long-term impact. This is a barrier to investing in sustainable housing (Räikkönen et al., 2016). These barriers can also be seen in traditional building practices, where short-term cost considerations overlook long-term sustainability and environmental impact. For residential home owners motivated to overcome these barriers,



several factors influence their motivation to implement sustainable renovations. Many of these factors can also be related to the drivers and barriers to sustainability investments for holiday house owners. In the following paragraph's, I will outline several factors that have been indicated by the literature to influence residential home owners' sustainable investments. This will be followed by literature on holiday houses, if available.

### **Economic Factors**

When it comes to residential house owners, saving money on energy bills is a primary motivation for undertaking sustainable actions. Owners typically prioritize reducing energy bills over environmental benefits, making this their primary motivation (Organ et al., 2013). Residential house owners are motivated by the long-term financial benefits of energy-efficient investments. It can potentially lower the costs of energy bills and maintenance expenses (Chuweni et al., 2022). Understanding the motivator of cost-saving, as highlighted by Broers et al. (2019) gives insight into the decision-making process. Economic incentives have been successful in encouraging pro-environmental behaviour among residential house owners, although they may reduce their intrinsic motivation. Because over-reliance on economic incentives shifts the focus away from intrinsic motivations, it can potentially lead to a decrease in people's inherent drive to engage in sustainable behaviours (Organ et al., 2013).

Furthermore, many residential house owners, especially small-scale investors who own only one rental property, can face financial constraints when it comes to funding sustainable investments. The upfront costs of implementing sustainable practices can be significant (Heffernan et al., 2020) and the return on investment uncertainty for residential houses can make owners cautious about sustainable investments. Moreover financial constraints can make it challenging to secure loans or funding for sustainable building projects.(Chuweni et al., 2022).

For holiday house owners, the potential financial returns and cost savings from implementing sustainable practices play a significant role in the decision-making process. Because the long-term cost savings from implementing sustainable practices are a positive influence (Warren et al., 2018). Besides that, holiday house tourism can stimulate economic activity in rural areas by creating employment and generating income for local businesses through expenditures, which directly contributes to the region's economic sustainability. It can contribute to the overall economic development of rural communities (Mottiar, 2006; Mirani & Farahani, 2015). Another factor is integrating sustainable technologies such as renewable energy use, waste reduction, and eco-friendly building materials (Mirani & Farahani, 2015). Sustainable accommodations prioritize energy efficiency by implementing a variety of measures. These measures include the implementation of energy-efficient lighting, heating, and cooling systems, as well as the utilization of renewable resources such as solar and wind energy. This is valuable in promoting sustainable behaviour in the tourism industry (Mehmetoglu, 2010).

On the other hand, economic factors such as cost savings from energy-efficient technologies, potential returns on investment, and access to financial incentives impact the decision-making process of implementing sustainable practices (Warren et al., 2018). Additionally, the market demand for holiday houses fluctuates due to seasonal demand or competition from other properties. This fluctuation can influence the willingness of holiday house owners to invest in sustainability because the investments may not provide immediate returns. The potential return of sustainable investments is a consideration for holiday houses, weighing the upfront costs against long-term savings and maintenance expenses (Gant, 2016). The additional operational expenses that are associated with maintaining eco-friendly systems can be a barrier for holiday house owners (Warren et al., 2018).

## **Environmental Awareness**

Increasing awareness and knowledge about the benefits of sustainable building can motivate residential house owners (Gan et al., 2015). Research by Pardalis et al. (2019) indicated that residential house owners with a high level of environmental awareness tend to adopt more energy-efficient measures. Organ et al. (2013) also highlighted that individuals who are environmentally concerned are more likely to take action. In addition, there is a growing awareness of environmental problems and climate change, which motivated residential house owners to prioritize sustainability in housing investments (Chuweni et al., 2022). Concerns about sustainability, energy efficiency, and environmental impact play a role in gaining the interest of residential house owners in energy measures (Broers et al., 2019). Jensen et al. (2018) explain that residential house owners adopt sustainable practices due to their concern for the environment and desire to reduce their carbon footprint. An increase in awareness about the environmental impact of traditional building practices can drive behavior change (Jensen et al., 2018). Also, education initiatives, training programs, and providing information can encourage owners to make informed decisions and understand the long-term advantages of sustainable investments (Gan et al., 2015).

On the contrary, there is limited awareness regarding the understanding of sustainable practices and their benefits (Chuweni et al., 2022). Limited awareness about the benefits can hinder investment in sustainable housing and act as a barrier to action (Organ et al., 2013). Residential house owners are not always fully informed about the advantages of sustainable investments or the available options (Chuweni et al., 2022). Moreover, research indicates that age also plays a role in sustainable investment decisions. Elderly owners may be less inclined to invest in sustainable solutions due to uncertainty about the return on their investments (Bravo et al., 2019).

Targeted awareness campaigns can overcome this barrier by educating owners about the benefits, including long-term cost savings and environmental benefits, and motivating them to take action (Organ et al., 2013). Along with government and organizations that can raise environmental awareness by creating community-based initiatives and promoting energy communities. These efforts can contribute to spreading information and encourage collective action towards sustainability (Broers et al., 2019). There is no literature on environmental awareness for holiday house owners.

### **Comfort**

Indoor comfort, referring to indoor air quality, thermal comfort and overall living conditions, are key motivating triggers for residential house renovations as well as benefits of implementing energy renovation measures (Bravo et al., 2019; Broers et al., 2019). In addition to these economic and environmental benefits, indoor comfort serves as a significant motivator for residential house owners to consider energy efficiency refurbishment (Organ et al., 2013) and is crucial for homeowners in deciding whether to sell their house (Hung & Tzang, 2021)

Looking at the holiday house owners, Warren et al. (2018) acknowledge the relevance of guests' comfort experiences and enhance comfort in an eco-friendly way while promoting sustainability.

### **Policy**

Various studies identify government incentives as a motivator for sustainable investment among residential house owners. As Gan et al. (2015) emphasize, government support through policies, regulations, and incentives can have a significant impact on the drive of owners to adopt sustainable construction practices. Organ et al. (2013) highlight that external factors, like government economic incentives, can influence the internal motivations and drive of owners. The availability of special financing options and incentives for green

buildings can influence residential house owners to invest in sustainable properties.

Favourable financing terms make it financially advantageous for owners to choose green real estate investments. However, the complexity of regulations is a well-known barrier.

Permitting processes and compliance requirements can pose a challenge for house owners to understand the institutional landscape of sustainable investments (Chuweni et al., 2022).

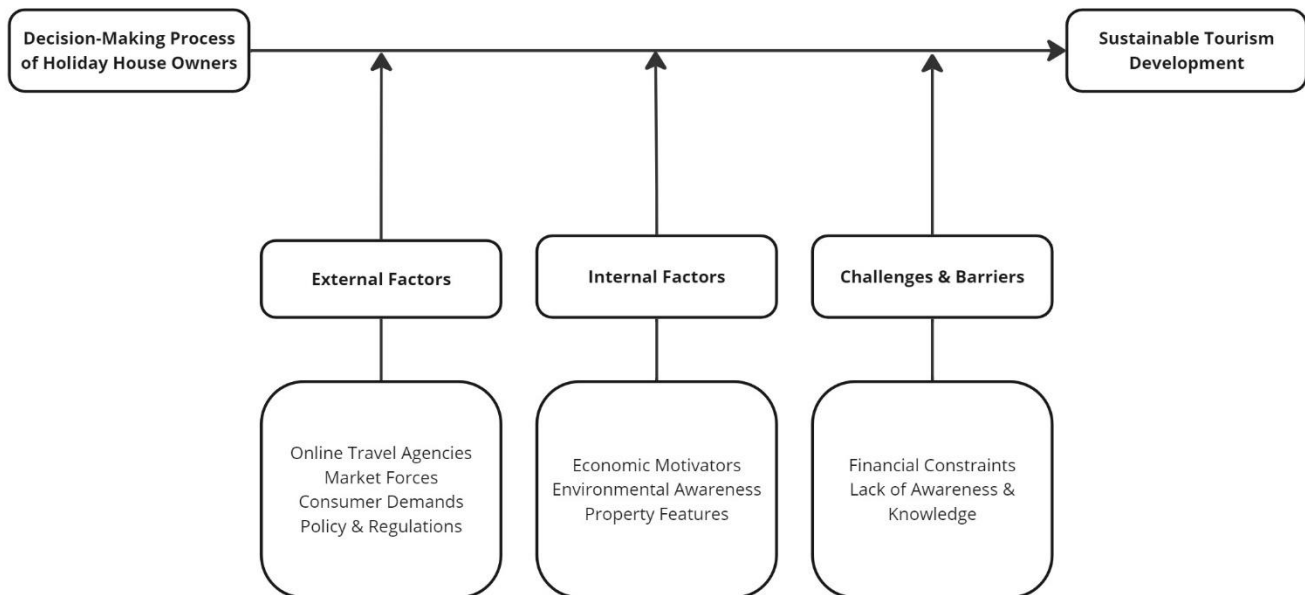
Looking at holiday house owners, compliance with local regulations, tax incentives, and government support can impact the economic feasibility of sustainable holiday house investments (Mottiar, 2006). This is also shown in the research of Gant (2016) which states that government incentives, subsidies, or tax breaks for sustainable investments in holiday houses can influence house owners' decisions to adopt eco-friendly practices or technologies

### **Research Gap**

Existing literature acknowledges the importance of sustainable tourism, the need for sustainable housing practices, the drivers and barriers of residential house owners for this transition, and the role of OTAs. However, there is very little literature on holiday house owners and their part in implementing sustainable practices. It is unknown whether holiday house owners are willing to invest in sustainability practices, what the possibilities are, what their preference is regarding rental platforms, and if the owners have a sense of responsibility towards developing the surrounding tourist areas with a sustainable approach.

In practice, innovation is constantly developing when it comes to sustainable housing. Existing literature contains multiple innovations for sustainable housing. However, research on holiday houses and sustainable housing practices is scarce. There is a gap in understanding what factors influence the decision-making process of holiday house owners to implement sustainable practices and which steps need to be taken.

The conceptual framework is presented in Figure 1. It provides a visual representation of the key variables and their relationships, derived from theory, that influence the decision-making process of holiday house owners regarding the development of sustainable tourism.



*Figure 1: Conceptual Framework*

## METHOD

### Research Design

This research uses a qualitative approach. To address the research question, I delve into the complex phenomenon of holiday house owners' motivations, perceptions, and decision-making processes. A qualitative approach is suitable for it allows for in-depth understanding of complex phenomena (Boeije, 2009). Furthermore, qualitative research provides a contextual understanding of the viewpoint of the holiday house owners, which is essential in developing a strategy (Verhoeven, 2015). Qualitative research is useful in addressing this phenomenon due to its flexibility and adaptability to emerging themes or changing research needs. Sustainable practices in tourism are a multifaceted topic and therefore, it is crucial to deal with them with flexibility.

### Case Description

This research was conducted in cooperation with Arrangie. Arrangie is a startup located in Oostmahorn (Lauwersmeer area), the Netherlands. The startup aims to establish an online travel agency (OTA) that offers a range of services, including holiday house rentals, gastronomy options, and local tourist activities. They want to use sustainability as a key point for the platform to create awareness for sustainable tourism in the Lauwersmeer area and make the holiday housing industry more sustainable. They are keen to understand the factors that drive holiday house owners to select their rental platform, as well as how they can receive assistance in implementing more sustainable practices.

### Data Collection

To gather data for this research, semi-structured interviews have been conducted. Semi-structured questions are suitable because they create a setting where clarification can be asked from both sides and the questions are flexible, depending on the information that you are

getting (Verhoeven, 2015). As a result of time constraints, six interviews were conducted, as this is the earliest...as this is the earliest point at which the basic elements of meta themes are present (Guest et al., 2006). Four interviewees own a holiday house at the holiday park "Grutte Siege" in Oostmahorn, one interviewee is the owner of the park "Grutte Siege" and one interviewee is the owner of two boats in the harbour of Oostmahorn. The interviewee characteristics are shown in Table 1. The interview setting was either online or face-to-face. 4 interviews were conducted via Google Meet and 2 interviews were conducted in person. The duration of each interview was approximately 20-30 minutes. The interviewees were chosen through purposive sampling, meaning the researcher selected participants based on specific criteria that align with the research objectives, aiming to gather in-depth and relevant information on the research topic (Campbell et al., 2020). Arrangie's database of 50 email addresses of holiday house owners in Oostmahorn was used to select the interviewees. The interviews were conducted between April 16-04-2024 and May 9-05-2024 and were recorded with the permission of the interviewees.

### **Data Analysis**

The interviews were transcribed with the support of AI. This was followed by analysing the data through open, axial and selective coding. The data is coded with support of ATLAS.ti 23.2.1 for Windows. Open coding was applied to analyse the data without preconceived categories and frameworks. The purpose of open coding is to identify initial concepts and patterns (Boeije, 2009). Next, axial coding was used to organize the initial codes into themes. It involves breaking down data into groups based on conceptual similarities, followed by examining the relationships between these categories. Last, selective coding created core themes focusing on answering the research question. The final analysis builds on this analysis, aiming to enhance comprehension of the research topic and address the research question (Boeije, 2009).



To ensure the trustworthiness of this research, several actions were taken. First of all, triangulation will be employed in this research. Triangulation involves using multiple data sources and methods to confirm findings (Gunawan, 2015). Furthermore, Shenton (2004) ensures dependability by demonstrating clear links between the interviewee's statements, open coding, axial coding, and aggregated categories through table presentation. Furthermore, the peer feedback of fellow students will contribute to the credibility and confirmability of this research. Thus, through constructive criticism, alternative viewpoints, suggestions for improvements, and validation of interpretations (Shenton, 2004).

### **Ethical Considerations**

The ethical guidelines that were developed by the Campus Fryslan Ethics Committee were followed during this research. Prior to the interview, we informed the interviewees about the purpose of this research through a participation information sheet, and they signed the informed consent form, as presented in Appendices D and E. The data was collected anonymously to ensure confidentiality.

| <b>Interviewee</b> | <b>Categories</b> |                    |                          |                                  |                             |                  |
|--------------------|-------------------|--------------------|--------------------------|----------------------------------|-----------------------------|------------------|
|                    | <b>Gender</b>     | <b>Nationality</b> | <b>Employment Status</b> | <b>Duration of the Interview</b> | <b>Housing Usage</b>        | <b>Ownership</b> |
| <b>1</b>           | Men               | Dutch              | Retired                  | 00:25:35                         | Residential Living & Rental | 2 houses         |
| <b>2</b>           | Men               | Dutch              | Retired                  | 00:19:52                         | Rental                      | 1 house          |
| <b>3</b>           | Women             | Dutch              | Working                  | 00:17:27                         | Rental & Personal Holidays  | 2 boats          |
| <b>4</b>           | Men               | German             | Retired                  | 00:23:38                         | Rental & Personal Holidays  | 1 house          |

|          |     |       |         |          |                               |                          |
|----------|-----|-------|---------|----------|-------------------------------|--------------------------|
| <b>5</b> | Men | Dutch | Retired | 00:12:30 | Investments                   | Owner of<br>Grutte Siege |
| <b>6</b> | Men | Dutch | Working | 00:22:15 | Rental & Personal<br>Holidays | 1 house                  |

*Table 1: Interviewee Characteristics*

## RESULTS

The purpose of this research is to investigate which factors influence holiday house owners' decision-making processes to integrate sustainable practices in the context of sustainable tourism. The interviewees have different points of view regarding sustainability. The majority of interviewees mentioned financial factors and the focus on property features as the most important factors regarding the sustainable development of their holiday house. Especially the cost-benefit analysis, return on investment, isolation, and energy efficiency were highlighted multiple times. Except interviewee I3 emphasized storytelling and creating awareness.

Owners have various reasons for having a holiday house in Oostmahorn. I3, I5, and I6 all stated that they use their houses (or boats) for personal vacations. I2 primarily concentrates on rentals, while I4, the owners of Grutte Siege, construct new for-sale houses in the park. I1 lives permanently in the park but also rents out another holiday house. In this section, the term 'owners' is used to refer to the owners of a holiday house in Oostmahorn. Each subtopic gets introduced with a definition at the beginning of the paragraph. An overview of quotations is presented in Appendix B. This section highlights the axial codes in bold.

### **Communication**

The exchange of information, guidelines, and messages between holiday house owners and guests to promote sustainability, maintain cleanliness, and enhance guest experiences. Owners emphasize the importance of clear communication with guests, both through online travel agencies and direct interactions, utilizing storytelling and guidelines. I1: "And we have drawn up some rules of conduct. These are also hanging in the park now, and all owners have received them. Both in Dutch and in German. And that we all try to keep things a bit tidy and clean." In line with this way of communicating, I2: "We all have, of course, some it things

lying around in the house about local activities and the Lauwersmeer." I3 uses storytelling to communicate with guests. "Because people need to know a bit more about that too. To become aware then. That it's not actually all obvious."

### **Community Involvement**

The participation and collaboration of holiday house owners on the park and with the local association. Aiming for park development, environmental preservation, and fostering a sense of belonging. Owners see the association as a platform for collective action and community engagement. However, they have different perspectives on the role of the association in sustainable development. Last January, the VVE board (Owners' Association) underwent renewal, with one of the interviewees (I1) actively shaping its purpose. "We are also going to take people with us, on what we want and how we see it. We also ask people to provide input. But that usually doesn't happen very quickly. But, we do try to push things a bit." I2, I4 and I5 are familiar with the association and communicating with it, "Well most of the communication is with the Owners' Association." (I5). When asked if a greater role of the owner's association can contribute to sustainable tourism, they responded: [Interviewee] "In this particular example (holiday park 'Grutte Siege'), I don't think so, because a lot of the people in the association, don't rent their houses. They make their own individual decisions and considerations regarding their house".

Owners emphasize the importance of community involvement in maintaining the park and its surroundings. The park's community does not collaborate, but they do communicate with each other about developments in their homes and the park. As I6 argues: "We don't work together, but we have a lot of contact with each other, but more as neighbours." Also, I1 commented on this: "What plays an important role in sustainability on the park is that new investments are seen by each other. People quickly adopt those investments." Whereas I5 is mentioning the shared problems that they have to tackle: "Do you think it's important the

house owners work together? [Interviewee] Yeah, we have the same problems with the owner of the Grutte Siege. So we have to work together on that". The results indicate that owners have commented that they communicate with other house owners, but they do so in different ways.

### **Environmental Awareness**

The level of understanding and consciousness among holiday house owners regarding environmental impact, sustainability practices, and the importance of responsible tourism in their decisions. Some owners feel a strong sense of responsibility to operate in an environmentally friendly manner. I3 and I4 expressed a strong sense of responsibility: "You have to work in an environmentally friendly way. That's just a given. You just have to". (I4). However, I2 and I5 have a more neutral position. I6 on the contradiction: "Yeah, no, I really don't feel at all responsible or connected to the, what's it called, to sustainability in this area or anything."

Owners' perspectives on sustainability vary, with some viewing it as a core value and others as a secondary benefit. I2 names: "I can't say I made the investments for sustainability reasons [Suzan:] But is it a nice side benefit for you? [Interviewee:] Yes, it is a nice side benefit." Whereas I1 and I3 mention: "I do think it's very important. That's how I was brought up in the past too". I3 mentioned about the role of owners: "We can have a role in becoming aware of the importance of nature around us." I6 showed a lack of knowledge regarding sustainability: "Yes oh okay. I didn't know that. That's new to me". The results indicate that some owners recognize the importance of sustainability.

### **Financial Factors**

The economic considerations, cost-benefit analyses, and financial incentives that influence decision-making processes related to investments, renovations, and sustainability practices for holiday house owners. Owners make a cost-benefit analysis of sustainable

investments in their holiday houses. Owners frequently mention this factor as one of the most important criteria for deciding on an investment. "What can I do about a certain cost and what will it yield? So, a cost-benefit analysis, and then I look at what the next step is." (I1), "You don't buy something that only generates a loss." (I2), "So those are choices that involve some money." (I3), and "And the way we rent it out now, we can just about break even. Or just a bit below that. And that's not a problem because we also enjoy it. But if it starts costing more, then it will also cost a lot of money." (I5). Some owners consider cost-benefit analysis the most crucial factor in their decision-making, while others see it as just one of several important factors. However, they all agree that if an investment ends up costing more money than it saves, they will not proceed with it.

Owners consider the return on investment (ROI) when making decisions about sustainable practices and renovations. I1, I2 and I4 are considering the period that it will take to get their investment back, "So then you also get the question of, when does it become profitable or not." (I1) "The heat pump pays for itself in 30 years approximately. I'm turning 66 this year, so I hope I might live to be 96, but probably not in this house." (I2) and, "I invested a lot on that, so I want that money out again." (I4). Whereas, I6 has a different motive: "Look, what you have left over is just minimal. We're just about breaking even. And that's our goal. In a few years, we will have it paid off. And then we'll have a beautiful little house here. But you definitely won't get rich from it." While I5 is mentioning the rental part in the ROI: "During the other times of the year, local agency rented the house. So I got money to reinvest in this house. And it is still going that way.". ROI is an important factor in the decision-making process of most owners, but the reasoning for the investment varies.

Only a few interviewees mention the following factors, but they significantly influence the decision-making process. When making investment and renovation decisions, owners take affordability into account. I1 and I5 emphasize that some sustainable investments, such as a

heat pump. "Like a heat pump, those are also becoming more affordable in the future I think." Owners discuss financial incentives as a motivating factor for investing in holiday houses. I1 and I2 see it as an investment for their money, "men is going to run the hardest usually if you can make money.". While I5 mentioned: "For the house I got the money from the bank via a loan because my pension is not very high. So I have to rent the house otherwise I can't pay the cost". Nevertheless, some other owners do not have financial incentives to invest in a holiday house. Some owners undertake renovations themselves to improve the energy efficiency and comfort of their holiday houses. In the case of I5: "I renovated everything. I was here every two months in the beginning" because, "It was in a very bad condition."

### **Property Features**

The characteristics, amenities, and design elements of the holiday houses contribute to energy efficiency, guest comfort, and overall sustainability. Reflecting on current sustainable practices indicates a proactive approach to continuous improvement and environmental impact reduction for most owners. Some owners (I1, I2) mention that their house is already quite sustainable, "Our house I think is already relatively sustainable. It's a newly built house." (I2). However, there is a variety in the types of houses; some are newly built and others are older but renovated.

The newly designed and built houses focus on energy-efficient solutions. This demonstrates a commitment to reducing the environmental footprint and promoting sustainable energy use. I4 about designing new houses: "When designing, we took into account that we heat with underfloor heating, there are already quite a few that really have a central heating boiler, because the floor is already warm. And with an electric boiler for the shower water.". I1 and I2 mentioned something in line with this; quotations are visible in appendix B.

Efforts have been made to improve insulation, "When we bought this house it was barely insulated. But we are busy insulating" (I1), "I insulated the whole house." (I5). I4 about the design of new houses: "We're going to insulate it better again.". This is still ongoing as argued by I3: "We're going to insulate it better again.". Nevertheless, not all owners insulated their house: "Poorly insulated, yes. But on the other hand, it's also very small so the consumption is also much less" (I6). After improving insulation, further investments can be made to reduce heat loss and energy consumption. As mentioned by I1: "A heat pump, then you have to insulate the house really well before you start a heat pump.".

The owners appreciate the area (location of holiday house) for its nature, harbour and lake, relaxed atmosphere, and activities mentioned by I1, I3, I5, and I6: "I was very in love with this region" (I5). Owners appreciate the nature reserve and some explicitly mention that it need to be preserved, "That we can have a role in becoming aware of the importance of nature around us.".

Some owners prioritize comfort alongside energy efficiency highlights the importance of creating comfortable guest experiences. Whereas I1 is naming comfort for their own benefit. I3 argues: "Basically then, we do choose for user convenience. And, what's nice in terms of comfort. So those double windows. That's really because of comfort. Because of the heat" . Other owners did not explicitly name comfort as a factor that influenced the decision-making process. However, different owners mention that the holiday house's temperature influences the seasonal rental period.

### **Rental Management**

The factors and considerations involved in managing holiday house rentals, including property maintenance, guest communication, booking platforms, selection to optimize occupancy and profitability, and the potential role of sustainability. Owners discuss the criteria they consider when selecting online travel agencies to list their properties. Prioritize



factors such as profitability, cost-effectiveness, visibility, accessibility, and communication when selecting online travel agencies. I1: "Whoever can make me the most money. Very simple." I2, I5, and I6 refer to reaching a large target audience as a "large target group." And the costs added to the bill by the various portals." While I3 comments that "It's mainly about contact, accessibility and service. Those basic things that were just mentioned, and then comes sustainability. But sustainability does play into that for me". On the other hand, I1 expresses that sustainability does not play a role.

Owners consider seasonal variations in rental demand when making decisions about investments and property management. I2, I3, I5, and I6 mention the seasonal variety as a factor: "We had rentals starting in June and actually had the property rented out for the whole year this year. But of course, it does well from May to September and less so in the winter months." (I2). Some block it for renovation, and others do so because of the temperature in the holiday house.

Owners acknowledge the potential for OTAs to assist them in sustainability initiatives and communication with guests. I3, I5 and I6 comment that they think that an OTA can have a supporting role in implementing sustainable practice through suggestions and tips, "If a platform or another company could offer support in that area as one of the services, would that be a reason for you to consider it? [Interviewee] Yes. If someone could help me with that, it would be an extra incentive." (I6). Owners are open for a supporting role of an OTA in the form of suggestions and tips but do mention the financial influence: "You first need to get people to see that you can make money for them. Only then do you move to the next phase." (I1).

Owners mention which booking platforms they are currently using to rent their holiday house. I5 and I6 are making use of a local agency who uses several booking platforms, where they do not have influence on the platforms that are used, "Now, the local agency is making

use of a lot of different rental platforms. The most important platform, where the majority of bookings come from, is Booking.com."(I5). A few other interviewees mention Booking.com, Airbnb, and Natuurhuisje as OTAs.

### **Role of Government**

The involvement of municipalities and the government is crucial. The impact of subsidies and policies shapes sustainability practices, decision-making processes, and collaborative efforts for holiday house owners. Some owners believe that government support, such as subsidies or facilitating measures, can motivate them to adopt more sustainable practices. But they are not aware if this exists: " I haven't looked into that enough. So maybe there are opportunities, but I haven't looked into that enough." (I1), "I don't know them. No. No. So I don't know if we can use regulations." (I3). According to I4 (owner of the park): "Look, it's a private park. So the municipality does not do anything about the park. However, both I3 and I6 comment on the potential positive influence. I6 argues that the financial barrier will be less: "I did that at home too, we got a subsidy for the solar panels.

### **Sustainable Practices**

Owners discuss potential future investments while emphasizing the importance of park development and sustainable initiatives such as waste management and the integration of solar panels. Owners emphasize efforts to improve the park's appeal and maintenance (park development) to attract tourists, focusing on the development of infrastructure and waste management. I1: "We try at least to have an attractive park appearance. So it also remains attractive for people to rent a house here.". The owner of the park I4 about waste management: "We have a compactor which squeezes the household waste together. And when that thing is 80% full, we renew it. We have containers for glass and paper. Well... I can't do much more about it."

Owners discuss future investments to optimize energy efficiency. For example, I2 lives far away from his house, he comments: "We have a regular thermostat currently. I need to implement something that can operate remotely. Because, currently, when people leave, the heating is still at 20 degrees." Where some owners (I2, I3) have already installed solar panels, others do not have them yet but are interested (I1, I6), "But I want solar panels on that later, too." (I1).

## DISCUSSION

The following section presents the results of the literature analysis in relation to the research question. The purpose of this research is to identify factors that influence holiday house owners' decision-making processes to integrate sustainable practices in the context of sustainable tourism. The theory is primarily based on residential house owners' perspectives. In this section, the results of holiday house owners' efforts to identify any overlap or inconsistency in information will be presented. The section encompasses a discussion, implications for practitioners, considerations for limitations and future research, and a conclusion that addresses the research question.

### **Financial Factors**

Cost-reduction is a key motivator for residential owners to implement sustainable practices, as highlighted by Organ et al. (2013). Broers et al. (2019), support this with the understanding of cost-saving as a motivator in the decision-making process. Regarding the theory on holiday house owners, Warren et al. (2018) describe the potential financial returns and cost savings as factors that have a significant role in decision-making. The results reveal that all interviewees mention cost-benefit analysis as an influencing factor. The majority of the interviewees prioritize financial factors above sustainability; they see it as a key factor. Some interviewees view financial viability as a necessary aspect of implementing sustainable practices. The majority of interviewees highlight return on investment as an important consideration that influences their decisions. The literature did not explicitly mention this as an influencing factor,.

The theory mentions financial constraints as a barrier for small-scale investors due to the upfront costs (Heffernan et al., 2020). Gant (2016) highlights that weighing upfront costs against long-term savings is a consideration among holiday house owners. Up-front costs

were not explicitly mentioned by interviewees. They did, however, mention that they rent their property to generate income, which they then reinvest in their property. For some interviewees the limited financial availability and the expensive sustainable investment influence their decisions. The results indicate that the financial considerations heavily influence decision-making and the varying priorities regarding sustainability underscore the complexity of balancing financial constraints and environmental goals.

### **Property Features**

Theory highlights sustainable building practices as an important component for the development of a responsible tourism industry (Mottiar, 2006). Comfort, especially, is mentioned as an influential factor for residential house owners. Bravo et al. (2019) mentioned comfort as a key motivator to renovate a residential house. Broers et al. (2019) also mention that comfort is beneficial. Organ et al. (2013), highlight that comfort is, alongside economic and environmental reasons, an important factor for residential house owners. The literature on comfort as an influencing factor for holiday house owners is very sparse. Warren et al. (2018) briefly mention the relevance of guests' comfort experiences in combination with the promotion of sustainability. When looking at the results of this research, two interviewees mention comfort as a reason for investment. The primary reason for investing is to utilize the property during colder seasons, rather than solely during warmer ones. This stands in contrast to the theory, which cites comfort as a significant influence factor for residential house owners. This does not account for holiday house owners.

However, holiday house owners frequently mention insulation and energy efficiency as influential factors. The theory shows that sustainable properties prioritize energy efficiency and that it is valuable in promoting sustainability in the context of sustainable tourism (Mehmetoglu, 2010). The theory does not address the frequency of energy efficiency, nor does it mention insulation. Despite this, the majority of the interviewees frequently referred to

it as an influencing factor. Insulating is an investment that some interviewees make as a first action after the purchase of their property. Others are currently working on it or plan to do so soon. Some of the properties are already energy-efficient. Others are considering solar panels or have already invested in them. panels as a renewable source in sustainable properties.

However, current theory is not sufficient when compared to the importance highlighted by the interviewees regarding insulation and energy efficiency. The theory shows that comfort is influential for residential house owners, whereas this research shows that it is less influential for holiday house owners.

### **Environmental Awareness**

There is no theory on the environmental awareness of holiday house owners. The literature on residential house owners indicates that owners with a high level of environmental awareness tend to adopt sustainable practices more quickly (Pardalis et al., 2019). In addition, Chuweni et al. (2022) argue that there is a growing awareness among residential house owners regarding environmental problems, which motivates them to invest in sustainable housing. The level of environmental awareness among holiday house owners varied among the interviewees in this research. Some interviewees view it as a secondary benefit of their investments, whereas others focus more on sustainable practices. The variety of their answers hinders drawing a singular research conclusion regarding the environmental awareness of holiday house owners.

While theory mentions increasing awareness frequently, a sense of responsibility for environmentally friendly investments is not present. However, the interviewees' responses are more aligned with this topic than with awareness. The majority of the interviewees feel responsible for showing environmentally responsible behaviour. On the other hand, one interviewee explicitly mentions that they do not feel responsible, while another interviewee

does not mention it all. Therefore, it can be said that owners of holiday houses do feel responsible, but some lack awareness regarding environmentally friendly investments.

### **Community Involvement**

Literature on holiday house owners does not mention community involvement in a holiday park. This also applies to the literature on residential house owners, where community involvement is not described as an influencing factor. Nevertheless, the owners of the holiday park ‘Grutte Siege’ are in close contact with each other. They tackle shared problems and exchange ideas for improvements to their properties, such as jetties for boats and saunas. Talking about sustainable investments is currently not happening despite installing solar panels, but the community involvement that is present on the Grutte Siege can definitely play a more active role in this.

In addition, the interviewees mentioned the involvement of the VVE (Owners’ Association) frequently. In recent, the VVE has not been active. However, one of the interviewees has been active on the renewed board since January. Other interviewees noticed the new VVE’s active role and communicated with them from time to time. They see the VVE as a connecting role for owners to tackle shared problems, talk about the park development, and communicate with each other. Some interviewees question the role of the VVE in sustainable tourism. The results of this research indicate that the community and association can play a greater role in the sustainable development of the Oostmahorn holiday park.

### **Rental Management**

Literature highlights that OTA’s have a significant influence on the tourism industry (Pinto & Castro, 2019). Gant (2016) acknowledges that sustainability is not a primary criteria for holiday house owners in selecting an OTA and expresses uncertainty about the role of sustainability in this context.

The results of this research align with the statement found in Gant's (2016) literature. For the majority of the interviewees, the most important criteria for selecting an OTA are profitability, cost-effectiveness, and reaching a large target audience. However, some interviewees emphasize the importance of the OTA's visibility and accessibility. Sustainability is a secondary requirement for some interviewees, the majority does not mention it. Nevertheless, the interviewees think that an OTA can have a supporting role in implementing sustainable practices through tips and suggestions. If the costs do not increase, we can conclude that an OTA can contribute to the sustainable development of holiday houses. Currently, holiday house owners are not willing to pay extra for such a service.

While sustainability isn't a top priority for holiday house owners in selecting OTAs, this research suggests potential for these platforms to support sustainability if costs remain unchanged, highlighting a nuanced perspective on their role in the tourism industry.

### **Limitations and Further Research**

While this research has gained a deeper understanding of the factors that influence holiday house owners in terms of sustainability, there are some limitations. Firstly, the existing literature on sustainable holiday houses is limited. Additionally, some literature dates back to the beginning of this century. Because of the rapid changes in the context of sustainability, the information is likely not always applicable. Furthermore, this research faced time constraints during data collection. The limited time had an impact on the sample size, leading to a minimum of six interviews. To ensure generalizability, more interviews would have been a valuable addition. Moreover, this research focused on specific geographical locations and types of holiday houses. The limited scope may affect the findings' applicability in other contexts.

Following this, further research is suggested to employ a larger and more diverse sample size of holiday house owners. Additionally, more specific barriers and drivers that



influence the owners' decisions to implement sustainable practices need to be explored. It will provide deeper insights to establish concrete actions. Moreover, to identify the most effective strategies for implementing sustainability in this industry, different educational and policy engagements need to be explored to promote sustainable practices. Further research should also explore community dynamics, the impact of community engagement, and the role of Owners' Associations in promoting sustainability in holiday parks. Lastly, conducting comparative studies across different regions and types of holiday houses can provide valuable insight into the factors that influence the decision-making process in varying contexts.

### **Implications for Practitioners**

The results of this research have implications for practitioners. Most importantly, practitioners should provide support and resources for holiday house owners who are interested in sustainable practices. For example, delivering information on available innovations and funding options. The importance of creating awareness among owners also needs to be emphasized. Holiday house owners should be aware of their properties' potential environmental impact and the benefits of responsible tourism. This can be achieved by providing training and workshops for sustainable building owners. Online resources can be used to increase awareness about sustainable tourism practices and their benefits. Policy can incentivize and support holiday house owners to implement sustainable practices. Thus I recommend that practitioners search for existing policies or collaborate with local governments and organizations to promote sustainable tourism initiatives and increase awareness about their significance. Lastly, practitioners should foster collaboration among holiday house owners to handle shared problems, share best practices and develop innovative solutions. By implementing these recommendations, practitioners in the holiday house industry can contribute to the development of sustainable practices and enhance the overall sustainability of tourism.

## Conclusion

Financial factors have the most significant effect on the decision-making process of holiday house owners regarding sustainable investments. Interviewees repeatedly mention cost-benefit analysis and return on investment as drivers. Noting that these factors are not as important for all the interviewees, they can still be considered the factors with the largest influence. This research highlights a divergence from the literature on property features, where holiday house owners prioritize insulation and energy efficiency over comfort, taking into account that there is a gap in the existing literature regarding the specific sustainability priorities of holiday house owners. Where literature highlights the environmental awareness and sense of responsibility among residential house owners, this research shows that although many holiday house owners feel a sense of responsibility towards environmentally friendly investments, their awareness and prioritization of such practices vary significantly. Even though literature lacks emphasis on community involvement among holiday house owners, the engagement observed within the community at holiday park 'Grutte Siege' suggests a potential for leveraging such involvement to drive sustainable development initiatives. Highlighting the significant role that community and owners' associations can play in shaping the future of the park in Oostmahorn. Looking at OTAs, the results of this research align with Gant's observation that sustainability is not a primary concern for holiday house owners when selecting an OTA. However, there is potential for OTAs to play a supportive role in promoting sustainable practices among holiday house owners, provided that additional costs are not incurred.

In conclusion, financial factors, such as cost-benefit analysis and return on investment, predominantly influence holiday house owners' decisions regarding sustainable investments. However, this research reveals that community involvement and strategic support from OTAs

could enhance the adoption of environmentally friendly practices without incurring additional costs.

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## APPENDICES

### Appendix A: Interview Guideline

#### Introduction:

- Thank you for participating in this interview. To kick off the interview, I will introduce myself and explain what this research is about.
- Please introduce yourself and tell how long you have owned a holiday home in Oostmahorn?
- What was your motivation at the time to buy a holiday home in Oostmahorn?

#### Motivations and barriers to sustainable practices:

- How would you rate/describe the sustainability of your holiday home at the moment?
- What motivates you to invest in a holiday home?
- What stops you from investing in your holiday home?
- How do you make investment decisions for your holiday home?

#### Support questions:

- Do you ever consider investing your sustainable
- What support or incentives do you think would encourage holiday home owners to implement sustainability?
- In what ways do you think implementing sustainable practices could benefit your holiday home in the long term?

#### Responsibility for contributing to sustainable tourism:

- How do you see the role of holiday home owners in this area?
- Do you currently support local initiatives to develop the area?



Support questions:

- Do you feel responsible for contributing to sustainable tourism in Oostmahorn/Lauwersmeer area?
- Do you see opportunities for holiday home owners to promote sustainability within tourism?
- What role do you think local governments or tourism agencies should play in promoting sustainable tourism in the Lauwersmeer area?
- Are you currently working with other holiday homeowners or local businesses to implement sustainability in the area?

**Rental platform:**

- What criteria do you consider when choosing a rental platform for your holiday home?
  - Do you also look at sustainability/how important is this?
- Do you know of rental platforms that prioritize sustainability?

Support questions:

- Would you consider switching to a rental platform that actively promotes sustainability?
- Would you like support from a rental platform in exploring practical ways to make your holiday home more sustainable?
- Are there features or tools you would like to see in a rental platform to support sustainability efforts?

## Appendix B: Coding Scheme

| Selective code | Axial code  | Quotations open code   |
|----------------|---|--|
| Awareness      | Age Of Owners   | <p><i>‘‘Alleen zie je, we hebben hier heel veel zeventig en tachtigjarigen. Ja. Ja, die gaan zich niet meer druk maken over duurzaamheid want die mensen die zijn, over het algemeen, als jij tachtig bent, ja, dan denk je niet meer, ga je niet meer 20.000 investeren in wat je misschien over drie jaar als je onder de grond ligt.’’ <u>1:22 ¶ 61 in Interviewee 1</u></i></p> <p><i>‘‘De warmtepomp zich in 30 jaar uitbetaald ongeveer. Ik word dit jaar 66, dus ik hoop dat ik misschien 96 word, maar waarschijnlijk niet meer in dit huis.’’ <u>2:9 ¶ 23 in Interviewee 2</u></i></p>  |
|                | Guest Awareness & Education                                   | <p><i>‘‘Daar zijn we nog zeker niet mee bezig, nee.’’ <u>1:34 ¶ 87 in Interviewee 1</u></i></p> <p><i>‘‘Dus het geeft ook altijd wel aanleiding voor gesprek met gasten. Dat doen we eigenlijk ook altijd wel’’ <u>3:7 ¶ 12 in Interviewee 3</u></i></p> <p><i>‘‘Het zou ook helpen, dat leeft nu nog niet zo, maar stel je voor dat mensen echt alleen maar zouden willen boeken als je huisje CO2 neutraal of zou zijn. Dus dat dat erg belangrijk zou zijn om het te kunnen verhuren. Ja, dan zou dat ook meewegen in die overweging, maar ja, volgens mij is dat helemaal niet zo, daar kijken mensen niet echt naar.’’ <u>12:15 ¶ 29 in Interviewee 6</u></i></p> |
|                | Sense Of Responsibility Of Owners For Sustainable Development | <p><i>‘‘we hebben eigenlijk alle dingen die in onze macht liggen gedaan om daar zo goed mogelijk mee bezig te zijn. Dus ik zou zo niet weten wat wij nou nog kunnen doen.’’ <u>2:24 ¶ 59 in Interviewee 2</u></i></p> <p><i>‘‘dan heb je daar een verantwoordelijkheid in.’’ <u>3:27 ¶ 39 in Interviewee 3</u></i></p>   |

|  |   |   |
|--|---|---|
|  |   | <p><i>‘Je moet milieuvriendelijk werken. Dat is gewoon een gegeven. Ja, dat is voor mij... Daar hoef ik niet eens over na te denken, zeg maar. Dat moet gewoon’.</i> <u>4:7 ¶ 17 in Interviewee 4</u></p> <p><i>‘Well uh it is in my interest that people come here for a long term’</i> <u>5:13 ¶ 29 in Interviewee 5</u></p> <p><i>‘Ja, nee, ik voel me echt totaal niet verantwoordelijk of verbonden met het, hoe heet het, met de verduurzaming in dit gebied of zo.’</i> <u>12:16 ¶ 31 in Interviewee 6</u></p>   |
|  | <p>Sustainability Awareness<br/>Of Owners</p> | <p><i>‘Dus om te zeggen van ik heb het voor de duurzaamheid gedaan, niet.</i></p> <p><i>[Suzan:] Maar het is wel een mooie bijkomstigheid voor u.</i></p> <p><i>[Interviewee:] Dat is een mooie bijkomstigheid. ‘</i> <u>1:48 ¶ 124 – 126 in Interviewee 1</u></p> <p><i>‘En nogmaals, ik vind het wel heel belangrijk. Zo ben ik vroeger ook opgevoed’</i> <u>1:49 ¶ 126 in Interviewee 1</u></p> <p><i>‘we in natuurhuisje. Dat hebben we erbij genomen. Dat natuurhuisje van de verhuur ook nog geld geeft aan lokale projecten.’</i> <u>2:20 ¶ 46 in Interviewee 2</u></p> <p><i>‘Dat we een rol kunnen hebben in het bewust worden van het belang van de natuur om ons heen.’</i> <u>3:20 ¶ 32 in Interviewee 3</u></p> <p><i>‘Dus ik denk juist dat daar het gevoel van belang voor het samendragen van de verantwoordelijkheid voor die natuur.’</i> <u>3:31 ¶ 47 in Interviewee 3</u></p> <p><i>‘Ja oh oké. Dat wist ik niet. Dat is nieuw voor mij’</i> <u>12:37 ¶ 92 in Interviewee 6</u></p> |

|                          |                                  |   |
|--------------------------|----------------------------------|---|
| Communication            | Communication<br>Towards Guests  | <p><i>‘En we hebben een aantal gedragsregels hebben we opgesteld. Die hangen nu ook op het park, en die hebben alle eigenaren gekregen. Zowel in het Nederlands als in het Duits. En dat we proberen met z'n allen om een beetje de zaak netjes te houden en schoon.’</i> <u>1:33 ¶ 78 – 79 in Interviewee 1</u></p> <p><i>‘We hebben natuurlijk allemaal, wat het dingen in het huisje liggen over lokale activiteiten en het Lauwersmeer.’</i> <u>2:27 ¶ 68 in Interviewee 2</u></p> <p><i>‘Airbnb laat wel aan zijn verhuurders regelmatig weten dat ze dat soort dingen doen of daarmee bezig zijn. Dus die willen dat wel heel erg uitstralen. Ik merk dat in de praktijk minder. En daar is het misschien toch een te grote speler voor en een te commercieel platform’.</i> <u>3:35 ¶ 48 in Interviewee 3</u></p> <p><i>‘Maar we vinden dat eigenlijk ook wel mooi. Omdat mensen daar ook wat meer van moeten weten. Om bewust te worden dan. Dat het eigenlijk allemaal niet vanzelfsprekend is.’</i> <u>3:6 ¶ 12 in Interviewee 3</u></p> <p><i>‘I do not have the contact with the guests, that has the local agency. But uh, we have a guestbook. Where they give us feedback. And we have many guests who come back every year’</i> <u>5:12 ¶ 27 in Interviewee 5</u></p> |
| Community<br>Involvement | Community<br>Involvement on Park | <p><i>‘Wat natuurlijk zeker een belangrijke rol speelt voor duurzaamheid. En dat het dus ook heel erg speelt in het park. Dat één iemand een nieuwe investering heeft. Dat men dat dus snel overneemt.’</i> <u>1:45 ¶ 113 in Interviewee 1</u></p> <p><i>‘Maar zeker ook de betrokkenheid bij het gebied’</i> <u>3:38 ¶ 50 in Interviewee 3</u></p>   |

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|  |  | <p><i>‘Do you think it's important the house owners work together?’</i></p> <p><i>[Interviewee] Yeah we have the same problems with the owner of the island. So we have to work together on that’’</i></p> <p><u>5:16 ¶ 32 – 33 in Interviewee 5</u></p> <p><i>‘we werken niet samen, maar we hebben wel veel contact met elkaar, maar meer als burenen.’’</i> <u>12:18 ¶ 37 in Interviewee 6</u></p> <p><i>‘Maar dan wisselen jullie misschien ook wel ideeën uit? Of wordt dat niet echt? [Interviewee] Ja, Ja. Maar het gaat meer over hoe gaat de verhuur en zo. En als iemand wat aan het verbouwen is, Wat ben je aan het doen dan? En met wat er gebeurd op het park, zeg maar.’’</i> <u>12:19 ¶ 38 – 39 in Interviewee 6</u></p>   |
|  | <p>Community<br/>Involvement Through<br/>Association</p> | <p><i>‘Het bestuur van de VVE is net weer vernieuwd, we zijn in januari begonnen met een nieuw bestuur. Het lag helemaal op zijn gat. Oh ja. En we proberen daar wat invulling aan te geven.’’</i> <u>1:35 ¶ 88 in Interviewee 1</u></p> <p><i>‘En dan gaan we de mensen ook meenemen van wat we willen en hoe we het zien. En we vragen de mensen ook om input te leveren. Maar ja, dat gaat meestal niet zo heel snel. Maar we proberen de zaak wel wat te stimuleren’’</i> <u>1:52 ¶ 131 in Interviewee 1</u></p> <p><i>‘En er is een vereniging van huiseigenaren. Die was, zoals we begrepen hebben, lange tijd op sterven na dood. Maar afgelopen jaar hebben we de eerste keer weer, twee dagen voor kerst geloof ik, weer een vergadering gehad. En dat zorg weer voor een beetje leven in de bouwerij willen’’</i> <u>2:25 ¶ 61 in Interviewee 2</u></p> <p><i>‘En ik wijs daar wel op, want we hebben een vereniging van eigenaren, dus ik meld dat wel, dat ze dat in hun omschrijving goed naar voren halen.’’</i> <u>4:17 ¶ 42 in Interviewee 4</u></p> |

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|                   |                       | <p><i>“Well the most of the communication is with the Vereniging van Eigenaren.” 5:15 ¶ 31 in Interviewee 5</i></p> <p><i>“Zou een grotere rol van vereniging van eigenaren kunnen bijdragen aan duurzaam toerisme, denk je? [Interviewee] In dit specifieke voorbeeld denk ik niet, want een groot deel van die mensen die ik daarbij zitten, die verhuurt helemaal niet en die maken allemaal hun eigen individuele beslissing en overweging om hun huis bij te houden of een huisje te bouwen” 12:20 ¶ 42 – 43 in Interviewee 6</i></p>   |
| Financial Factors | Affordability         | <p><i>“Zoals een warmtepomp, en die worden ook steeds betaalbaarder denk ik in de toekomst” 1:13 ¶ 43 in Interviewee 1</i></p> <p><i>“For the house I got the money from the bank via a loan because my pension is not very high. So I have to rent the house otherwise I can't pay the cost” 5:2 ¶ 7 in Interviewee 5</i></p> <p><i>“Or what is a barrier for you to implement those investments? [Interviewee] Uh the money, the money, yeah it's just too expensive the investments” 5:10 ¶ 22 – 23 in Interviewee 5</i></p>  |
|                   | Cost-Benefit Analysis | <p><i>“het is een kosten-baten afweging.” 1:7 ¶ 32 in Interviewee 1</i></p> <p><i>“wat kan ik doen tegen een bepaalde kosten en wat levert het op? Dus een kosten-batenanalyse en dan kijk ik van, wat is de volgende stap?” 1:9 ¶ 36 in Interviewee 1</i></p> <p><i>“Je koopt niet iets wat alleen maar verlies opbrengt.” 2:8 ¶ 21 in Interviewee 2</i></p> <p><i>“dat is eigenlijk best een pittige investering geweest in dat schip. Want het moet allemaal op maat gemaakt. Dus dat zijn wel keuzes die, nou ja, ook wel wat, waar wat geld mee gemoeid is. Maar dat is wel echt de moeite waard.” 3:10 ¶ 17 in Interviewee 3</i></p> |

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|   |  | <p><i>‘En die jongens ken ik dan weer beter en die geven dan weer een beter prijs ondanks dat ze daar heen moeten rijden’’ <u>4:19 ¶ 28 in Interviewee 4</u></i></p> <p><i>‘En op de manier hoe we het nu verhuren kan het net een beetje uit, kunnen we net een beetje quite spelen. Of net wat eronder. En dat is helemaal niet erg want we genieten er ook van. Maar als het meer gaat kosten, ja dan kost het ook veel geld.’’ <u>12:36 ¶ 90 in Interviewee 6</u></i></p>  |
| Financial Incentives For Investment Holiday House |  | <p><i>‘Geld. Ja, dat is een heel simpel verhaal. Hoe meer je isoleert, hoe minder gasverbruik je hebt. En dan kan ik wel heel idealistisch zeggen. Ja, maar ik ben voor de natuur. Ja, dat is een mooie bijkomstigheid. Maar de mens gaat het hardste lopen meestal als je geld kan verdienen.’’ <u>1:6 ¶ 30 in Interviewee 1</u></i></p> <p><i>‘Dat huis wat ze had, dat hebben we verkocht. En ja, wat doe je dan met dat geld? We hebben ons overlegd met de bank om dat voor ons te beleggen of weet ik veel wat. Maar op een gegeven moment zijn we bij een vakantiehuis gekomen’’ <u>2:3 ¶ 11 in Interviewee 2</u></i></p> <p><i>‘For the house I got the money from the bank via a loan because my pension is not very high. So I have to rent the house otherwise I can't pay the cost’’ <u>5:2 ¶ 7 in Interviewee 5</u></i></p> |
| Renovations                                       |  | <p><i>‘Toen we dit huisje kochten was amper geïsoleerd. Maar we zijn druk bezig aan het isoleren’’ <u>1:3 ¶ 25 in Interviewee 1</u></i></p> <p><i>‘Every year since eight years, I have worked at this house. It was in a very bad condition.’’ <u>5:7 ¶ 19 in Interviewee 5</u></i></p> <p><i>‘I renovated everything. I was here every two months in the beginning’’ <u>5:8 ¶ 21 in Interviewee 5</u></i></p>  |

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|                   |                      | <p><i>“Gewoon behoud dus tussen onderhoud, reguliere onderhoud Achterstallig schilderwerk dat soort dingen.” <a href="#">12:9 ¶ 20</a> in Interviewee 6</i></p>   |
|                   | Return On Investment | <p><i>“Dus dan krijg je ook weer een verhaal van oké, wanneer wordt het rendabel, ja of nee. Maar het is zeker een optie.” <a href="#">1:14 ¶ 43</a> in Interviewee 1</i></p> <p><i>“De warmtepomp zich in 30 jaar uitbetaald ongeveer. Ik word dit jaar 66, dus ik hoop dat ik misschien 96 word, maar waarschijnlijk niet meer in dit huis.” <a href="#">2:9 ¶ 23</a> in Interviewee 2</i></p> <p><i>“Ik heb daar veel op geïnvesteerd, dus dat geld wil ik er weer uit hebben.” <a href="#">4:4 ¶ 8</a> in Interviewee 4</i></p> <p><i>“And the other times of the year, the local agency rented the house. So I got money to invest it again in this house. And it is still going that way” <a href="#">5:9 ¶ 21</a> in Interviewee 5</i></p> <p><i>“kijk wat je dan onderhoudt is gewoon minimaal. We spelen net een beetje quite. En dat is ook ons doel. En over een paar jaar hebben we dat dan afbetaald. En dan hebben we hier een prachtig huisje. Maar je wordt er absoluut niet rijk van.” <a href="#">12:34 ¶ 87</a> in Interviewee 6</i></p> |
| Property Features | Comfort              | <p><i>“Dus we houden van warmte. Ik heb hier trouwens ook een palletkachel. Ik wil niet in de kou zitten zelfs.” <a href="#">1:31 ¶ 33</a> in Interviewee 1</i></p> <p><i>“in principe gaan we dan wel uit van het gebruikersgemak. En van, nou ja, wat is fijn qua comfort. Dus die dubbele ramen. Dat is echt vanwege het comfort. Voor en vanwege de warmte” <a href="#">3:9 ¶ 17</a> in Interviewee 3</i></p> <p><i>“Maar op het moment dat je dus beter isoleert en zorgt voor een omvormer die ook, nou ja, wat voor wat meer comfort kan zorgen in minder warme periode” <a href="#">3:16 ¶ 26</a> in Interviewee 3</i></p>  |



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| <p>Current Sustainable Status</p> |  | <p><i>“deze huisjes zijn allemaal van duurzaam materiaal”</i> <u>1:10 ¶ 39 in Interviewee 1</u></p> <p><i>“ik denk redelijk duurzaam. Het is een nieuw huisje.”</i> <u>2:4 ¶ 14 – 15 in Interviewee 2</u></p> <p><i>“ons vakantiehuisje is denk ik al relatief duurzaam.”</i> <u>2:11 ¶ 32 in Interviewee 2</u></p> <p><i>“Twee jaar geleden hebben we de ramen vervangen van het schip voor dubbel glas. We merken dat dat behoorlijk scheelt in de warmtevoorziening aan boord.”</i> <u>3:1 ¶ 9 in Interviewee 3</u></p> <p><i>“Slecht geïsoleerd, ja. Maar daarentegen is het ook erg klein dus is het verbruik ook veel minder. Dus ja, die efficiëntie van heel goed isoleren valt daarmee een beetje weg. In verhouding tot het verbruik bedoel ik van gewoon een grote woning is dit natuurlijk veel minder. Plus dat het meest gebruikt wordt bij warm weer en als het hier zeg maar boven de 12 graden is en de zon schijnt erop dan is het zo klein. En het zwarte dak maakt dan direct al heel warm. Dus het gas en stoken verbruikt het gewoon heel weinig.”</i> <u>12:3 ¶ 12 in Interviewee 6</u></p> |
| <p>Energy Efficiency</p>          |  | <p><i>“die nieuwe huisjes, ja, die hebben allemaal, een warmtepomp. Die hebben geen gasaansluiting meer. Dus die hebben allemaal zonnepanelen. Ja. En een, en een elektrische boiler. en elektrische verwarming.”</i> <u>1:28 ¶ 71 in Interviewee 1</u></p> <p><i>“Het heeft een, hoe noem je dat, energielabel C, geloof ik. Dat is natuurlijk niet optimaal, maar goed. Het is vol elektrisch. Alles wordt elektrisch gedaan. Er is een elektrisch warm water, een elektrische vloer”</i> <u>2:6 ¶ 15 in Interviewee 2</u></p> <p><i>“bij het ontwerpen hebben we rekening gehouden met isoleren zodat je weinig warmte verliest. En we stoken met vloerverwarming en vaak hebben ze ook wel, dat ze zonnepanelen er op laten zetten, of niet. Maar er zijn al een heel</i></p>  |

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|  |                              | <i>aantal die hebben echt een cv-keteltje, want de vloer is al warm. En met een elektrische boiler voor het douchewater.</i> '' <u>4:2 ¶ 6 in Interviewee 4</u>  |
|  | Insulating                   | <p><i>''Toen we dit huisje kochten was amper geïsoleerd. Maar we zijn druk bezig aan het isoleren''</i> <u>1:3 ¶ 25 in Interviewee 1</u></p> <p><i>''een warmtepomp, dan moet je eerst het huis echt helemaal goed isoleren voordat je aan een warmtepomp begint.''</i> <u>1:11 ¶ 42 in Interviewee 1</u></p> <p><i>''We gaan hem weer beter isoleren.''</i> <u>3:14 ¶ 22 in Interviewee 3</u></p> <p><i>''bij het ontwerpen hebben we rekening gehouden met isoleren zodat je weinig warmte verliest.</i> <u>4:2 ¶ 6 in Interviewee 4</u></p> <p><i>''I isolated the whole house.''</i> <u>5:5 ¶ 15 in Interviewee 5</u></p> <p><i>''Slecht geïsoleerd, ja. Maar daarentegen is het ook erg klein dus is het verbruik ook veel minder''</i> <u>12:4 ¶ 12 in Interviewee 6</u></p> |
|  | Limitations Of Holiday House | <p><i>''En vanwege een gereserveerde literboiler kunnen mensen ook niet te lang douchen. [Suzan] Ja, precies. Er zitten gewoon grenzen aan het huisje.''</i> <u>2:28 ¶ 68 – 69 in Interviewee 2</u></p> <p><i>''Er zijn een aantal apparaten die je kunt opladen. We hebben daar een op 12 volt. Maar we hebben daar ook wel gewoon 220 aan boord. Maar ook daarvoor geldt geen apparatuur die zwaar belastend is voor de stroomvoorziening.''</i> <u>3:42 ¶ 10 in Interviewee 3</u></p> <p><i>''we proberen wel heel bewust om te gaan met bijvoorbeeld watergebruik''</i> <u>3:2 ¶ 10 in Interviewee 3</u></p>   |

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|                           |                   | <p><i>“En zeker aan boord van een schip omdat de watervoorziening daar beperkt is, je hebt geen waterleiding”</i> <u>3:4 ¶ 10 in Interviewee 3</u></p>   |
| Location Of Holiday House |                   | <p><i>“Dus ja, water en de luchten, de vrijheid, de zicht. Ik word er heel blij van.”</i> <u>1:2 ¶ 22 – 23 in Interviewee 1</u></p> <p><i>“ik denk dat het gebied, dat het wel relatief volgebouwd is”</i> <u>2:14 ¶ 34 in Interviewee 2</u></p> <p><i>“Waar we voor kozen vanwege de natuurbeleving en de rust en eigenlijk de ontspannen sfeer in de haven.”</i> <u>3:33 ¶ 7 in Interviewee 3</u></p> <p><i>“Dat we een rol kunnen hebben in het bewust worden van het belang van de natuur om ons heen.”</i> <u>3:20 ¶ 32 in Interviewee 3</u></p> <p><i>“And I was very in love with this region”</i> <u>5:3 ¶ 13 in Interviewee 5</u></p> <p><i>“Maar dit haventje en zo kende ik nog niet verder. En ik vind het hier echt fantastisch. [Suzan] En de boot ligt nu ook in de haven in Oostmahorn dus, als ik het goed begrijp? [Interviewee] Ja, klopt. Alles bij elkaar. Met mensen die ik uitnodig, hebben we altijd wat leuks te doen hier in de omgeving.”</i> <u>12:31 ¶ 75 – 77 in Interviewee 6</u></p> |
| Rental Management         | Booking Platforms | <p><i>“Dus Booking en VEWO zijn in Duitsland heel groot. Booking is natuurlijk wereldwijd. VEWO is in Duitsland zeer groot. Er wordt ook heel veel van Nederlanders benut. Natuurhuisje hebben we als Nederlands portaal nog. Dat is niet zo veel. En Airbnb dat is ook meer een kleine, voor ons in ieder geval. Er zijn ook 2 Bookingen over Airbnb en 1 of 2 over natuurhuizen.”</i> <u>2:18 ¶ 42 in Interviewee 2</u></p> <p><i>“wij verhuren ook via Airbnb bijvoorbeeld”</i> <u>3:34 ¶ 48 in Interviewee 3</u></p>   |

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|  |                                      | <p><i>“Now, the local agency uses a lot of different rental platforms and uh the the important platform where the most bookings are is booking.com” 5:17 ¶ 37 in Interviewee 5</i></p> <p><i>“We doen dat via de lokale verhuurder hier, vakantieveren.nl en Arrangie straks misschien. Maar dat zijn we aan het aankijken Omdat we niet met twee partijen tegelijk kunnen. En die Duitser verhuurt dat via 14 websites. Dus daar hebben wij niet echt invloed op.” 12:23 ¶ 48 in Interviewee 6</i></p>   |
|  | <p>Criteria Selection Of<br/>OTA</p> | <p><i>“Wie mij het meeste geld kan opleveren. Heel simpel.” 1:39 ¶ 96 in Interviewee 1</i></p> <p><i>“Maar het moet wel een win-win situatie zijn. Ja. Dus je moet er gewoon geld mee kunnen verdienen. Ja. Ja. Zo koud is het.” 1:42 ¶ 104 in Interviewee 1</i></p> <p><i>Dus als ik het goed begrijp is vooral het aanspreken van een grote doelgroep. Voor u de belangrijkste criteria.</i><br/><i>[Interviewee] “Ja goed, een grote doelgroep. En de kosten die in de rekening gesteld worden door de verschillende portalen. Moeten ze ook een beetje in verhouding zijn.” 2:19 ¶ 43 – 44 in Interviewee 2</i></p> <p><i>“Dus ik denk het contact sowieso. Hoe makkelijk ben je vindbaar? Maar ook hoe makkelijk ben je te bereiken wanneer er iets aan de hand is? Waar kan je met je vragen terecht? Dus ik denk dat. Dus vindbaarheid, bereikbaarheid, communicatie. Dus ik denk dat dat heel erg belangrijk is. Uitstraling.” 3:30 ¶ 45 in Interviewee 3</i></p> <p><i>“Het gaat vooral inderdaad over contact, over bereikbaarheid, over de dienstverlening. Die basisdingen die net benoemd werden en daarna komt duurzaamheid. Maar duurzaamheid speelt daar wel in mee voor mij” 3:37 ¶ 50 in Interviewee 3</i></p> <p><i>“Uh, the advertisement and reaching target groups.” 5:18 ¶ 39 in Interviewee 5</i></p> |

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|                                      |  | <p><i>‘En als we er wel invloed op zouden hebben, dan zou je het gewoon ook kijken, wat levert mij de meeste boekingen op? [Interviewee] Ja.’ 12:24 ¶ 49 – 50 in Interviewee 6</i></p>  |
| Promoting Sustainability Through OTA |  | <p><i>‘Dus duurzaamheid speelt hierin geen rol als ik het voor u begrijp ik?’</i></p> <p><i>[Interviewee:] Nee, maar ik zou niet weten hoe je dat duurzaam moest doen.’ 1:41 ¶ 100 – 101 in Interviewee 1</i></p> <p><i>‘ik weet niet of een verhuurplatform daar invloed op kan uitoefenen. Dat zou ik zo niet weten. Ik geloof niet dat Natuurhuisje nou extra mensen trekt doordat ze iets aan hun projecten geven. Misschien is de een of andere wel die dat doet maar of dat in het algemeen zo is, weet ik niet’ 2:23 ¶ 57 in Interviewee 2</i></p> <p><i>‘And do you think uh agency should have a role in promoting sustainability towards the guests do you think that's important?’</i></p> <p><i>[Interviewee] Yes, yes I think it's important.’ 5:20 ¶ 42 – 43 in Interviewee 5</i></p> |
| Reasons For Having Holiday House     |  | <p><i>‘Voor ons is het geen vast vakantieadres. Het is eigenlijk hoofdzakelijk voor de verhuur. We kunnen ook niet voor alle reparaties heen en weer omdat we zo ver weg zitten dus dat moet wel voor ons geregeld worden.’ 2:29 ¶ 77 in Interviewee 2</i></p> <p><i>‘Voor eigen recreatie en verhuren. We hebben een bootje hier in de haven liggen dus dat kwam allemaal mooi bij elkaar. We wonen in de stad en dat is gewoon een mooi tegenhanger. Een beetje rust en ruimte en natuur tegen de relatieve drukte in de stad Groningen.’ 12:2 ¶ 6 in Interviewee 6</i></p>   |
| Seasonal Variations In Rental Demand |  | <p><i>‘We hebben een verhuur gehad vanaf juni en dit jaar eigenlijk het hele jaar in de verhuur. Maar goed, dat loopt natuurlijk van mei tot september goed en in de wintermaanden natuurlijk minder.’ 2:2 ¶ 9 in Interviewee 2</i></p>   |

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|  |                                   | <p><i>‘Want nu is het zo dat het vaarseizoen natuurlijk een beperkte periode in Nederland is. Vanwege de temperatuur, vanwege de weersomstandigheden.’ 3:15 ¶ 26 in Interviewee 3</i></p> <p><i>‘in the winter time mostly I block this house for renovation. From November until March just working in the house.’ 5:14 ¶ 29 in Interviewee 5</i></p> <p><i>‘Ik denk überhaupt. Er zijn altijd mensen die het leuk vinden want het is dan nog rustiger en van die honden mensen en wandelaars en vogelspotters die hebben hier het hele jaar wat te zien. Dus voor hen is het altijd leuk. Het is altijd wel interessant hoor. Maar over het algemeen is het natuurlijk in de zomerperiode veel drukker.’ 12:8 ¶ 18 in Interviewee 6</i></p>   |
|  | <p>Supporting Role Of<br/>OTA</p> | <p><i>‘Je moet eerst mensen zover krijgen dat ze zien. Dat jij geld voor hen oplevert. En dan kom je pas in de volgende fase.’ 1:44 ¶ 115 in Interviewee 1</i></p> <p><i>‘En dat je met z'n allen inderdaad een vuist kan maken. Dus ik denk dat zo'n verhuurplatform als Arrangie bijvoorbeeld daar wel een mooie rol in kan hebben.’ 3:26 ¶ 37 in Interviewee 3</i></p> <p><i>‘als je op zo'n platform ook af en toe gewoon wat suggesties of tips krijgt van, nou ja, je verhuurder, zeg maar, van het platform. Als verhuurder zijnde. Zo van, goh, denk eens hier aan, denk eens daaraan. Weet je, dat is natuurlijk ook een manier van contact en communiceren. En dat is op zich ook fijn. Dus dat het niet alleen maar is dat ze je huisje voor je verhuren, maar dat je ook gewoon als verhuurder wel af en toe contact hebt over, goh, kun je misschien dit, denk eens aan dat’’ 3:39 ¶ 57 in Interviewee 3</i></p> |

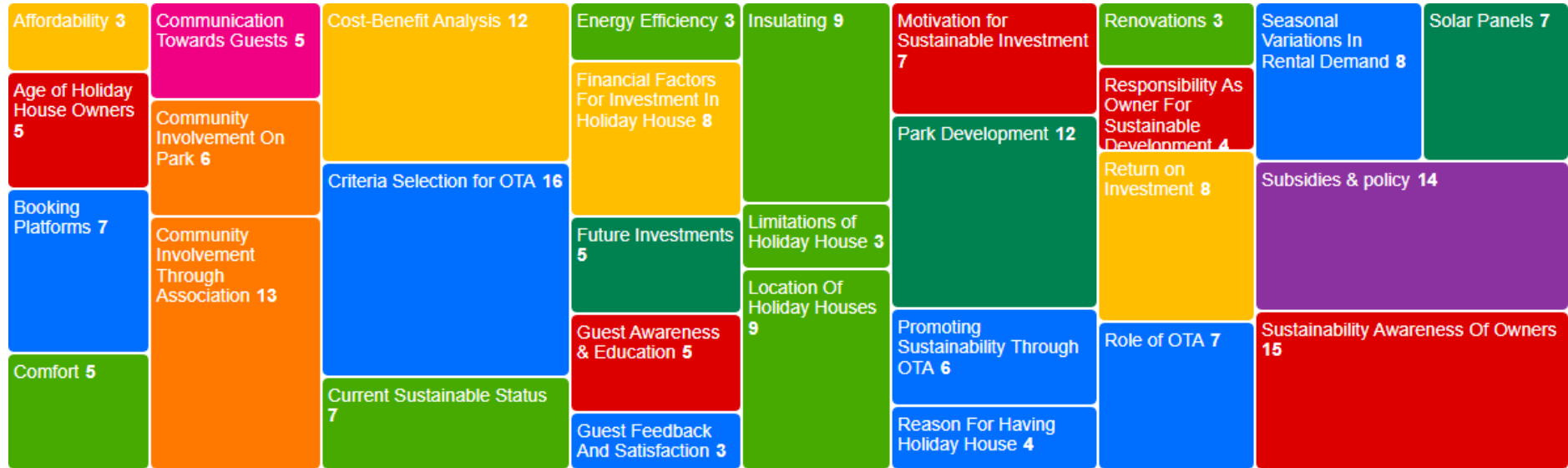
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|-------------------------------|-------------------------------|--|
|                               |                               | <p><i>‘‘And would you as a house owner like to have support from a rental platform in for example figuring out what you can do regarding sustainability or the communication with the guest?</i></p> <p><i>[Rainer] yeah that's important, very important and that's currently not happening right no’’</i> <u>5:21 ¶ 46–47 in Interviewee 5</u></p> <p><i>‘‘Als een platform of een ander bedrijf daarin ondersteuning zou kunnen bieden als een van de services. Zou dat voor jou een beweegreden zijn?</i></p> <p><i>[Interviewee] Ja. Als iemand dat, als iemand dat mij zou helpen dan zou dat wel een extra stimulans kunnen zijn.’’</i> <u>12:32 ¶ 78–79 in Interviewee 6</u></p>   |
| <p>Role of<br/>Government</p> | <p>Subsidies &amp; Policy</p> | <p><i>‘‘En ik weet niet of dat voor vakantiehuizen ook subsidie... Ik heb me daar ook te weinig in verdiept. Dus misschien zijn die mogelijkheden er wel, maar ik heb me daar te weinig of totaal niet in verdiept.’’</i> <u>1:15 ¶ 49 in Interviewee 1</u></p> <p><i>‘‘Ik ken ze niet. Nee. Nee. Dus ik weet niet dat we gebruik zouden kunnen maken van regelingen.’’</i> <u>3:18 ¶ 28 in Interviewee 3</u></p> <p><i>‘‘Ik denk dat het wel zou kunnen helpen. Ik denk dat het wel zou kunnen helpen om te zorgen dat mensen, nou ja, dat je daarmee mensen over de streep kan trekken om toch meer te verduurzamen.’’</i> <u>3:19 ¶ 30 in Interviewee 3</u></p> <p><i>‘‘ik denk dat gemeente en provincie faciliterend zouden kunnen zijn. Dus dat betekent dat zij, nou ja, ook dingen voor huiseigenaren of voor een verhuurplatform mogelijk moeten maken.’’</i> <u>3:25 ¶ 37 in Interviewee 3</u></p> <p><i>‘‘Kijk, het is een privépark. Dus de gemeente doet er niks aan, zeg maar, bij ons.’’</i> <u>4:9 ¶ 21 in Interviewee 4</u></p> |

|                       |                    |   |
|-----------------------|--------------------|---|
|                       |                    | <p><i>‘‘Als we, ik bedoel, ik heb dat thuis ook gedaan, dan kregen we een subsidie voor die zonnepanelen. Nou, een beetje geld bijgelegd en dan kan het al snel uit en dan doe ik dat natuurlijk. Dus dat zou wel helpen.’’ <u>12:14 ¶ 29 in Interviewee 6</u></i></p>  |
| Sustainable Practices | Future Investments | <p><i>‘‘Dus, dat zou een mogelijkheid kunnen zijn in de toekomst. Maar ik ben hier niet helemaal bezig.’’ <u>1:12 ¶ 42 in Interviewee 1</u></i></p> <p><i>‘‘We hebben een gewone thermostaat erin. Daar moet nou nog een ding in die ik op afstand kan bedienen, zeg maar. Want op het moment zijn mensen geweest. Ja, die verwarming staat natuurlijk nog gewoon op 20 graden. En als ze er niet zijn, dan kan ik die dus eigenlijk op afstand bedienen’’ <u>2:26 ¶ 63 – 64 in Interviewee 2</u></i></p> <p><i>‘‘Maar dat betekent ook dat je een omvormer nodig hebt. Dus dat heeft ook weer de nodige impact.’’ <u>3:13 ¶ 20 in Interviewee 3</u></i></p> <p><i>‘‘Such as, placing a small platform at the ‘‘beach’’ that we are creating. And, next year we want to put some boats there.’’ <u>5:25 ¶ 51 in Interviewee 5</u></i></p> |
|                       | Park Development   | <p><i>‘‘dus wij proberen wel in ieder geval dat het park dusdanig uitstraling krijgt. Dat het ook aantrekkelijk blijft voor mensen om het te gaan huren.’’ <u>1:17 ¶ 53 in Interviewee 1</u></i></p> <p><i>‘‘er was behoorlijk wat achterstand in onderhoud op het park door de jaren heen. Dus ziet mij is er ook alles aan gelegen om netjes voor elkaar te gaan.’’ <u>1:36 ¶ 91 in Interviewee 1</u></i></p> <p><i>‘‘er was behoorlijk wat achterstand in onderhoud op het park door de jaren heen. Dus ziet mij is er ook alles aan gelegen om netjes voor elkaar te gaan.’’ <u>1:36 ¶ 91 in Interviewee 1</u></i></p>  |



|  |              |  |
|--|--------------|--|
|  |              | <p><i>‘‘Het is natuurlijk vooral de Grutte Siege waar we nu zijn. Dat is nog in ontwikkeling. Er zijn veel, zoals gezegd caravans die omgebouwd zijn. De tendens gaat een beetje meer naar toch vaste huisjes’’</i> <u>2:13 ¶ 34 in Interviewee 2</u></p> <p><i>‘‘En we hebben een perscontainer staan op stroom. Die dus het huisafval samen perst. En als dat ding 80% vol is, dan vernieuwen we die. We hebben containers voor glas en voor papier. Nou ja... Veel meer kan ik er niet aan doen.’’</i> <u>4:8 ¶ 20 in Interviewee 4</u></p> <p><i>‘‘En we hebben een perscontainer staan op stroom. Die dus het huisafval samen perst. En als dat ding 80% vol is, dan vernieuwen we die. We hebben containers voor glas en voor papier. Nou ja... Veel meer kan ik er niet aan doen.’’</i> <u>4:8 ¶ 20 in Interviewee 4</u></p>        |
|  | Solar Panels | <p><i>‘‘Maar daar wil ik straks ook zonnepanelen op hebben.’’</i> <u>1:5 ¶ 28 in Interviewee 1</u></p> <p><i>‘‘We hebben zonnepanelen op het dak genomen.’’</i> <u>2:5 ¶ 15 in Interviewee 2</u></p> <p><i>‘‘Op Noorderwind hebben we wel al zonnepanelen. Dus een deel van onze stroomvoorziening komt ook van de zonnepanelen van Noorderwind. Maar voor Lady B zijn we nog wel aan het kijken naar de eventuele implementatie daarvan.’’</i> <u>3:12 ¶ 19 – 20 in Interviewee 3</u></p> <p><i>‘‘We hebben wel een bedrijf uit Dokkum wat eens zonnepanelen neerlegt maar ook wel eentje uit de buurt in Franeker’’</i> <u>4:18 ¶ 28 in Interviewee 4</u></p> <p><i>‘‘Hebben jullie bijvoorbeeld nu zonnepanelen of iets? [Interviewee] Nee. Maar dat zou wel interessant kunnen zijn.’’</i> <u>12:10 ¶ 23 – 24 in Interviewee 6</u></p> |

**Appendix C: Coding Tree**



## **Appendix D: Participant Information Sheet**

### **INFORMATION SHEET**

#### **TITLE OF THE STUDY:**

Encouraging Holiday House Owners to Implement Sustainable Practices and the Factors that Influence their Decisions

Dear...,

Thank you for your interest in participating in this research. This letter explains what the research entails and how the research will be conducted. Please take time to read the following information carefully. If any information is not clear kindly ask questions using the contact details of the researchers provided at the end of this letter.

#### **WHAT THIS STUDY IS ABOUT?**

The purpose of this research is to understand the drivers and possible barriers of holiday house owners regarding sustainability. Gaining an insight in what house owners are currently doing regarding sustainability. Where they might need support and what potential barriers are. This research aims to understand which factors influence the decisions of house owners. And, how house owners can be encouraged to engage in the sustainable transition. Also, this study will research whether a rental platform can, or cannot, play a role in support you as a holiday house owner in the sustainability transition.

This will be done by interviewing 6 holiday house owners. All of these participants own a holiday house in Oostmahorn around the Grutte Siege, and all of them rent their holiday houses as well. You as a participant have been included to participate in this study because you align with the requirements. You have been selected through the database of Arrange.

**WHAT DOES PARTICIPATION INVOLVE?**

Participating in this research means that you will be available to participate in an interview. The duration of this interview will be between the 30 and 60 minutes. The interview will be taken online, via Google Meet, or another platform if you prefer. Before conducting the interview, you will be asked to sign this consent form.

**DO YOU HAVE TO PARTICIPATE?**

The participation of this study is completely voluntary. You can withdraw from the study at any moment and you can choose not to answer questions without consequences or providing reasons.

**ARE THERE ANY RISKS IN PARTICIPATING?**

There are no potential risks of participating in this study for you as a participant.

**ARE THERE ANY BENEFITS IN PARTICIPATING?**

There are no direct benefits or earnings for you as a participant. However, by participating in this study you contribute to further knowledge on this topic which can be helpful for future research. Also, you contribute in the practical implications for rental platform in order to potentially support holiday house owners in the sustainability transition.

**HOW WILL INFORMATION YOU PROVIDE BE RECORDED, STORED AND PROTECTED?**

The interviews will be recorded in order to analyze the data afterwards. To guarantee you confidentiality and anonymously, your name will not be mentioned in the study. I understand that data (consent forms, recordings, interview transcripts) will be retained on the Y-drive of the University of Groningen server for 5 years, in correspondence with the university GDPR legislation. My research supervisor and myself are the only people who have access to this data.

**WHAT WILL HAPPEN TO THE RESULTS OF THE STUDY?**

The results of this study will potentially be used for publications of this study. Furthermore, it will provide practical implications for Arrangie regarding the sustainability transition.

**ETHICAL APPROVAL**

This research study has obtained ethical approval from the Campus Fryslân Ethics Committee. The researches will uphold to herself to relevant ethical standards.

## **Appendix E: Informed Consent Form**

### **INFORMED CONSENT FORM**

**Title study:** Encouraging Holiday House Owners to Implement Sustainable Practices and the Factors that Influence their Decisions

**Name participant:**

#### **Assessment**

- I have read the information sheet and was able to ask any additional question to the researcher.
- I understand I may ask questions about the study at any time.
- I understand I have the right to withdraw from the study at any time without giving a reason.
- I understand that at any time I can refuse to answer any question without any consequences.
- I understand that I will not benefit directly from participating in this research.

#### **Confidentiality and Data Use**

- I understand that none of my individual information will be disclosed to anyone outside the study team and my name will not be published.
- I understand that the information provided will be used only for this research and publications directly related to this research project.
- I understand that data (consent forms, recordings, interview transcripts) will be retained on the Y-drive of the University of Groningen server for 5 years, in correspondence with the university GDPR legislation.

#### **Future involvement**

- I wish to receive a copy of the scientific output of the project.
- I consent to be re-contacted for participating in future studies.

**Having read and understood all the above, I agree to participate in the research study: yes /**

**no Date**

**Signature**

To be filled in by the researcher

- I declare that I have thoroughly informed the research participant about the research study and answered any remaining questions to the best of my knowledge.
- I agree that this person participates in the research study.

**Date**

**Signature**