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Articles

Tourist Attractions of Denmark: Jylland on Visits

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Abstract

So far, they have won 14 Nobel Prizes. Their flag dates from 1219 and it is the oldest state symbol in the world used by an independent nation. The population is completely satisfied with respect for human rights, health care, education system, access to information, working conditions, living standards, free time... The level of happiness is the highest in the world, and research has shown that the quality of life is the best in this country. If you still don't know which country it is, we will try to help you. Here are: Kronborg Castle, Oresund Bridge, Original Legoland, Amalienborg Castle, Little Mermaid, Tivoli Amusement Park, Stroget Street, Hans Christian Andersen, Roxilde Festival, Tuborg brothers and Carlsberg... The correct answer is Denmark. In this text, the subject of our interest is the Jylland peninsula. There are few areas in the world like Jylland. There, God and nature gave the citizens a handful of beauty and enjoyment for all the senses. If you feel the need for the primordial charms of nature, then you will surely come and give your heart and soul to Jylland.

Keywords: Denmark, Jylland, tourist attractions.

1. Introduction

Beautiful country, with a friendly population, modern, with numerous museums and excellent infrastructure. You can feel the characteristic medieval spirit in the country, thanks to the preservation of old churches and historical monuments. Denmark is a tourist destination known for its festivals (from jazz, rock, classical music to folk); islands, whose shores are dotted with picturesque fishing villages and small thatched cottages ... The homeland of the Vikings, powerful conquerors from the North, is today one of the most modern, stable and richest countries in the world. The landscape mainly consists of low, fertile land, beech forests, small lakes, fjords ... A space where nature and history, culture and art, value and tradition meet. Here is an example that confirms that – Jylland (see Andersen et al., 1997; Bramwell, Alletorp, 2001; Ooi, 2004; Grydehøj, 2012; James, Halkier, 2016; Andersen et al., 2018).

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2. Results and discussion

The word Jylland comes from the medieval Danish language "Jütland", which means "land of the Jylanders". The Danish part of Jylland covers 29.777 km² and makes up more than 2/3 of the total Danish area. From Skagen in the north, to the border in the south is 382 kilometers. From the easternmost point near Grenaa, to the west coast, it is 191 kilometers. Jylland has a population of 2.463.000. Larger cities are: Aarhus, Aalborg, Esbjerg, Randers, Kolding, Vejle, Horsens ... This geo-space is extremely attractive as a tourist destination. The answer is found in the geo-philosophical observations of Bhatia (2006) who emphasizes "a list of tourism motivation includes rest and relaxation, recreation, socializing with friends, adventure activities in nature and escape from the everyday life". The main tourist incentives can be grouped into the following four categories: Natural incentives related to physical relaxation and rest as well as to sports activities, cultural incentives related to the human desire to travel in order to meet other countries and their cultural heritage, interpersonal incentives related to peoples' desire to visit relatives or friends and finally incentives which affect peoples' standing and prestige and are related to needs of self-esteem and personal development.



Fig. 1. Jylland – The largest part belongs to Denmark (about 70 %), the southern part of the peninsula is the northern part of the German province of Schleswig – Holstein. The border of the peninsula with the rest of Europe is the river Eider and one part of the Kiel Canal. Between Jylland and Norway is the sea passage of the Skagerrak, Jylland and Sweden – the Kattegat and the nearest larger Danish island of Fyn is the Mali Belt pass over which the bridge leads (www.nationsencyclopedia.com).

Right where there is natural beauty, there is also a source of human happiness. You stop and watch, Jylland. You see how nature played with colors, tied this space to be as beautiful and attractive as possible, to the eye and heart of man. Giving a special look to this peninsula in the spring, when everything is green, and in the fall, when it is ornately colorful. Jutland is especially attractive in summer with fresh air, which is intoxicating and makes this geo-space a rare corner where one forgets about time and worries. In winter, the area of Jylland is quiet and under snow. What a fascinating natural setting! This confirms the position Buffa's (2015) "most young tourists say they prefer local food, adapt as much as they can to the traditions and customs of the place in which they are holidaying, try to learn about their destination before travelling, would be willing to be involved in events organised by the local community and to interact with it, demonstrate interest in the protection of the authenticity of the destination, even if this means going without certain comforts, find out how to protect the local environment and reduce waste, and are concerned to ensure that their spending benefits the local population".

The authors of these lines did not miss the opportunity to visit Jylland in 2015, after almost seventeen years (the author G.R. spent his childhood and youth in Denmark, while the author J.B. had his first encounter with Jylland) (Figures 2-6). A week was enough to discover and remember only a part of the beauty of the peninsula, but even that small part was certainly enough to make the trip unforgettable. Of course, it is impossible to show all the beauty of Jylland in this text, but whoever decides to take this trip along the way will see the beautiful landscapes, cities and see the beauty that this peninsula offers. Whoever comes will want to stay as long as possible, to find peace in the silence and beauty of Jylland. Why such impressions – we wonder? Now we will reveal some details, of course the most impressive. OUR Jylland. This, often used word "our", is usually used to emphasize a relationship to something, but even more often when you want to emphasize a relationship that is something more than friendship. A large number of Jyllanders will, unconsciously add OUR to the word Jylland. Jylland is the most beautiful part of Denmark. In this area there is all the richness of Danish nature, from sandy beaches on the east coast, to breathtaking panoramas in the interior. A casual traveler who stays anywhere, in a camp, bungalows, hotel, country inn, youth hostel or boarding house, can be sure that he will be surrounded by magnificent views. In addition to nature itself, in Jylland you can enjoy theme parks, zoos, tropical forests in greenhouses, sea and freshwater aquariums, numerous museums and galleries that have top works of art, concerts, music festivals, idyllic villages, boiling cities ...



Fig. 2. Author G.R. in front of the Guldberg school – a school program different in relation to Serbia and Montenegro (encourages play, empathy, compassion, respect for others, thinking, freedom...)



Fig. 3. Author J.B. – The city of Vejle is a paradise for cyclists



Fig. 4. Life with a view of the park – motivation leads us through the day and inspiration through life



Fig. 5. Swans – the most beautiful decoration of the waters of Denmark



Fig. 6. Amusement parks – a paradise for children

Traveling through these areas gives the impression that you are moving on a green carpet of endless areas, exemplary cultivated and sown, with many warm gardens, which provide all kinds of vegetables at any time of the year. Such is the Dane whose empirical school and wisdom they should be studied and used by all those in underdeveloped countries or developing countries. On the streets of the cities of Jylland we notice the impeccable regulation of traffic. There is almost no traffic jam, drivers fully respect traffic signs, the road maintenance service is constantly at work. Along every street there are tree lines, telephone booths, properly arranged parking lots, the cleanliness of the traffic lane is impeccable ... It is unusual, for example for our concepts in Serbia and Montenegro, that there is not a single street without a bicycle and pedestrian lane. Containers on all streets, next to every green area street, every rural household connected by an asphalt road ... The courtyards of private houses are beautifully decorated with orchards, miniature gardens, benches, children's play houses, swimming pools with sand ... Entire families can be seen on the streets until late in the evening, walking in the town or going to it. surroundings and there they

enjoy the freshness of the nearby woods. As only nature in Jylland played with colors, it bound this part of Denmark with all its beauty to be as beautiful and attractive as possible, to the eye and heart of man. If you have decided on a vacation and you want hotel accommodation, the hotel Vederso Klit (Figure 7) leaves a special impression in a number of offers. Exclusive for its idea, location, ambience, hotel offer and staff, this unique corner bears the hallmark of a warm, homely home. It offers a unique, relaxed atmosphere and the pleasure of all the senses with the menus of Danish cuisine – grilled dishes, the best Danish drinks, intimate atmosphere, socializing, relaxation ... An experience not to be missed. Hotel Vederso Klit is never bypassed by foreigners. They are even regular visitors. Quality is gained by trust, quality: food, drinks, ambience, guests, friendly staff. Within the hotel you can also find an Internet center that is available 24 hours a day to hotel guests and a car wash service.



Fig. 7. Vedersø Klit – makes the choice to connect paradise on Jylland with vacation

Samsø Island is 28 km long and 8 km wide. It represents Denmark in a small way, from rocky landscapes in the north, through wastelands, impressive ice age formations, dense forests, deep fjords, all the way to undulating arable land in the south. Samsø's climate is temperate, with more hours of sunshine and is conducive to the cultivation of early vegetables (especially potatoes), which are sold in the traditional way (Figure 8).



Fig. 8. Samsø Island – Windmills Symbol Jylland (100 % wind)

The coast of Sams Island offers exceptional opportunities for a combined vacation, from relaxing in a peaceful environment to engaging in various water sports (quiet shallows for children, ideal places for anglers ...). Everything on Samsø is lovely – children, people, birds, houses, gardens. Peaceful and gentle, kind and accommodating Danes are able to watch the coast or passers-by all day. They start the conversation with hello ("hey") and end with "her er du", simple and modest, people enjoy ordinary things, and such are the Danes. Tightly packed restaurants, cafes, bars shine with full splendor ... Sams Island is dotted with a network of bike paths and golf courses. About twenty villages on it simply entice visitors to take a walk. It is necessary to visit "Nordbø", a village protected by law (because of the lake in its heart). The Eco Museum is located in Tranebjerg. They seem unreal – a world of peace, sublimity, beauty, wealth.

Halvø Djursland grows into the sea from the line of the remnants of Jylland. In one place there is everything one could wish for: gentle beaches, the surrounding water, extremely rich in fish ... The interior of the peninsula consists of: forests, lakes, swamps, unique mountains Mols ... Halvø Djursland is home to a large number of wild animals . If you take the path around the park, about three kilometers long, you can see animals that live freely in their natural environment. In the center of the Center Kattegat og Grenå you can see sharks and other sea animals, the longest wooden boat in the world Jylland, Somerland amusement park, Randers fjord (Figure 9), estate Rosenholm ... There are three museums in Ebeloft, and part of the tradition is the city guard, who on summer evenings he walks the streets, singing traditional songs. A similar atmosphere reigns in the city of Greni – beautiful old houses, three pedestrian streets ... A special attraction is provided by the Halvø Djursland Museum, the Danish Fisker Museum, the Silkeborg Museum, which houses the best preserved Tolun man (2,400 years old). One of the exceptional sights is the Museum with 140 old cars in the Museum for gamle biler Gjern, the ship Skib Hejlen (Figure 10), the Museum of Electrical Engineering ... If you need a vacation – the river Guden is the right place to enjoy and an inexhaustible source of inspiration. Visitors constantly return and are convinced of its beauty, exoticism and nature. It is possible to rent a boat on the river, with complete equipment and a guide ... In the upper course of the river Guden is a natural hatchery of Atlantic salmon and sea trout. In the last 15 years or so, the popularity of the so-called Put & Take commercial lakes, which are mostly stocked with salmonoids, has exploded. A special paradise for anglers is the Randers Fjord, Aarhus Bay. Lake Sø Glenstrup (Figure 11) stands out with the largest trout specimens in Denmark, while sea trout can be found in the Kolundsund canals. Jylland offers outstanding sailing opportunities. The peninsula is most beautiful at sunset, when an incredible play of colors is created, which merges the fjord, the sea and the sky into a single image. A real paradise and pleasure, given by the small ports near the island Ø Tunø, where there is no car traffic, then the area Område Odera – the perfect place for a family vacation. It also has a large center for water sports – Center for Wandsport – Howe. Larger cities in Jylland are: Aarhus, Randers, Kolding, Vejle, Horsens, Viborg...



Fig. 9. Fjord Randers – Camping is the best way to experience nature, but also Danish society in Jylland



Fig. 10. Skib Hjejlen – will provide you with an unforgettable experience in an environment that is retold and that awakens a special inspiration for you to enjoy all the senses and a recommendation to everyone to whom you want to convey a special impression



Fig. 11. Jezero Sø Glenstrup – a paradise for passionate anglers

Aarhus is the smallest large city in the world. The best definition of the atmosphere, the second largest city in Denmark, can be described by the words that it is "the smallest large city in the world" with 222,559 inhabitants. It is located in the eastern part of Jylland. The name is first mentioned in the year 948. The town offers an impressive number of entertainment, cultural and recreational facilities. Small enough that you can walk through it and meet him. The center of the settlement is a labyrinth of beautiful pedestrian streets, lovely squares, small paths and parks. It is full of large department stores, with specialized shops, restaurants and cafes. The unique Aarhus cuisine combined with the ecstasy of music brings a feeling of peace that you will not want to leave. Aarhus is one of those cities that is falling off its feet, with its spectacular buildings, market center, bordered by a modern boulevard, abundance of greenery, vegetation like nowhere else in the world. How much nature is respected is shown by the fact that in the city there is almost no house without a garden, without beautiful gardens, no square without greenery, which is kept and nurtured and arranged according to the taste of the Aarhus people. The most beautiful square in Aarhus is the old town – Den Gamle By. The place is filled with: night clubs, mini markets, boutiques, jewelry stores, playrooms, fitness center, spa, sauna, aerobics ... A special impression is provided by the

Danske National Museum – the largest museum of urban culture in Europe. It has seventy-five historic buildings, including Marcellis Castle from 1661 (a royal family resort where tourist visits are allowed). A special attraction is provided by amusement parks and tourist events: Aarhus Festival, International Jazz Festival, Culture Night, Flower Festival, World Films, Viking Choir ... Various tourist potentials of Aarhus – the Danes have adequately valorized and presented city, found a way and a way to motivate a large number of tourists around the world to visit and get to know it. Extremely good tourist-geographical position and proximity to Copenhagen, allows easy accessibility and unavailability, during most tourist arrangements to Denmark (see [Figure 12](#)).



Fig. 12. Aarhus – eternal inspiration to tourists

Randers is the largest artificial reserve in Northern Europe (with about 350 different species of plants and more than 175 species of animals, different geographical habitats from North America to Africa and Asia). The main area of the city Kronjælland. It is located at the mouth of the river Gudena. It used to be an important water connection of central Jylland with the sea, and today Randers is an important tourist and entertainment center. A special impression on the man in Randers is given by the high walls from the Middle Ages, which surround the city as well as the circular streets. On this occasion, we highlight Qstervold Street, which is the eastern firewall of Randers, and Nørreport the northern gate of the city, Westerford West Firewall, Lillevoldgade Street, a small firewall ... In the city, you can also follow the stars, made on the sidewalk, who introduce you to Randershus, that is, the cultural house, the Kunst museum – the Museum of Art and the oldest Danish promenade. Other places in Cronjælland can be easily reached from Randers, such as Krakamarke – a sculpture park, the large Claus estate and the gardens of the jylland society. Usually each garden contains a paved space in the form of paths, a seating area, equipped with many garden-architectural elements: terraces, decorative retaining walls, paths, plateaus, stairs, fences, gates, pavilions, partitions, water surfaces, sculptures, garden lighting and various other details. Going further in Mariager, you will find a large number of exceptionally well-preserved half-timbered houses, tucked away in gardens, which is why this city is known as the "city of gardens". Legoland Park – a world of fairy tales for people of all ages – attracts special attention. Take the Lego train, through the park, from the Statue of Liberty to the Amalienborg Palace, from the Rhineland Forest to the Amsterdam Canal and the Old World of England. A special impression is given by the miniature palace of the Fairy Queen and the old house in Sagen. Other attractions include: a traffic school for children, a children's theater, an enchanting collection of old toys, a doll's house ... Grene Sande is a unique landscape with open sand dunes and a Gutegård estate. This geo-space is one of the remaining inland dunes in Denmark. The Tirslund Estate estate includes a huge ice age stone and a monument to Douglas, a Danish pioneer in the exploration of wastelands. The view from the Atte hills, which are home to a wide range of flora and fauna, is impressive, extending in a spiral to the valley of the river Kongea. Torskind Vele and the valley of the river Egtved are reached via Egtvet Gikla, TØrskind grus, Pita

and Punkenbjerga, where an artificial lake created by water erosion appears. We also highlight Skaerso, one of Denmark's cleanest lakes surrounded by forest and wasteland. The rivers Gudenå and Skjerna spring from the foot of a bare hill, and flow in two different directions, forming the Jutland watershed. Protected vegetation and rolling hills are surrounded by lakes: Rorbaek, Kvie and Grindsted Enlso, of exceptional natural beauty, ideal for excursion trips. Pike, bream and rare freshwater trout can be found in the lake. The Ancient Road passes through the most beautiful parts of this area, where you can see monuments-graves from the Iron and Bronze Ages, as well as stone circles from Viking times. Nearby are the churches of Ranbol, Oster Nukirke, Baoke and Laerborg, which have relics of the past (see [Figure 13](#)).



Fig. 13. By Randers Fjord in Denmark – the magic of nature in action

Kolding is a Danish port city. It is located at the top of Kolding Fjord, in the Vejle area. The city is the seat of the municipality of the same name, the sixth largest in Denmark. The city houses the royal castle of Kolding Hus, which was built in the 13th century by King Eric Glipping. Today it is a museum, and certain parts of the castle are used for state ceremonies. A special impression is given by Trachpolt – a museum of modern and handmade art, design and furniture. The design collection includes exhibits, from home appliances, furniture to plates and tools. One of the most popular tourist attractions in the city is the Trapholt Garden Geografisk Have. The garden with all its elements – paths, fences, pergolas and plants, provides privacy, comfort and a sense of security. It is a source of pleasure and relaxation. It can arouse interest, satisfy taste and intangible human impulses – to create mood, evoke memories, to return man to nature and himself. We should also look at all those small spaces in Kolding, nestled between streets, houses and buildings, where a humanized outdoor space has been created in which pieces of nature are brought into the cramped urban ambience. This creates in Kolding, a precious refuge, that is, a place of refuge from the tiring reality of urban life. The ambience of the hotel and cafe in Kolding exudes a warm, relaxing, unrepeatably atmosphere, which offers pleasure to all the senses. Light, clean and beautiful interiors make you feel comfortable. Everything is measured and level. At the very entrance you will be greeted by exceptional staff. Unobtrusive, very helpful, smiling, he will really try to make the guest feel welcome (see [Figure 14](#)).

Vejle is a city of remarkable attractions. It has about 104.000 inhabitants, and its name means shallow – which is a pretty accurate name, considering that the city is located in the interior of the Vejle fjord. The slopes on both sides of the fjord reach the highest heights around the Munkebjerg hill, where the beech blooms at least 14 days earlier than elsewhere in Denmark. The central part of the city spread around the small rivers Vejle and Grace to later include the hills Søndermarken and Mølholm in the south, Nørremarken and Urhøj in the north. Today, the highway connects the northern and southern parts of the city and further towards the airport in Billund and Legoland in the west; Kolding and the German border in the south; Horsens and

Aarhus in the north. Vejle used to be popularly called “Danish Manchester” because the city’s cotton spinning mill was very active, as was the Dandy factory and the Tulip slaughterhouse. Famous scientific names are Ulrik Grass, poet Harald Kidde, historian Anders Sørensen Wedel and geographer Borng Petersen. Let us also mention Jacob Gade, one of the most famous Danish artists. Vejle is also a city of exceptional attractions. The old windmill at the top of the Søndermarken hill has been a trademark of the city for many years, as it can be seen from almost every place in the central part. "Munkebjerg" is today a modern hotel and exchange rate center with a casino, and the place used to be a favorite picnic spot. It could be reached by boat, train and highway. The city of Vejle is worth a visit, e.g. visit the old part of the city, see how the forest surrounds the center of the urban settlement and connects it with the hills. View from the fjord, e.g. fjord bridge, provides a beautiful picture of the city and has the impression of merging with the hills, above it.



Fig. 14. Kolding Municipality – always at the service of the citizens

A special tourist attraction is Jelling rocks or beautifully made jelling stones. The first was made by King Gorm, and the second by Harald Blaatanda, as a memory of his mother – Queen Thyra. The church of Saint Nicholas, made in the Gothic style, is also exceptional, and one side of the church is from 1250. The surroundings of the city are suitable and ideal for vacation, without crowds and enjoying the beautiful surroundings. A special impression is given by rural houses with plots of 200 to 1000 m². Mostly ground floor, living area of 200 m², with maximum use of the attic and windows on the roof. The selling price ranges from five hundred thousand to two million kroner, and the investment for the purchase, from fifty to one hundred thousand Danish kroner. Almost every settlement has a heating plant. Possible waste is used to produce steam. In other words, there is nothing superfluous about the Danes. No landfills or waste material can be noticed. Ms. Petersen tells us that the basic Danish life component is consistency in sending the message "who are you really". He also states an interesting fact that Danes are great patriots and says: "Every Dane strictly adheres to the laws of their country, they trust each other immensely and it is difficult to convince them otherwise, if they have received information about something from their neighbors, read in a Danish newspaper ... ". At a nearby store, Ms. Petersen convinces us of the truth of her words. Namely, we observe and really conclude. If there are two identical products in the store, one Danish, which costs 15 crowns, and the other German, whose price is 10 crowns, the Dane buys Danish. Such a situation is difficult to imagine in our society, in which even general values and generally accepted associations change in an unimaginably short period of time (see [Figure 15](#)).

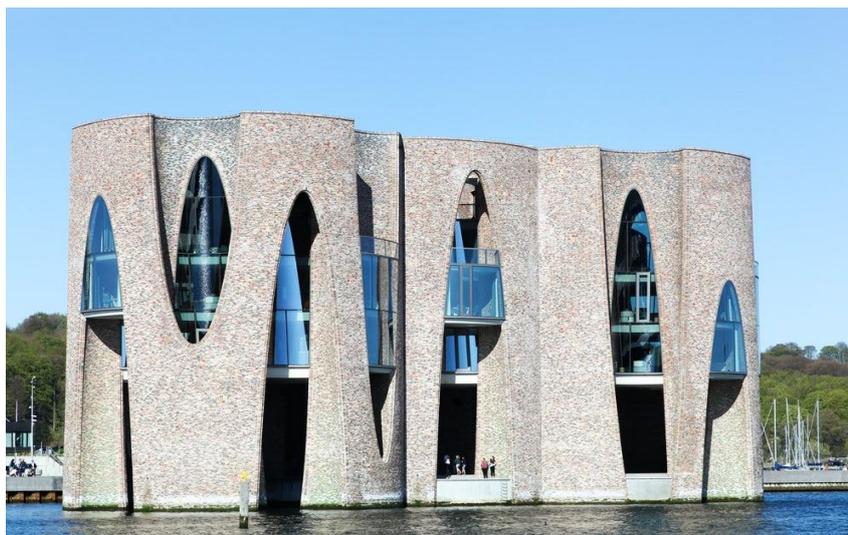


Fig. 15. Vejle – the most fascinating Danish city of architecture

Horsens is a city of green spaces. It has about 58.560 inhabitants and is an important industrial center, with a developed electronic industry. A special historical landmark in Horsens is the Serrridslev Church from 1878 with preserved inventory from 1656. As a consequence of adequate city planning, it should be noted that in Horsens, maximum attention is paid to landscaping. This clearly indicates that the Danes, for every part of free space, see it as invaluable and work on its maximum utilization. Therefore, the greening of small spaces in Horsens is of multiple benefits, both to the individual for whom it is primarily intended, and through the system of greenery of the entire urban structure, raising above all its visual and ecological values. Every green space project not only in Horsens, but in the whole of Denmark must be: functional, environmentally justified and aesthetically acceptable. From these basic principles, specific criteria for the arrangement of urban, suburban or rural areas arise. Staying up to date with new trends is the only advice that applies to everyone, no matter what business they are in. Pizzerias and grills give a special impression in Horsens. If you are so hungry that you can't wait while they are serving you a dish in the right way, there are numerous solutions. Grill, different types of pasta and hot sandwiches. Various Danish specialties are offered. Beautiful smells, tastes, great ambience. In the center there is a large restaurant, located on the first floor and offers the possibility of business meetings, with a convenient and quiet environment. You will not feel noise or any inconvenience, but you have privacy in which you will be able to talk and organize in the right way. The cafeteria allows you to relax after a hard tourist day, enjoy different tastes of coffee, different drinks.



Fig. 16. The beautiful city of Horsens in Denmark - which everyone falls in love with at first sight

The restaurant has two large gardens, which occupy an exceptional position. One large garden, filled with a large number of visitors every day, is located in the Main Street ("Hovedgade"). It provides a beautiful view, fresh air, enjoyment with drinks and good company. Danes are very helpful, when they are asked for any information, and in meetings with acquaintances they greet each other without coming into contact, if no one asks for such an answer. The second garden has a beautiful view of the Main Square ("Hovedtorvet"), so that in the evening, a pleasant atmosphere is created, with mild lighting and quiet selected music. Come and see for yourself the top quality of the city of Horsens and the exceptional ambience. They lived in the realm of good food, drinks, taste, extraordinary company, attractive sights of the city. With its wide range of tourist offers, Horsens will conquer you and provide an unforgettable experience. Let's also mention the nature reserve "Nørestrand" where you can see more than half of the Danish bird species (see [Figure 16](#)).

Viborg is a unique city. The city is located in central Jylland and is the center of the Viborg region of Central Jiland. It is one of the oldest cities in Denmark. It got its name from a combination of two words: "Wii", which means holy place and "berg" (hill). It has about 44.813 inhabitants and because of its central position, throughout history it has always been of great strategic, political and religious importance, especially during the Middle Ages. Known for the cathedral from 1130, which was burned several times and rebuilt throughout history. Today, only the mausoleum of the original cathedral has been preserved. The visitors are certainly responsible for the preservation and revitalization of this cultural and historical monument. By carefully organizing, planning and implementing activities within this historic complex, the Danes have affirmed not only the mausoleum, but also the wider area around it. A special motif is the Latin garden Latinerhaven and three signposts, over six meters high, made of glass, bronze and gilded aluminum. And when it comes to the cathedral, the Jitlanders have their own stories about its construction, burning, renovation, mausoleum, Latin garden.... Exactly, everyone will tell their own story ... You stop and watch and listen. You watch and listen, as the people of Yilan proudly say, about their cultural and historical monuments. If the first wish to visit the cathedral seemed natural, because it usually attracts visitors, the tour of the city surprised many. Every house in Viborg is unique! Small city gardens, as well as balconies, terraces and roofs are oases of peace, retreat and unification with nature. Staying in them is a valuable part of daily life, as a place of fun, play and relaxation. They are a pleasant environment for a game of chess, afternoon coffee, an evening snack with friends. For Dance, the significance of even the smallest garden in the city is multiple and creates a feeling of enjoyment in every part of the space it owns. Danes love originality, especially in architecture and design, for which they are known in the world. Those who like shopping will satisfy their wishes in the city pedestrian street in the very center of the city. Viborg suits all tourists with its orderliness and tourist offer. If you want business meetings, going out with friends, or enjoying an afternoon with your family, as well as marking "some important" date your wish will be fulfilled. The center of Viborg exudes European style. If you are tired of everyday obligations and you are tired of looking for several groceries in different stores, come to Brugsen. You will find everything in one place! Spaciousness, plenty of products, extra service staff, will make you feel special. At every step, you will come across an interesting detail, or you will stand behind the shelves filled with exotic colors, great smells and types of ice cream and enjoy, or you will sit in every corner of Brugsen. Once you visit Brugsen, you will be their regular guest. And let's not forget the prices! The Dane thought of every little thing and everyone's pocket. Because everything in Viborg exudes beauty, good service and a good ambience. Recommendations of numerous tourist visitors and praises related to Viborg can be heard every day. Let us point out one detail observed in this beautiful city. Holidays in Viborg serve as a good basis for restaurant promotion. Advertising is especially related to the festive lunch – a special romantic dinner for Valentine's Day or March 8, a fasting meal during Lent ... In Viborg, restaurants offer a "dinner and play" package, where you get a theater ticket with dinner. The awarding of a coupon in which the name, address and telephone number of the restaurant are clearly written, as well as a recognizable logo, is unavoidable. Usually lower prices are offered, related to earlier dates for dinner, eg for all guests who dine from 18 to 19 hours, the price is lower by an average of 15-25 %. Regardless of all the promotions, the Dane never forgets, not only in Viborg, that the atmosphere, good service and quality offer are always much better and attract more guests and tourists than free drinks or meals (see [Figure 17](#)).



Fig. 17. Each house in Viborg is unique – a special attraction for tourists

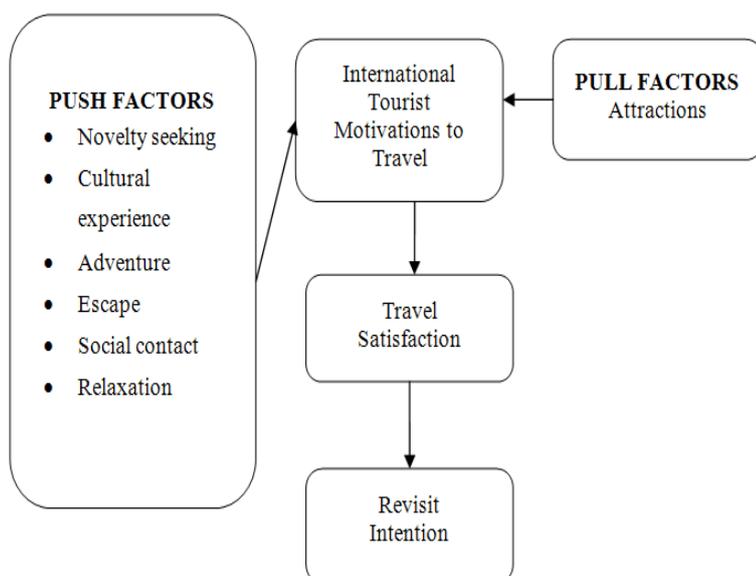


Fig. 18. Framework on tourists' motivations and revisit intentions (Yoon, Uysal, 2005)

According to Dayour and Adongo (2015) referring to research (Mak et al., 2009; Kim et al., 2008; Park et al., 2011; Trauer, Ryan, 2005; Elsrud, 2001) indicate that obviously, to every visit away from home there is a driving motive. Motivations mirror an individual's intrinsic and extrinsic travel needs and wants. Novelty seeking is an inner urge that stimulates individuals to engage in observation, exploration, manipulation, and questioning. Desire to acquire new knowledge and new sensory experiences are central to tourists in search of novelty. However, the psychocentric tourists tend to favour familiar destinations unlike their allocentric counterparts who want to experience the unknown. This means that individuals vary in terms of destination seeking behaviour. The second motivational rubric is cultural experience. The need to participate and learn about a destination's local culture including rituals, values, music and dance constitute cultural motivations. Kim et al (2008) and Hjalager (2003) have also highlighted travel for local food experience as a cultural motive. Another broad factor contributing to tourists travel is the need for social contact. Inherent in every social interaction is the likelihood of friendship. Tourism is an avenue that brings together people with different cultural backgrounds that may lead to friendship (Brown, Lehto, 2005). Dayour (2013), asserts that travel to destinations is an

opportunity to meet and communicate with others. According to Kim et al (2012), the desire to travel is often associated with the yearning to escape. That is to “break from routine” activities of the home and work (Ritchie et al., 2010). This break affords people the opportunity to refresh their minds by engaging in non-routine forms of leisure activities (see Dayour, Adongo, 2015).

3. Conclusion

Once you visit Jylland and experience the culture, people and customs there in the right way, you will want to come back. The authors of these lines were convinced of that in 2015 as well. Then the author G.R. experienced several joys that permanently fill my soul: a visit to my parents, sister, brother, relatives, a memory of my childhood spent in this beautiful country, a trip to beautiful Jylland ... Six years have passed since this trip, and the beauty and nature of Jylland have remained permanently in our souls and eyes. And only the warmth with which the Danes received us. I believe that we will also have the opportunity to show others Jylland, to indirectly repay Danish hospitality. We parted with the Jyllanders and Mrs. Petersen, as old friends, with hugs and warm words. No matter how much time you spend in Jylland, whether it's three days or two weeks, you can expect time to fly by in content, catching up with each other. And while you blink, you will realize that time has expired, and you have not arrived, to see everything. But don't worry, Jylland isn't, one of those destinations, where we go for the weekend and forget about it next time. Everyone who visits Jylland once, no doubt comes back again. If, on the other hand, in Jylland, you don't know anyone, and you want to, at least for a moment, feel their "lifestyle", travel agencies in Copenhagen, offer programs such as "have dinner and hang out with a Danish family!". And after all, believe us, you will realize that, indeed, there is nothing, as Hamlet would exclaim, "rotten in the state of Denmark." This beautiful state, it seems, was created just for man.

Nature, land and people in Jylland inspire: poets, painters, geographers, historians, biologists, sociologists ... to dedicate their verses, photographs, texts ... It is difficult to paint Jylland, even harder to describe, because there is always something unnoticed and which was to be said (see Rajović, 1999; Rajović, 2001; Rajović, 2011; Rajović, 2010; Rajović, 2011; Rajović, 2013; Rajović, 2014; Rajović, 2015; Rajović, Bulatović, 2016; Rajović, Bulatović, 2017; Rajović, Bulatović, 2017).

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