



Towards Social Sustainability in Tourism: Locals' Places in Sight

A Case Study on 60+ Locals in Sauerland/Germany

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Abstract

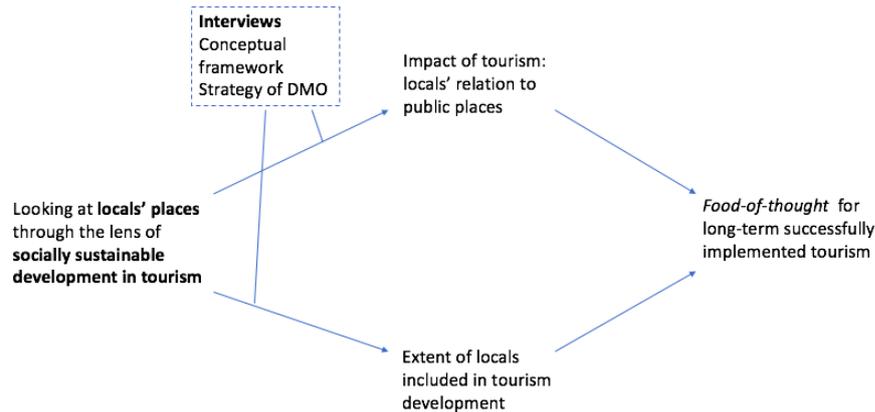


Figure 1: Abstract, source: own

The local tourism organisation promotes places within the area as destinations for tourists; locals were found to be not involved in the decision-making. Further, the focus of the tourism organisations agenda lies on economic growth.

On a small scale, this gives the potential to disruptive tourism as tourists gaze meets places which were intentionally set up for locals. Much more, the urgent request of change was found neglected whether tourism could be a driver for responsible growth towards the environment and human as asked by the UN. Meanwhile, a growing field of research was found, which focuses on a more inclusive viewpoint, considering a vast area of stakeholders and addresses considerable challenges. In short, the complexity of the field is included, towards addressing wicked problems like climate change.

Consideration result in researching the impact of tourism on the usage of everyday places of locals is examined in this thesis. Within the topic, further research is done on the extend of inclusion of locals in tourism development is researched. Through the lens of socially sustainable development and with the help of literature on places, it was possible to gain effects on the concrete example of locals aged 60+ in Sauerland/Germany were researched. Findings from In-depth interviews were compared to literature findings and tourism officials strategy. Current and future consequences of tourism industry development for locals well-being and belonging to place were outlined. To discover how socially sustainable tourism development could be gained from within destinations, the complexity of the field, locals' acceptance of tourism industry and further research ideas and input on how long-term success could be established are outlined. *Keywords: Locals, Social Sustainability, Place, Tourism development, Germany*

Personal motivation and Acknowledgement

When you live the questions, perhaps you will enter, gradually, without even noticing it one of those days into living the answers. (Rilke, 1903)

My interest in gaining more knowledge on the outcome on locals started while travelling the world: The different experiences of being hosted by distant family members, friends of friends, or professionals made clear, how enriching but also destructive tourism can be. The differences between getting involved with locals passionate about their homes or professionals in low-paid positions changed my view of the industry.

Professionally, I started focusing on Audience Development during my Bachelor's degree. Working for theatres and operas developing accessible programs to Mozart and Co deepened my interest: What citizen want, silently support or reject in their life, is not necessarily what is on political agendas or even known. While the type of art might have been not pleasant, the existence of the platform for the social exchange was widely supported. My curiosity in that tension leads me to the topic of the thesis.

For my thesis, I chose the area where I grew up as I was interested in doing a study located in an environment of different branches of industry. Here, I saw the opportunity to research locals and their reactions to tourism in wicked times. I assumed that participants who live under wealthy conditions within a functional democratic system could address future tourism forms. I discovered that even people are less dependent on the tourism industry; still inclusion was not visible offhand.

Finishing my thesis under the circumstances of the pandemic of Covid-19 brought in limiting factors. As I firstly focused on tourists, I had to change my topic as my interviewees stopped travelling. Nevertheless, I am keen to add new insights to this particular field in research. I discovered a gap between established models in combination with an eco-centric interpretation of tourism.

Thanks to my supervisor Laura James for her immense support and feedback during this research. Further, I want to express my gratitude to various people who shared their experiences during data collection. Last but not least, I thank my family and friends for their support.

Contents

1	Introduction	5
1.1	Spatial Context	6
1.2	Problem Formulation	8
2	Methodology	9
2.1	Philosophical and Methodological Approach	9
2.2	Research Design	12
2.2.1	Instruments for Data Collection	13
2.3	Data Analysis	17
3	Conceptual framework	19
3.1	Sustainability	19
3.1.1	Sustainable Development	21
3.1.2	Sustainable Development in Tourism	23
3.1.3	Emerging Fields of Socially Sustainability Research	26
3.2	Addressing Tourism Places	30
3.2.1	Within Tourism Places: Encounters	35
3.3	Summary of the Conceptual framework	36
4	Analysis and Discussion	37
4.1	Tourism Affects on Locals' Feeling of Belonging to Places in Sauerland	37
4.2	'Play by the rules': Disrupting Cultural Meaning	41
4.3	Locals' Involvement in Daily Encounters in Sauerland	46
4.4	The Inclusion of Locals in Managing Tourism	52
5	Conclusion	56
	References	58
A	Interview guide	68
B	Interviews	71

1

Introduction

Thinking about the construction of place is as old as studies on humanity. Briefly summed up here and further explained in the following, it is where community and cultural exchange happen, and relations are made, which let bonds occur (Koops and Galič, 2017). Actions can be remembered in a context and allow people to feel secure and home, in being connected and their shared memories (Kyle and Chick, 2007). Therefore, locals connection to a place places a significant role in their well-being (Qiu Zhang et al., 2017).

If tourists enter places, researchers describe them as destinations (Leiper, 1979). Pointing towards practice where destinations can often be found as managerial, static or saleable products while defining destinations on varying parameters Hultman and Hall (2012); Leiper (1979). In short, consultancies sell strategies driven by political or economic ideologies, where brand are defined and in a geographical setting, including culture and nature (Hall, 2013). It hides how contextual places are. Much more, the complexity of locals relation to place, tourism's impact on it, but also the complexity of tourism itself is disregarded.

As also discovered in the current case, tourism is most commonly evaluated by economic growth and rising numbers of incoming tourists. Looking at it from a broad scale, as one of the representative organs of the tourism industry, the United Nations World Tourism Organisation (UNWTO) recorded in 2019 1.2 billion international tourist arrivals worldwide, and therefore, additional growth of at least 4 percent for the ongoing year. Somehow illogical, the announcement was connected with the premise of responsible growth, recalling 2030 Agenda, and its Sustainable Development Goals (United Nations World Tourism Organization (UNWTO), 2020). Concerning the researched case, the European Union highly supports it; tourism is a widely used revitalization tool for rural areas and highly subsidised (Hjalager et al., 2018). Meanwhile, binding aims towards a more responsible growth like suggested in 2030 Agenda are not yet established (Dana et al., 2014).

The set of Sustainable Development Goals describes a vast field of economic, environmental, social and cultural factors (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ), 2017). Similarly opposed to the findings above, the economic outcome remains mostly unchallenged, researchers critically discussed it in terms of selling points (Higgins-Desbiolles, 2018). In an attempt

to capture the complexity of the field, [Hultman and Hall \(2012\)](#) describe tourism as "world making" and herewith "place making" (ibid, p. 548). According to [Higgins-Desbiolles \(2006\)](#), putting the economic outcome in forefront diminished the social relations behind it. Moreover, [Leiper et al. \(2008\)](#) stated that rating tourism solely as an industry and not as a social phenomenon is a failure. Resulting in need of research on locals' places as the level of effects of tourism on destinations and inhabitants need to be further discovered ([Boluk et al., 2019](#); [Qiu Zhang et al., 2017](#); [Higgins-Desbiolles et al., 2019](#)).

Therefore, literature findings result in researching current and future development through the lens of socially sustainable tourism. Emerge within considerations on responsible growth, economic, environmental and social sustainability was found to be discussed as the three pillars society should strive to achieve ([Tikkanen, 2020](#)). Over the last years, the field of social sustainability comes to the fore ([Colantonio and Dixon, 2011](#)). It focuses on communities well-being and integration as a driver for long-term successfully implemented tourism ([McCool et al., 2013](#); [Timur and Getz, 2009](#)). Much more, the positive and negative impact could be differently governed by including locals; preventing rejection of tourism by locals ([Higgins-Desbiolles et al., 2019](#)). As the field is highly contested, it will be briefly discussed during the thesis. In connection to the literature on socially sustainable tourism, literature findings on place, locals connection to place and parameters on rating tourists and locals encounters will be further discussed and outlined.

As tourism numbers are rising, locals relation to each other and their connection to places are at risk. Therefore, considering understanding stakeholders' relation to place could strength strategy planning of tourism destinations in a socially sustainable manner ([Higgins-Desbiolles et al., 2019](#)). Trying to consider a more responsible growth leads to the question of what drives or stops locals from sharing their places and what should be known before tourists enter locals places, ([McCool and Lime, 2001](#)). On the following pages, such a situation was discovered in the current case, which emerged in the problem formulation.

1.1 Spatial Context

The low mountain region Sauerland embraces 4462 square km and is located in Western Germany. It is the largest continuous tourism area in the federal province of North-Rhine Westphalia ([Soyka, 2019](#); [Schneider, 2019](#)). The wooded, water-rich region has a population density of 198 inhabitants per km² (total population of 882, 505)([Fischer, 2019](#)). Meanwhile, 17.1 million people live within the adjacent catchment area, which makes it one of the most densely populated regions in Germany and Europe. Due to its central location connectivity options and resources, a diverse industry is established. It is based on the metal industry, automotive supplier, wood, electric, and synthetic industry.([Statista, 2018](#))

Tourism industry looks back to a rich history in the area. Adjoining residents from the neighbouring highly industrialised areas used Sauerland for recreation of health already at the end of the 19th century ([Heimsoth, 2020](#)).

Tourism growth was supported from within the society from an early stage. In 1891 a still operating club (33,000 members), called *Sauerländer Gebirgsverein* was found to support accessibility and infrastructure of the area for travelling into nature (Kracht, 2020). The development led a local teacher to the opening of the first youth hostel in Germany in 1920 (ibid).

Much more, tourism industry shapes the area with water reservoirs, build around 1910 for industry and recreation. The reservoirs are rated as the breakthrough of tourism within the area. They are concluding that the area has a long tradition of public places shaped by tourism (Moers, 2020).

By holiday legislation, development led to partial mass tourism in ski regions in the northern part. This research concentrates on the lower regions, where hiking, camping and tourism on farms are found. Here all informants are located. In the 1970s, turn of interest and mobility reduced growths (Bogen, 2020).

Still, it was estimated that tourism contributes 1,4 milliards revenue to the region (Soyka, 2019).

Interestingly, DMO Sauerland was found in 2003, and members are representatives of cities and villages in the region, as well as regional DMOs and private companies. The association is financed by membership and project fees. Main tasks are providing economically balanced market strategies within the region and marketing material, addressing communications, products and sales, holding the overall aim to raise guest number within the area. (Weber, 2015a).

According to the latest studies, today the area is mostly known for outdoor tourism in connecting biking, hiking, skiing, and health tourism. Cultural and business trips play a tangential role (Weber, 2015b). Currently, best agers and families with medium or higher income levels preferred the region for making holidays (ibid). Apart from current struggles based on the Covid-19 lockdown, the development of the industry's economic output was stable and slightly declining (dwif, 2019). Sources for current-driven and future strategy focus on economic outcomes in a yearly report called "Tourismus Barometer" by a local bank and a consulting company called dwif (dwif, 2019).

Based on the strategy of DMO Sauerland, numbers of tourists should receive higher growth and change to a younger and urban customer group (dwif, 2019). However, it is stated that infrastructure is not sufficient, and more significant investments are not planned (ibid). Moreover, "active support of acceptance of tourism industry and regional awareness" is considered as necessary while not connected to any planned activity (ibid, p.64). The only description of the strategy where locals are mentioned, states that guests encounter people who "appreciate their place of origin; they have a down-to-earth attitude and feel rooted within the area." (ibid, p.45). As stated before, the DMO established content for media on the topic "Nature" calling it "Living outside", "Hidden secrets to discover!" or declares the landscape as a personal new freedom for visitors, while mostly empty nature is used as media content (Sauerland Tourismus, 2017; dwif, 2019).

1.2 Problem Formulation

While wicked problems need to be addressed, the economic result is still in the main focus when rating tourism's outcome. The UN and national strategies ask for focusing on implementing agenda 2030,; regional DMOs focus on rising numbers of incoming tourists (Dana et al., 2014). They are mostly excluding locals and their connection to places, opposing to their promotion of destinations (dwif, 2019). These circumstances influence the outcome and probably weaken the success of a long-term implementation of tourism (Higgins-Desbiolles et al., 2019).

Aiming to get a deeper understanding of which extent tourism can develop more holistically in Sauerland, in case of 60+ locals, the following research question arose:

How is locals' relation to public places affected by tourism, and to what extent feel locals included in tourism development?

To gain a more in-depth understanding, I will outline the research approach and applied methods. Based on that, the conceptual framework will follow which structure is explained hereafter.

The thesis is embedded in the concept of sustainability. As the concept is intensively discussed, origin and development will be further explained, focusing on social sustainability. Leading to the second focus on how socially sustainable tourism could be applied and how a community could be understood, considering the theory on social capital. Thirdly, the literature on how places in public and private emerge will be summed up. It will be done in the context of how locals connect to places, how encounters and power relations are perceived.

Subsequently, the fourth chapter provides the analysis, setting the conceptual framework to collected data. Trying to grasp the extent to which DMO strategy corresponds to locals impression on tourism and how it could develop in a socially sustainable manner. Insights will be brought together in a brief discussion in the notion of social sustainability in tourism development. Concluding, findings will be summarized to answer the research question and related sub-questions.

2

Methodology

The current chapter covers the academic approach of the research. Therefore, philosophical and methodological questions will be answered. In connection, the research design, data collection methods will be explained. With this, research questions, informant, data analysis and research limitations are outlined.

Manifold argumentation can be established in an attempt to answer a research question. As summarised by [Arbnor and Bjerke \(2009\)](#), it is depended on the context, knowledge and perspective of the researcher. Ergo, researchers relation to science, previous education or ethical beliefs may be relevant, and relations must be carefully considered.

Therefore, the researchers promote the idea of revealing new ways of thinking while challenging ideas, models and determined goals. Published theories help to connect philosophical thoughts with reality. In consequence, a methodological framework does not exist as a template; it will be developed through the process of reading literature, gathering and analysing data ([Arbnor and Bjerke, 2009](#)).

2.1 Philosophical and Methodological Approach

The current chapter encompasses the philosophical foundation and study process to illustrate how knowledge creation proceeded.

Philosophy of Science: Social Constructivism

As described by ([Lincoln and Guba, 2016](#), pp.35-37), the paradigm governs as a guiding source through the world as it contains *what, through whom, how and why* the research is conducted to deliver a satisfactory suggested solution to a scientific problem. It means that researchers explain their philosophical stance. The ontological, epistemological and methodological question is answered. While constitutes of the paradigm are not clearly defined, one could explain it as the belief system of the researcher which delivers answers to the questions of how we come to a knowledge ([Lincoln and Guba, 2016](#)).

The Ontological Question: *What can we know?*

“What is there that can be known?” (o)r (...) What is the nature of reality?” can be asked when searching for the ontological stance (Lincoln and Guba, 2016, pp.35-37). Within this study, these questions are answered from a relativist position. Differently said, understanding or designation is solely achieved if thought by a person, who sees it in reflection to social constructions within the world (Ambert et al., 1995; Lincoln and Guba, 2016). In the case of the thesis, it can be discovered as interviewees construct their definition of nature, relations or activities. 'Truth' derives, therefore, only for certain groups of people, who agree on common constructions (Lincoln and Guba, 2016).

The Epistemological Stance: *Knower and Knowledge*

The epistemological question is answered concerning the ontological stance. It can be formulated as “What is the nature of the relationship between the knower and the knowable?” (Lincoln and Guba, 2016, pp.35-37). Deduced from the established worldview, it describes the origin of what we know (Ambert et al., 1995).

Epistemological, the project stance can be described as transactional subjectivism (Lincoln and Guba, 2016). The stance was chosen as it supports no simplification of the context. It prevents from taking previous findings or stereotypes as given and helps to acknowledge the circumstances how knowledge was achieved ((Benckendorff, 2009; Arbnor and Bjerke, 2009).

Further insights on the topic want to be achieved by interviewing people who have subjective underlying perceptions and values. Revealing them allows evaluating on social relations, social and role of encounters (Hannam and Knox, 2010).

The Methodological Question: *How to find knowledge?*

Within the work of Lincoln and Guba (2016, pp.35-37), the question is formulated as “How does one go about acquiring knowledge?”. The question is answered following the ontological and epistemological position taken as a researcher regarding this paper (Lincoln and Guba, 2016). The research is carried out in a dynamic process, which could be compared to the concept of the hermeneutical spiral Hitzler (2013). The philosophical, concept describes a way of understanding, interpreting or explaining data. In short, the Greek god Hermes brought cryptic messages from other gods. Here, one way of interpretation of messages found its way to critical thinkers and further developed over centuries. Briefly said, context, the ambiguity of language and mutual understanding influence data and interpretation Hitzler (2013).

In this work, Literature, empirical data and findings are continually revised by the researcher. It is done in correspondence with the supervisor and other students. Figuratively, from a starting point of pre-understanding, the researcher moves back and forward in the process of learning and reflecting towards new knowledge on a topic. The aim is to unravel values, meanings, connections and bring relations to the whole. (Guba, 1990; Hannam and Knox, 2010)

The Axiological Stance: *Values and style of writing*

According to Guba et al. (1998, pp.35-37), “which is the most valuable, (...) the most truthful of all knowledge to me?” can be asked to understand the axiological position. A solid foundation of research asks for a clear set of values, which are hopefully discussed above.

Following the outlined paradigm, the author aims for clear and understandable writing to make the research and line of argumentation as accessible and transparent as possible. It includes transparency towards interviewees, and therefore, guidelines are discussed in the following pages. Much more, language and surroundings are addressed as the case is in Germany and Interviews are held in German. The reflection on values is covered in the following lines. It includes a brief review of philosophical positions taken so far and discussion around social science addressing wicked problems. The second point appeared appropriate, as several complex fields are addressed. Most apparently, sustainability addresses the wicked problem of climate change. Further, tourism’s viability is often based on natural resources in terms of attractive destinations and oil in terms of mobility, to name two vivid examples.

Reflections on the researcher’s role: Addressing wicked problems

During the study of tourism at AAU Aalborg, projects by the author were written from a constructivist viewpoint. The focus lied on discovering further knowledge on human belief systems of a socio-cultural practise following approaches by Bryman (2012) and Lincoln and Guba (2016). Also, during a study exchange program, a project within the field of economic studies was carried out. Thus, it was written from the ankle of critical realism as described by Arbnor and Bjerke (2009). Here, economic and political systems, like DMOs, were taken as given. It was done to outline possibilities of innovation in rural tourism within the current economic and political landscape of Southern Germany. The researcher was following the approach of Arbnor and Bjerke (2009) to creating new business knowledge.

During these projects, thoughts were already given to the dilemma of tourism as a wicked field. Tourism relies on human constructions, economic interests and natural resources. Starting to conduct the current research arose further question regarding knowledge production.

Addressing climate change as another wicked problem researchers claimed discussions on the importance to clarify viewpoints. In tourism, dependence on natural resources and expectations of stakeholder and their perceptions are considered. More explicitly, Hall (2019, p.1047) explains that tourism is seen as an embedded system within “biophysical processes (...) as the natural world and (...) socio-economic processes”.

As Demeritt (2006) sums up, the relevance of global warming can be measured by acknowledging discussions of committed researchers, politicians likewise as sceptics. Therefore, a philosophical stance emerged which differentiates from any doubt of the existence of climate change (Hall, 2019). Moreover, fitting to the aimed research and in an attempt to answer, the research question the philosophical stance was picked to define the field of interest. With the attention to make research and results understandable. Therefore, the development of how sustainability got into focus will

be further discussed in the conceptual framework. Briefly summed up, [Hannam and Knox \(2010, p.4\)](#) point out that connotation is constructed by the social while the acceptance of things as facts are recognized.

Much more, the complexity of tourism cannot be neglected, as it is highly dependent on the context and differently interpreted by a full range of stakeholders. Thus, the ontological perspective of social constructivism is chosen as a social reality is seen as a construct. It is aimed to discover interpretations of relations with each other and in connection with the social systems of participants. It appeared relevant as the DMOs conceptualisation of locals is questioned ([Benckendorff, 2009](#); [Guba, 1990](#); [Lincoln and Guba, 2016](#)).

Addressing social sustainability, but also places and its privatization add societal criticism as another perspective to the thesis. Acknowledging [Denzin and Lincoln \(2003\)](#) explanation that cultural conditions affect the behaviours of people that nothing can be perceived as given naturally. Therefore, one may consider that power structures, and peoples the behaviour is questioned regarding a post-structuralist perspective. Further, being aware of Foucault as he referred to "regimes of truth", where a system is built "(...) to define and produce knowledge, and thereby ensure the continuity of an institution or a social system" ([Mikula, 2008, p.161](#)). Considering the perspective will help to research on the wicked problem to gain hopefully further insights.

2.2 Research Design

Following the thoughts above, the subjective within the case will be analysed with the help of relevant literature. It is done following [Tribe \(2003, p.47\)](#) who concluded that tourism research is more of a mosaic of findings from various disciplines. As this appears valid for several fields, in the case of the thesis, literature from philosophy, geography, law and economics will be outlined for tourism research. Also, sustainability can be perceived as rooted in the fields of ecology and biology. The viewpoint was found valid as the research question addresses tourism embedded in the everyday life of locals.

Qualitative Research Methods

The research is of qualitative, which aligns with the philosophical stance of the researcher and the addressed topics. Within the research, the researcher is fishing for "complex motivations, desires, feelings and opinions" of locals within the tourism environment in Sauerland ([Hannam and Knox, 2010, p.175](#)). Here, the impact of tourism on locals from the perspective of the community is intended to be further understood. The aim was to address the social context of the research case and to get a deeper understanding of it. Therefore, numerical data like quantitative methods would not allow the form of insight and were only used for side support ([Hannam and Knox, 2010, p.176](#)).

2.2.1 Instruments for Data Collection

The following section introduces the data collection techniques used during research for this project. It introduces the informants and interview techniques, as well as setting the context for the interviews and participant observation.

Primary and Secondary Empirical Material

Following [Driscoll \(2011\)](#), researching a question starts with reviewing and getting knowledge with the help of already published research. The researcher marks it as the starting point of gathering data. It helps to outline a research question and get knowledge on the field explicitly. According to [Driscoll \(2011\)](#), this is how the process of getting new knowledge on a field should start.

In the case of the current thesis, knowledge was gathered via AAU Library and Google scholar. Previous research, newspaper articles, books and journals were collected, scanned, grouped and read carefully. While some texts were used as an inspiration, others were summed up or quoted directly. Articles were gathered while using keywords like sustainability, place, sustainable tourism and sustainable development. Further, the work of researchers was scanned or partly read. Thirdly, literature was scanned by the year when it was published to get an impression on currently discussed topics.

Besides, strategies, newspapers, hashtags and journals of DMO Sauerland, other DMOs in Germany and related consultancies were read. The current strategy of the DMO Sauerland and related newspaper articles were downloaded, and a thematic analysis was done to filter data addressing researched topics.

Primary data were gathered after the field was studied. During and after the interviews, the researcher read and modified the literature in case needed. It was done by perceiving the research as the process of gathering new knowledge.

The Selection of Informants

Whereas research on qualitative research methods and philosophical positions grew over the last years; sampling is still a field which is easily overlooked in this field, as [Noy \(2008\)](#) summed up. Contrariwise, he points out that this is the formative point where contact between researcher and participants is constructed. Following [Kvale and Brinkmann \(2009\)](#), interviews were done until a satisfactory amount of data for answering the research question was collected, and no essentially new knowledge was gathered ([Etikan, 2016](#)). Qualitative research under the paradigm of social constructivism will always have different outcomes; changing a variable like the question, time of research, interviewees, interviewer or the setting to name a few examples. Still, data collection was done with limited resources like time and working force.

With the focus on connection to tourism and received impacts, the purposive sampling method of *Critical Case Sampling* as described by [Etikan \(2016, p.3\)](#) was found to be most relevant. Here, the researcher asks while finding samples questions like, “If it happens there, will it happen anywhere?” or “if that group is having problems, then can we be sure all the groups are having problems?”. Much more, interviewees in purposive sampling are found ”based on study purpose with the expectation that

each participant will provide unique and rich information of value to the study.” (Etikan, 2016, p.4) The group of participants was chosen as they live for a long time within the area and most likely experience any form of tourism. Secondly, they are all using nature for recreation. Contact with the first informant was made via an e-mail distribution list of a private local hiking group, and further contacts were established through word of mouth, also described as snowball effect (Noy, 2008). Meanwhile, in pre-interviews, it got clearer that participants have resources like time and education to be politically informed or active in any way. Likewise, participants have the monetary resources to do free-time activities.

The presented thesis draws on research that includes 11 in-depth interviews that were made with locals in Sauerland/Germany, five men and six women were interviewed. The interviewees are all aged between 60 and 70 and live within a distance of max. 50 kilometres. All subjects are retired, belonging to the middle or upper-middle class and were not directly working for the tourism industry. Some informants were born in the region; all of them are permanent residents in the area for at least 30-40 years. What more, all informants use nature for recreation.

Subsequently, the full list of interviewees is presented. The interviewer and interviewees agreed on using data anonymously. Therefore names for this research were given to the participants, and initials were used in the analysis. The numbers correspond with their residence on the map and protocols in the appendices.

It can be found, age, residence, how long they live in the area, relation to tourism and relation to the researcher (if existing)

Table 2.1: Interview participants of this study in Sauerland region

Name (Abbreviation)	Age	Residence	Household size	Children	Years of residence
Josef Müller (JM)	66	Oeventrop	2	3	37
Teresa Peters (TP)	63	Arnsberg	1	3	35
Annika Schulte (AS)	64	Freienohl	2	1	35
Simon Tigges (ST)	67	Wenholthausen	2	2	40
Svenja Wulf (SW)	64	Grevenstein	2	2	38
Anna Maschke (AM)	64	Grevenstein	2	2	—*
Timo Kueckenhoff (TK)	67	Langholthausen	1	2	—*

* born in Sauerland

Interview Techniques

Semi-Structured, Active Interviews

The form of gathering data was carefully chosen in connection the position as a social constructivist. The focus lied on getting to know informants view on their everyday life within a community, how they use their places and what influence tourism has on it. As a result of this, findings of Kvale and Brinkmann (2009) were found to be most relevant. The researchers line out a flexible approach of semi-structured, active

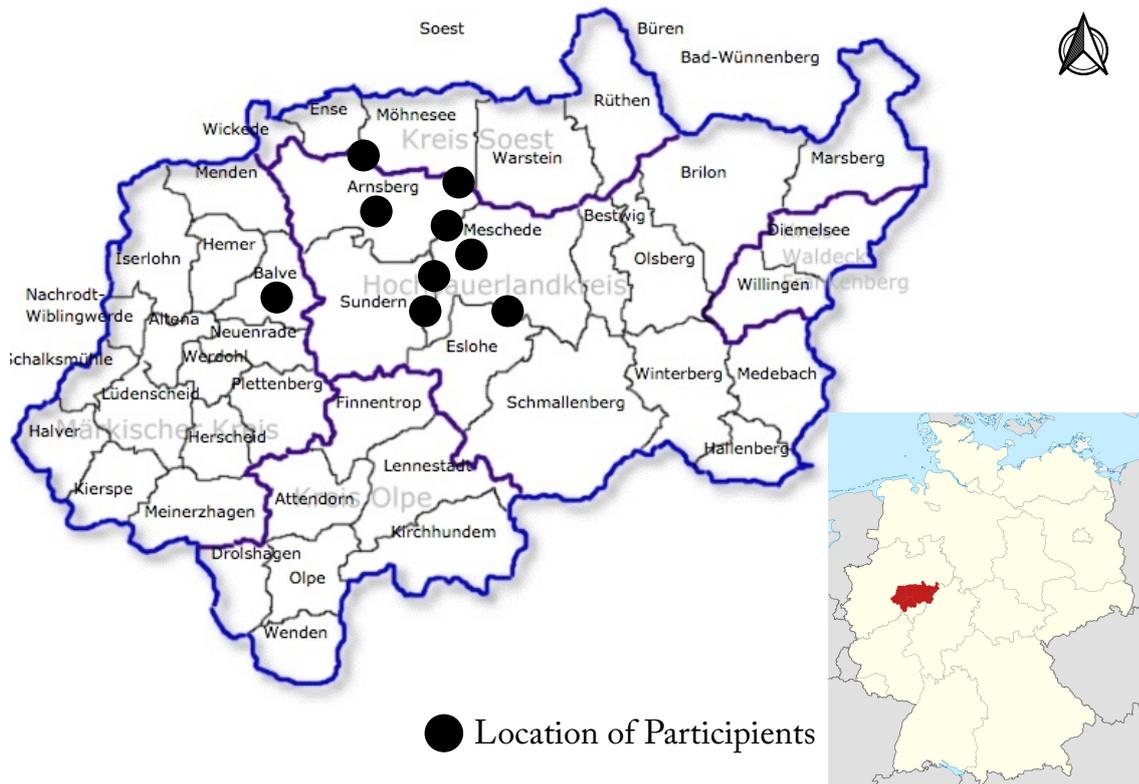


Figure 2.1: Location of Sauerland Region in Germany and Location of Interview Participant

interviews. Within an informal atmosphere, open questions are asked. The order of questions is related to the response of the participant. The approach leads, therefore, to an open and active form of an interview. The setting supports participants opening up and talking freely, which can be beneficial for outlining their point of view entirely, including values and different perspectives (Hannam and Knox, 2010, p.18).

An interview guide was prepared (see appendix) and used depending on how interviews developed. Mostly, participants followed their narratives, explaining the topics in various ways. Here, equally important data was unravelled. The questions were formed concerning topics in the literature review and tested on a person. The researcher had memorised the topics and questions and was able to talk freely. According to Kvale and Brinkmann (2009), the first questions were reflexive and easy before asking more profound, personal questions. It enables an entrance and encourages participants to talk.

All in all, the researcher paid attention to stay neutral while asking to push no direction or influence the interviewee. As the researcher followed the arguments of the participant, the interviews got time-consuming and insights needed to be structured. It was done with the help of thematic analysis, as described in the following (Kvale and Brinkmann, 2009).

Reflecting on it, following Noy (2008, 2004), it cannot be ignored that the involved parties might differently perceive interpretation and motivation of how and why the interview takes place. Pre-questions on the phone, small talk before and after the interview were therefore done. The interviews took 60 - 100 minutes; most interviews took about 90 minutes. The length was necessary to go in-depth and to let participants

develop their thoughts. Looking at the *pattern of participation* and herewith *manner of participation*, all participants were interested in the topic, enthusiastic to talk about it and the interviews had a lively, informal flow (Etikan, 2016). After the interviews, notes were made as the talk continued after the microphones were switched off. Some interviewees stated that these were topics which should not be taped. Therefore, information was excluded from the research. Moreover, the findings were shortly presented on the phone. Several interviewees wished to receive further information after the oral defence and publication on AAU project library. Due to transparency concerns, comprehensive information was given to all interviewees.

Surrounding

Researching under the restrictions of the Covid-19 pandemic brought challenges regarding interviewing the participants. As all participants are in the risk group, the researcher had to pay attention to the topic. After several changes, participants and researcher agreed on personal interviews at the homes of the participants. It is fortunate looking at the chosen form of interviews. Kvale and Brinkmann (2009) point out that interviewees should feel. As comfortable as possible. Still, microphones were used to sit not close to each other. If possible, places like terrace were chosen as a setting. Meanwhile, the researcher prepared separated bottles, masks and avoided transportation. While the pandemic brought challenges and fears, several participants mentioned that meeting up again and talking about their role in society appeared even more relevant and exciting to them.

Language

How language as a system of metafunctions helps people to express opinions and meanings is a highly researched topic. Briefly described for this research, as Nes et al. (2010) outline, language as a subjective impact on reports from two sides. Firstly, impressions and their constructions are coloured by the way people express them. The complexity of language and understanding cannot be narrowed. Additional knowledge should help to get more awareness of the situation (Nes et al., 2010). All interviews are carried out in German, as this was the mother tongue of all participants. Further, it was the language all participants speak fluently. It was hoped that this would support understanding between the two parties. It also influenced the decision to make long, semi-structured interviews to have resources for in-depth discussion and reflections. There was also time for rephrasing to ensure clearness (Nes et al., 2010; Kvale and Brinkmann, 2009).

Meanwhile, the thesis is written in English. Therefore, it is acknowledged that a non-English native researcher held non-English data interviews and analysed other non-English data to translate the data and to publish an English thesis (Nes et al., 2010, p.131).

Transcription

Following (Kvale and Brinkmann, 2009), transcription is beneficial for interpretation, first impression before analysing and getting knowledge of collected data. In an ideal world, complete interviews are transcribed, including sounds and tone of the voices.

As (Bryman, 2012) continues, transcripts build a valid resource for a quotation. Due to time lack, no interviews were entirely transcript for the investigation. With the help of an audio-program, called *maxqda*, the researcher listened to collected data and marked essential passages and topics with different colours. In the next step, exact transcripts and translation were made in memos.

In the electrical appendix, used passages, source and translations are presented. In numerical order, transcribed and translated passages are listed in an excel sheet, followed German transcripts of the interviews, coding and memos with English translations.

Unstructured Observation

Writing from the position of social constructivist, an open and complete description of the research project is aimed. Therefore, unstructured observation is shortly described as the researcher did actively move to the area while driving from interview to interview. With this, notes and photos were made to give vivid examples and further demonstrations to illustrate the findings. Now, the researcher followed findings of Bryman (2012) and Kvale and Brinkmann (2009) who explain that further insights can be reached by observing the setting where research takes place. Much more, observations can be used to get access to the investigation (ibid).

2.3 Data Analysis

Qualitative research requires a systematic approach to structure the vast amount of data transparent and finally, to order the findings in a report (Froggatt, 2001). Much more, researching as a social constructivist and qualitative research makes it essential to outline which data was used, how raw data was found and finally how findings were analysed. A transparent and open description is needed due to trustworthiness (Froggatt, 2001).

Eleven interviews, including protocol made before and after the interviews, as well as short unstructured observations on the way to all interviewees, data gathered from the DMO Sauerland material, and findings from the theory section were sorted to make analysis possible. As mentioned before, the data was structured and transcribed with the help of a program. Here, the data could be marked and grouped. Interviews were partly transcribed, as further described above. It was all done following the concept of thematic analysis as outlined by several researchers (Kvale and Brinkmann, 2009; Braun and Clarke, 2006). Therefore, categorisation is done to reveal patterns or themes which are reverential for overall data. This means that underlying meanings and discussions can be grouped, avoiding categorising under superficial aspects. Additionally, Braun and Clarke (2006) describe that flexibility to theory usage, which also fits this contribution to an emerging field. As the thesis aims to gather more profound knowledge on locals' places in Sauerland concerning the impact tourism has and how they feel involved, thematic analysis was found to be relevant.

The analysis will be segmented along with themes or patterns as emerged from the research. Photos from the observations will be added as further explanations within the analysis. Here, impacts to tourism will be examined, whether the influence is rated positively or negatively, how the relation to places is affected, and if management in a socially sustainable manner is present or conceivable.

In practice, the researcher made mind maps when listening to filter the themes. The mind maps and other findings were compared. In a second step, the passages were transcribed and translated into English. Afterwards, the themes were grouped to open codes (see appendix). During the analysis, findings of [Flick \(2003\)](#) were used as guidance.

In brief, the researcher repeatedly asks, *what topic was brought up? How was the topic, people, or things addressed? When did it come up? For how long? What moved the interviewee? Why did this come up? How was it told?* ([Flick, 2003](#), pp.200ff) Meanwhile, short descriptions of the participants, characteristics and comparison of the participants were done in the form of notes ([Flick, 2003](#)).

3

Conceptual framework

The thesis is embedded in thoughts around a more holistic future, often discussed under the collective term of sustainability. On these grounds, the concept of sustainability will be outlined, focusing on the social aspects of this research.

More narrowly, sustainable development and how it is discussed to tourism will be outlined. Applying social sustainability in real cases is highly controversial. Therefore a third sub-chapter will focus on the discussions.

Consequently, possible guidelines for tourism towards social sustainability will be outlined.

After explaining how tourism through the lenses of social sustainability could look like, the concept of place and self-identity of locals will be explained. In an attempt to rethink tourism, these two concepts appeared relevant.

Firstly, locals relation to their public and private places needs to be unravelled to use the knowledge for a new tourism concept. Secondly, self-identity towards places will be discussed to get insights on how the connection is made. Also, a summary of the concepts will be found.

3.1 Sustainability

"A process to meet the needs of the present without compromising the ability of future generations to meet their own needs" (United Nations (UN), 1987, p.41).

This quote is taken from the report *"Our common future"* and herewith the concept of 'sustainable development' appeared. It is part of a report of Norwegian prime minister Gro Harlem Brundtland, who was the chair of the UN WCED in 1987. The report provided the impetus for the ongoing debate (Tikkanen, 2020; United Nations (UN), 1987; Mihalic, 2016).

Initially, the germ of the idea of sustainability is ascribed to the discourse on tree cultivation of Hans Carl von Carlowitz, born in 17. century in Sachsen, Germany. The concept is still part of the German National Forest Act and suggests a far-sighting treatment of wood to encourage a balance between nature and economy (TU Bergakademie Freiberg, 2013; von Hiller, 2014).

The 300 years old concept has occasioned a widely discussed topic. So, it can be found in different branches in a vast field of interpretations (Hall, 2019). For

instance, significant organs like 35 billion US-dollar worth United Nations Principles of Responsible Investing (UN PRI) can be traced back to the idea of Carlowitz (von Hiller, 2014). Much more, in 1983 the World Commission on Environment and Development (WCED) found by the United Nations (UN) was set up to watch human impact on the planet in fear of unrecoverable destruction, which leads back to the introducing quote from so-called Brundtland-report (United Nations (UN), 1987).

In the report, politicians addressed the interconnection of crises on the planet which stand in no relation to human-made borders: They agreed that environmental, economic or social crises could not be perceived as national problems but as global phenomena (Tikkanen, 2020, p.13). It results in need of taking the three types of crises into account. Much more, politicians acknowledged the necessity for a 'sustainable development' in the forefront of worldwide decision-making (ibid).

Since then, the United Nations and participating organisations agreed on further agendas. The Kyoto Protocol (1995) and the following Paris agreement (2015) focus on the reduction of Carbon dioxide emission to reduce global warming (Bundeszentrale Politische Bildung BPB, 2016). Having Brazil, the USA, Russia, India, Europe and China signing the declaration in Paris was a milestone in UN history. Though, in November 2019, the USA has begun the process to quit the agreement (United Nations (UN), 2015; Bundeszentrale Politische Bildung BPB, 2016).

Addressing all aspects of sustainability as the motor of development, the UN Agenda 2030 introduced 17 Sustainable Development Goals (SDG) and 169 targets (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ), 2017). The agenda formed a new pivot of debates as they replaced the eight Millennium Development Goals. Towards answering the research question, relevant SDG will be adduced in the following chapter to the tourism industry (ibid).

In addition to elaborating SDG and relevant concepts, researchers claim constant critique on the concept. Vivid examples are researcher calling the SDG not extensive enough and rather fragmentary (Mihalic, 2016; Higgins-Desbiolles et al., 2019). Moreover, Boluk et al. (2019) and Wheeler (1993) pointed out that the concept appears too abstract for daily implementation or broad acceptance. A similar critique was stated concerning UN Millennium Development Goals (MDGs) by Cotterell et al. (2019) and Hall (2019), also adding that the goals were unpresent in research, especially in combination with the discussion of neo-liberalism.

As Germany agreed on SDG, and DMO Sauerland is part of the democratic organ developing future economy, it appeared relevant to gain further insights within this thesis (Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (BMZ), 2017). Therefore relevant SDGs and how sustainability could be applied to involve locals voice in tourism will be found out in the following chapters.

3.1.1 Sustainable Development

Discussing sustainable development not only led to the development of goals and therefore splitting the complex field into tasks. A famous attempt of categorizing the wicked field is the division in three pillars (McKenzie, 2004). The concepts picked up the three main topics as outlined by the UN, namely economy, environment and people and illustrate dependencies. Within the research, it appeared relevant as a focus on social aspects is possible but neglecting the other aspects impossible if to grasp complex fields (Saarinen, 2014). Much more, to find out more about the possibilities of socially sustainable tourism, the conceptualisation of it by locals is in focus (ibid). As summed up by (James et al., 2020), locals define the field very differently to abundant contexts and cannot be grouped up behind a concept.

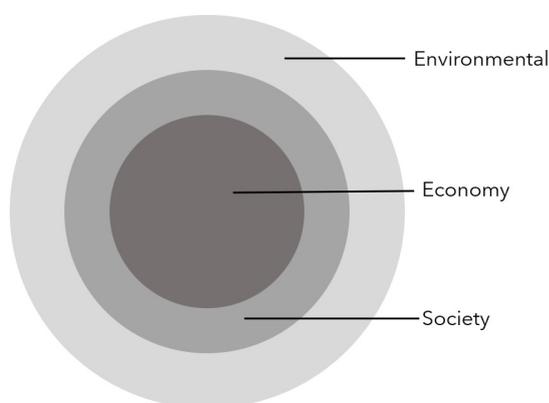


Figure 3.1: 'Concentric Rings' by McKenzie (2004, p.4)

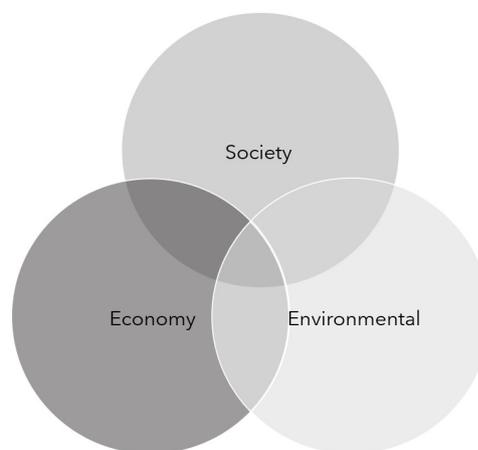


Figure 3.2: 'Overlapping Circles' by McKenzie (2004, p.5)

McKenzie (2004, pp.5-6) study on definitions of social sustainability delivered two graphics which show the connection of the fields made by previous research. Looking at the right side of the figure above, the diagram 'Concentric Rings' shows economic questions in the core of the organisation, enveloped by the societal and sub-distantly connected to environmental fields. The left illustration shows the three fields equally sized and in connection with each other. The author explains that concept is about "sustaining something" while acknowledging all components of the field, which is illustrated with the overlapping circles. McKenzie (2004) concludes that this is not the case so far. The current situation matches with the left illustration as the economic outcome is in the centre of interests (ibid).

Likely to the controversial discussion, how the pillars can be seen related to each other, several researchers like Cotterell et al. (2019) or Juvan and Dolnicar (2016) summed up different positions within the field. The connected concepts of sustainability show the variety within the field.

For instance, (Hall, 2019) findings align with the already outlined critique in the introduction that economic growth is the weightiest factor rating the outcome of tourism enterprises, rooted in a strong position. In comparison, Higgins-Desbiolles

Table 3.1: Conceptualisation of sustainability and development towards a sustainable future; adopted from Cotterell et al. (2019, p.886)

		Sustainability position				
		Very weak	Weak	Moderate	Strong	Very strong
Core Concepts	Economic growth: Anthropocentric; Resource Exploitative; Business as usual Model	Sustainable growth; Sustainable development; Resource conservationist; Triple bottom line Model; Ethical awareness; Tourism systems; Multi-disciplinary	Combination of strong and weak principles; Sustainable growth/ develop- ment; Ethical values; Business focus; Triple bottom line model Three broad domans of economic, social and environmental	New ecological paradigm; Resource preservationist; Strong sustain- ability model; Integrity; Systems thinking	Anti-economic growth; Eco-centric; Utilization of natural resources is minimized; Strong sustainability model; Ecological integrity; Societal ethics and val- ues; Cross-disciplinary; Science and ecology based;	
	Keeping self / business going	Environmental domain		Beyond three domains	Complex system of adaptive management and systems thinking	

et al. (2019) points out that it is questionable if economic success can be the particular measurement for an industry which should be inclusive at the same time. As Higgins-Desbiolles arguments, the current concept would instead lead to green-washing and "sustained" tourism cutting out the sustainable thought behind it. Besides, it was criticized that environmental issues were only addressed to strengthen the economic outcome (Hall, 2019; Higgins-Desbiolles et al., 2019; Postma et al., 2017; Simpson et al., 2008). With this, the researchers argue about a very strong position regarding sustainability, according to Boluk et al. (2019)

The United Nations World Tourism Organization (UNWTO) (2001) ascribed following attributes on their website, namely to "respect socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance", which is found incomplete or not sufficient enough in comparison to the given importance the economic factor.

The example of Elkington (2018)'s theory illustrates the difficulty of inclusive tourism as the economy quickly takes forehand. Using the concept of sustainability as a three-pillar concept, *invoicing* for the economy, people and planet. Elkington (2018) published the Triple-Bottom-Line approach in 1994. The concept got popular and is widely used by politicians and companies, also pushed by the consultancies of the researcher. It follows the assumption that firstly, economic stability must be achieved to get the resources of concerning about a holistic, sustainable outcome, which aligns with findings of Saarinen (2014). Revising his model in 2018, he added that the theory does not meet needed standards as focusing on profit or loss appears too shortsighted (Elkington, 2018).

As above mentioned, the need for sustainable development arose in the realm of experiencing climate change or limits of the natural environment. Some researchers have argued that it is an oxymoron since development requires growing resource

and acts contrary to minimizes resource as demanded of sustainability (Telfer and Sharpley, 2015). Similarly, Hall (2019) concludes that the Brundtland-report made it possible to continue in a damaging economic way. The economic forehead is not questioned but rather perceived as given in the process of a sustainable future. One could perceive it as a motivation to continue, rather than question the system to the very root. Consequently, vital elements of the concept of sustainable development imply, as summed up by (Waas et al., 2014, p.5513):

”[E]quity, [meaning] inter- and intra-generational, inter-species, geographical, and procedural; process dynamics and the recognition of constant change; integration of the interests of the various stakeholders of sustainability; normativity which recognises the social constructs that underpin sustainability.”

Not only pointed out within the Brundtland report but also already addressed in 1962, the UN pointed towards the importance to consider poverty reduction and other social issues when obtaining a better future (Higgins-Desbiolles et al., 2019). Here-with, the organisation acknowledged the importance of the social component within sustainability. Looking at the Goals for 2030, one may conclude that unsustainable decision-making is still present (?).

3.1.2 Sustainable Development in Tourism

Referring to the above findings, wicked problems like climate change caused discussions on the concept of sustainability (Postma et al., 2017; Miller et al., 2015; Hall, 2019). As the field of tourism is dependent on a functional economy, environment and human well-being, it can be set to each other. More in detail, an intact nature is the foundation for many forms of tourism, millions of jobs and therefore, people are dependent on the industry, to name some components. Thirdly, the impact on the host community is widely researched and gets more attention as the industry grows. A solution for a positive tourism future would be to achieve the three pillars of sustainable development more equally. It would ensure the long-term success of the tourism industry. (Postma et al., 2017)

During the UN’s Conference on Sustainable Development in Rio de Janeiro in 2012, the potential of tourism as a contributor to a more sustainable future was addressed (Bundeszentrale Politische Bildung BPB, 2016). In research, the United Nations World Tourism Organization (UNWTO) (2001) definition of sustainable tourism is described as, a form *”that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities”* .

Inskeep et al. (1991) define five criteria to establish sustainable tourism development: Economic, environmental, social responsibility, global justice and equity towards all stakeholders. Mihalic (2016) sums up retrospectively that equal to Inskeep et al. (1991)’s categories; the three pillars did not find the same amount of attention in research. Much more, the researcher addresses the need of the environmental, socio-cultural and economic perspectives becoming a similar subject in science (ibid). As mentioned before, missing applicability gave rise to criticisms. It can

be summed up that further attempts were made to make the concept more applicable.

According to [Saarinen \(2014\)](#) and summed up by [James et al. \(2020\)](#), three main fields and one emerging field of conceptualisation of sustainable tourism can be found. The fields differ in the manner of managing tourism and regarding likely changes within social and ecological systems.

1. ” *The resource-based tradition* which focuses, for instance, on the carrying capacity of destination following the model of ([O’Reilly, 1986](#)). With this, researchers try to find the right amount of tourists according to resources of a destination, as summed up by [James et al. \(2020\)](#).
2. ” *The activity-based tradition* operates with a more dynamic view of the limits to growth, which are dependent on the tourism industry itself and its capacity to adapt and manage tourism to minimise unacceptable changes. It encompasses the neo-liberal ecological management approach critiqued by [Hall \(2019\)](#), which is framed in terms of technical solutions to enable continued tourism growth.
3. *The community-based tradition* focuses on the perspectives of stakeholders, particularly local communities, and their perception of acceptable or unacceptable changes caused by tourism. It emphasises local control and empowerment about tourism development and is exemplified by the local, community-based tourism development, which typifies the ‘smaller is better’ understanding of sustainable tourism ([McCool et al., 2013](#)).
4. *The impact-based approach* in documenting the environmental, economic and social impacts. It is only one of many that have been developed since the early 1990s and excludes other fundamental principles such as futurity, equity and holism ([Butler, 1999](#); [Smith and Font, 2014](#); [Moscardo, 2014](#)).” [James et al. \(2020, p.1426\)](#)

Researchers following in a more radical stream of defining sustainability argue for an inclusive understanding. [Higgins-Desbiolles et al. \(2019\)](#) used the occasion of refugee landing the country next to tourists sunbathing on Greece beaches to underline the unfairness of transportation use. Here, tourism gives the impression of neo-colonialism and inequality. Meanwhile, [Burrari et al. \(2019\)](#) discuss the underlying ideology of neo-liberalism as the core issue for successfully sustainable tourism. Researchers not only refer to the inequality of people being able to travel but also to the conditions of the job market within the industry, producing mostly low paid and seasonal jobs ([Hall and Lew, 2009](#)).

Much more, other research refers to including locals, or host community appears difficult because requirements and diversity within the group are manifold ([James et al., 2020](#)). Since there is no unique voice where policy can account on, establishing a fitting system is an ongoing process. Including policy root in policymakers or managers who know of and understand the impact tourism has on a community (ibid).

As mentioned above, several researchers found it hard to imagine socially sustainable structures under the pressure of market-based interests: Socially sustainable

tourism, including present and future interests, needs long-term involvement. Contrariwise, economic success is evaluated on short-term periods and politicians are often concentrated on positive outcomes within their legislative period. Meanwhile, the balance of community and economic interests must be considered (Higgins-Desbiolles et al., 2019; Hall, 2019; Boluk et al., 2019; Gössling, 2018).

Despite the critique, the UN is one of the most recognized organs in tourism; researchers discuss and address the SDG consistently. From this, following the six categories of Boluk et al. (2019, p.860), the most relevant regarding the research question were found as followed.

(5) Considerations of ethical consumption and production remind us that tourism is not only a business and development sector but also a moral sphere; accordingly, all stakeholders have ethical responsibilities that must be further examined.

(6) Issues and mechanisms of governance are essential shaping tourism's future into a form that is equitable, inclusive, just, ecologically compatible and thereby sustainable.

The two guidelines about outlined findings point toward the importance of the inclusion of stakeholders play. A moral sphere and balanced governance seem possible if as a first step more is known about perceptions on the field. Prior studies show that theories of how sustainability can function cannot be made by perceiving locals as a heterogeneous group, as outlined on the following pages. Meanwhile, Boluk et al. (2019, p.866) point towards needed education on the topic and claim for *Critical Tourism Citizen*. In their article, they sum up field studies from Lampert and Papadongonas (2016, p.10) that awareness of SDG is not sufficient in 24 researched countries. They conclude, similar to Cotterell et al. (2019) that general knowledge on the topic must be supported. The ability to think critically is in the eyes of the researchers the key for raising awareness by all involved.

Discussion the different position within the vast field of social sustainability of tourism, delimitation must be made considering the topic. Further, a positive outcome can be achieved by applying concepts like community-based tourism, slow tourism, justice tourism or governance to name a few prominent examples (Juvan and Dolnicar, 2016; Gössling, 2018).

Within the thesis, these topics are not further addressed as the research attempts to shed more light on one stakeholder affected by tourism, namely locals in case of 60+ residents in Sauerland, Germany. As Yanes et al. (2019, p.2) found out, “(...) *Community-based tourism development is often not something that can be quickly decided by local people and then executed. It requires recognition from powerful, multi-dimensional, and in many instances, anti-participatory stakeholders that dominate lifes of local people.*

The researcher takes a step back to get deeper knowledge on the impact of locals and their places, following Saarinen (2014) approach of the impact-based approach in connection with studying places. Hopefully, the outcome of the research might be food-of-thought for leading to inclusive tourism concepts. Motivation to conduct research on locals' places and unravel their relation to find out about the impact on

them in a specific case was found by reading through tourism concepts.

One might sum up the issue like [Bramwell et al. \(2008\)](#) stating that further research of the topic is needed, focusing on "equity, fairness and social justice" as counterpoints of sustainable development (p. 18). Further, [Bramwell et al. \(2008\)](#) and [Telfer and Sharpley \(2015\)](#) point towards how contextual tourism is regarding scale, time and place which does not often allow re-usage of successful ideas, while evaluation takes time and effort.

Much more, [McKercher \(1993\)](#) contributes that tourism is a globalized and dynamic system which cannot be governed easily. Thus, as [Saarinen \(2014\)](#) concludes, viable tourism business is essential for the concept of tourism in current times, and heterogeneity cannot be found in communities. Thus, the needed fragile balance between economy, environment and people for a possible positive future outcome for tourism is taken into consideration. As a result of this, hopefully, one way of implementation can be further understood ([Cotterell et al., 2019](#)).

3.1.3 Emerging Fields of Socially Sustainability Research

Following the presented findings, it could be summed up that the complexity of the fields are hard to grasp, and locals need to be researched carefully due to the variation of interests and knowledge. Meanwhile, economic interests play a significant role in the evaluation of tourism due to the current economic system. From researching the field from the viewpoint of business administration, [Dillard et al. \(2009\)](#) explain the circumstance by the influence of environmental movements stimulating the debate of sustainability. Much more, difficulties stem from the complexity of the topic (*ibid*).

When establishing social sustainability, previous research pointed out the responsibilities and rights of locals create a balancing act within the field, which results in strengthening the identity ([Timur and Getz, 2009](#)). Therefore, the community must be enabled to have the opportunity of improvement of well-being and quality of life ([Moscardo et al., 2017](#)). The key factors found to be valuable by former researched were outlined by [Colantonio and Dixon \(2011\)](#). Here, 'hard' or traditional concepts are supplemented by 'soft' emerging themes of social sustainability.

Table 3.2: Summary of topic addressing Social Sustainability, adopted from [Colantonio and Dixon \(2011, p.25\)](#)

Traditional	Emerging
Basic needs (housing/environmental health)	Demographic (ageing, migration and mobility)
Education and skills	Social mixing and cohesion
Employment	Identity, sense of place and culture
Equity	Empowerment, participation and access
Human rights and gender issues	Health and Safety
Poverty	Social capital
Social justice	Well-being, happiness and quality of life

Another definition was found, which is formulated by [Polèse et al. \(2000\)](#). It was found to include emerging topics. They explained social sustainability as A

“development that is compatible with the harmonious evolution of civil society, fostering an environment conducive to the compatible cohabitation of culturally and socially diverse groups while at the same time encouraging social integration, with improvements in the quality of life for all segments of the population .”(Sierra et al., 2018, p.229)

Higgins-Desbiolles et al. (2019) pointed out Bhutan as an example for a state which supports 'harmonious evolution' as the happiness of the local society is declared in the constitution of the country. Similar examples can be found in the empowerment of indigenous in Costa Rica, who declare their share of land with tourists based on their own rules, besides economic outcome. These examples point towards a focus on social life, also researched as social capital as a resource. The concept, regarding the research question, will be outlined in the following chapter.

Although, research which is fundamentally questioning tourism practice concludes that socially sustainable tourism can only take place if tourism realigns within a different economic system, for instance, degrowth. However, positive examples can be found, mostly in small-scale ventures as more extensive programs tend to neglect local characteristics and use the concept to green-wash old concepts. Thus, best practises showing the combination of recognizing ideology together with the economic outcome (Higgins-Desbiolles et al., 2019). In an attempt to include the discussed topics into possible guidelines, the relevant community-centred tourism framework *Local Community Centred tourism* of Higgins-Desbiolles et al. (2019, p.12) is presented for guidance.

1. *” Tourism industry* Associations and DMOs must transition to a service mindset for communities and serve the public good.
2. *Tourism industry* Businesses should seek a social contract to do business and negotiated right of access.
3. Governments must involve the community in decision-making, planning and implementation.
4. Tourists must transition to the mindset of guests rather than a consumer.

It is acknowledged that it is not a simple task or even impossible to say that tourism in a region is sustainable or unsustainable. Much more, tourism is a vast field, including a considerable field of actions and on different levels. The difficulty of implementing a wide range of people and their different interests and perceptions of what is essential cannot be simplified. It aligns with (Bramwell et al., 2008) findings, who found out that people add fairness to the centre of the concept of social sustainability. He discovered that people perceive the concept as a moral issue. Therefore, the impact of others stands as responsibility and social justice stand in the foreground.

Moreover, Puczko and Ratz (2000) researched the impacts of tourism regarding sustainable management in Hungary and discovered contradictions within a study group. They summed up that informants blamed tourists for negative impact while wanting the tourism industry to grow due to their benefits. Additional findings were found by Hatipoglu et al. (2016), while researching on tourism planning in Turkey.

The research shows that agreeing on a shared understanding lacks orientation towards a strategy, openness and financially-wise a solidarity thinking.

Wondirad (2020) explored the necessity in stakeholder collaborations in the context of ecotourism in Southern Ethiopia. They are challenging recent findings which found that excluding stakeholders from decision-making is valid as long as economic benefits exist. The researchers found that participation helps to achieve ownership and sense of belonging. As tourism is one of a few chances for business development and the community does not question carrying costs.

Moreover, Strasdas and Rein (2015) summed up several studies on Germans choice while travelling. It was found in several studies that people show a high willingness to implementing sustainable ideas to particular manners, like shopping or garbage separation. Tourism is excluded as a field where relaxation and price were rated as more important.

Researching on inclusion locals by setting up tourism in Poland, Idziak et al. (2015) conclude that excluding big operators as an external partner can be a crucial factor. The researchers found that locals feel more attached and forced to take innovation. Meanwhile, starting a business is perceived as a more significant risk (ibid). Looking at Clausen and Gyimóthy (2016) research in Mexico, it underlines how diverse society is, and a vision towards sustainability can be understood in various interpretations. Much more, Miller et al. (2015) confirm recent findings while studying locals on domestic holiday in Australia. Researchers found out that pro-environmental behaviours reduce when moving from a domestic to tourist context.

Looking at the residents and impacts of tourism in Laos, Guo et al. (2018) found that the inclusion of network, in the context in the form of small businesses, neighbours and tourists, are most relevant if sustainable development wants to be addressed. It can be referred to the findings of Saarinen (2014) summing up that needed resources like knowledge of the impacts cannot be perceived as naturally accessible for everyone. While this must be assessed from case to case, similarities of lacking interest or access to knowledge could be found in studies from a wide range of contexts (Juvan and Dolnicar, 2016; Gössling, 2018; Cotterell et al., 2019). Studies from the field underlined the importance to shed light on locals to be able to establish tourism in a socially sustainable matter. Interestingly, Dredge and Jenkins (2003) and Juvan and Dolnicar (2016) showed that the acknowledgement and rethinking of the wording in case of complex problems help to get a clearer understanding. Within this research, social capital and place will be researched to contribute to the emerging field.

Towards Social Sustainability through Social Capital

The concept of social capital will be outlined to gain more knowledge of structures within the destination. This is done to get more profound knowledge on how locals define their connection, show positive and negative impacts and therefore, establish social sustainable development in tourism. Concerning the promotion of DMO, the role of places will be outlined afterwards.

Moscardo (2014); Moscardo et al. (2017) narrow down the concept in their works on rural tourism by using Flora (2016)'s explanation of the community as a system. Based on the understanding, there is a "human, social, natural, and financial-built capital" within a community (Flora, 2016, p.5-12). The thought of social capital goes back to Bourdieu (1986), who defined it as a credit resulting from relationships and encounters within communities (in: (Julien, 2015)). As Moscardo (2014, p.361) put it, it is an intangible resource of willingness to help, togetherness and support people within a community to have access.

Locals network in the form of social capital and their connection to place will be studied to use as a starting point to develop a long-lasting tourism strategy in a socially sustainable manner. Moreover, Onyx and Leonard (2010) divide it into bonding and bridging social capital: "[p.191][B]onding social capital is based on the networks, trust, reciprocity and relationships that strongly tie a group of people together while bridging social capital is about the looser ties that connect groups to others in larger networks."

In the case of the research, the focus will lie on unravelling bonding social capital in connection to the impact tourism has on interviewees relation to the place they live in and how they identify with it. Moscardo et al. (2017, p.287) findings show, rather than a concrete instrument, shared social norms, values and interactions developed through shared actions or relations let social capital emerge. Relevant to the case, Colantonio and Dixon (2011) found out that society can still be unsustainable when basic needs are served - if the social capital is ignored.

Compared to recent research, tourism has a high risk of affecting or rebuilding social capital by entering the community and potentially changing lifestyle (Moscardo et al., 2017; Higgins-Desbiolles et al., 2019; Kaifa Roland, 2010). Moscardo et al. (2017) summed up by stating that long-term success can be achieved by strengthening the social bond between locals. Also, it can lead to a common understanding of accepting tourism.

Diving deeper into the topic reveals how multi-layered the topic is, addressing social targets and the multiple interrelations between 'hard' and 'soft' factors in societal constructions. Resembling, Colantonio and Dixon (2011, p.22) call social capital within the umbrella term of social sustainability a "*socio-historical process*". The researcher concluded that quantification or an easily accessible monitoring-tool would lead to neglecting the complexity of data. Much more, research on social targets and their relations are needed to get further insights (ibid).

As pointed out by Moscardo et al. (2017), social capital develops through repeated actions, shared memories between people, which bond them to each other and promotes support. The more we know the people we are interacting with, the higher we weight the experiences. Not only tourism also interactions across locals are taken place in locations. The meaning of place within the construct will be the focus of the following chapter.

3.2 Addressing Tourism Places

As outlined in the introduction, tourism can occur in places which were not initially made to serve visitors. Further, social capital appears when repeatedly actions between people occur at places. Therefore, more knowledge is gained on places to understand what locals add to it. These findings will help to develop tourism in a socially sustainable manner, ergo, by including locals. Moreover, implementing long-term tourism asks for knowledge regarding locals' connection to place. Acknowledging that tourism is more than the industry as addressed by [Leiper et al. \(2008\)](#). According to the findings above, within the chapter, the role of place in connection people will be further elaborated.

The complexity places in tourism, mostly called destination, could be discovered by asking many research questions ([Framke, 2002](#)). Even though research on it has a long tradition, there are gaps within the field of socially sustainable tourism and place. While addressing these gap, destination and stakeholders will be shortly explained as perceived within the study.

First and foremost, [Framke \(2002\)](#) questioned if a destination is a place of attracting tourists. Much more, he follows the idea of [Leiper \(2000, p.3666\)](#) that destinations occur when being set up by an enterprise or even in the region where potential travellers live. By the enterprise or in these home regions, tourists get attracted. Concluding, tourists discover the place and thereby, destination emerge. The assumption could be the first indicator of why tourism is often too tourist-centred when setting up, as a study found out ([Timur and Getz, 2009](#)). When considered from this angle, it illustrates how important the integration of all stakeholders voices in federal guidelines is. It could appease upcoming difficulties.

As though recognized, the interpretation of who is a stakeholder is perceived broadly, following the research of [Leiper \(1979\)](#). It brings along a holistic understanding when considering who a stakeholder is. Also, it could be, persons, institutions, natural environment, societies to mention a few examples unlike, a narrow interpretation counts in participants of the economic intervention in tourism. Now, the complex construction of tourism could be summed up as "*group of actors linked by mutual relationships with specific rules, where the action of each actor influences those of the others so that common objectives must be defined and attained in a co-ordinated way*" ([Manente and Minghetti, 2006, p.23](#)). Within this research, the relations to things and between people in the vivid field must be unravelled to enable tourism towards social sustainability.

Aware of that situation, it can be said that locals and local culture always played a significant role in the construction of tourism. As pointed out by [Kaifa Roland \(2010\)](#) in the case of Cuba, it can end in the form of new colonialism. In Cuba, people and culture were found to be "sold" to tourists and formed in expectations to tourists. Put differently, [Dicks \(2004, p.4\)](#) states that tourists expect direct access to the 'essence' of locals culture when they enter a destination. Considering these findings show that the relevance the inclusion of locals in a socially sustainable manner has. Taking the example of the DMO Sauerland, local culture is promoted as a commodity, "sold" as authentic and outstanding while the marketers openly

copy place-bounding strategies from other DMOs. This phenomenon was discovered by [Hultman and Hall \(2012\)](#). The researcher outline that "*produced by tourism as destination economies develop is an ontological argument*" ([Hultman and Hall, 2012](#), p.548). Similar to their research, the thesis analysis the meaning locals put on the places in comparison to the DMO.

Besides, more fuzziness and vague boundaries within the complex field of tourism are ready to discover. As pointed out in the introduction, infrastructure like transportation, accommodation and attractions can be used by both groups, locals and tourists. It illustrates the fact that services and goods are often produced for locals and tourists, which has a resemblance to the use of nature and places, also used by both groups. Concluding the thought ([Leiper, 1979](#)) pointed out that many goods tourists use are free. More narrowly, with the help of socially sustainable literature and more in-depth knowledge on the concept of place, the emerge of destination and the consumption of these "free goods" will be further researched. Therefore, how public and private places emerge and develop over time will be pointed out in the following.

Through the lens of socially sustainable tourism, the field is emerging, which means that not much literature is written on the exact topic. Still, it is acknowledged that an extensive field of models and concepts exists such as Social Exchange Theory, social identity, place making or place identity ([Wang et al., 2018](#)). What more, some prominent studies illustrate the intricacy of the field: [MacCannell \(2013\)](#) developed a model to understand the social constructions around attractions formed around places. Locals attachment to place was studied to strengthens tourism industry ([Veasna et al., 2013](#)). In order to develop marketing strategies, branding is connected to the identity people are adding to it, capturing higher market share as criticized by [Dredge and Jenkins \(2003\)](#). Much more, it reduces tourism development in places to a "managerial" phenomena. The findings underline that it is perceived as static which contraries literature findings in social science ([Hultman and Hall, 2012](#), p.548).

To get the discussion on a concrete footing like it was found in Sauerland, the researcher follows the assumption of perceiving place as a dynamic phenomenon where static schemes can hardly be applied ([Hultman and Hall, 2012](#), p.548). As this is opposed to widely used marketing techniques, it underlines how difficult the involvement of locals in tourism as an industry is. Much more, the emerging of a destination is seen as a process of networks outcome and negotiation of stakeholders [Hultman and Hall \(2012\)](#). Thus, towards a more vivid understanding, recent research on the place will be briefly explained. It is owing to be used as a foundation for creating open interview questions and analysing the outcome in comparison.

Another Fuzzy Concept: The *Place*

Thinking about places or space might be as old as humanity, and not surprisingly, the concept is rooted in philosophy. Not surprisingly, there is no collective agreement on titling or concepts within the field. First and foremost, the relation of space and bodies were discussed in the 18th-century geography as a discipline came up, addressing physical and human geography. Followed by a focus on human geography

in the 19th and early 20th century: people were focused on gather specialities of regions and in 1960, quantitative approaches were established in evaluating the field. (Koops and Galič, 2017)

Going back to the approach of Leibniz, in the 70s behavioural geography focused on understanding how people establish places (ibid).

Since then, several layers were added like places concerning the law, experiences or reciprocal relations. Long research history, immensely shortened: Space becomes a place, when it is set in context and information are added, when "it becomes meaningful" (Koops and Galič, 2017, p.23). Therefore, there are two dimensions which form a place: the location and the attachment people have to the place. (Koops and Galič, 2017) Thus, summed up and put in order by Kyle and Chick (2007, p.7), as "*social relations that a place signifies may be equally or more important to the attachment process than the place qua place (...) Places are, therefore, repositories and contexts within which interpersonal, community and cultural relationships occur, and it is to those social relationships, not just the place qua place, to which people are attached*".

Meanwhile, there is a third dimension of place, explained Koops and Galič (2017). It can occur with the temporal use of the place as changes can be seen every day. When considering behaviour in connection with tourism, it appeared as a fitting aspect. The researchers state that "*there are 'territorializing forces' that make a place cohere, creating a stronger sense of place, and de-territorializing forces that pull a place apart, making it a different type of place or space*(Koops and Galič, 2017, p.25). As DMOs promote locals places into tourism places, they open this third dimension and might change the place, according to the findings. The research aims to discover if locals feel the impact on their place and how they relate to the places, compared to DMOs description.

Towards a more in-depth understanding, it will be further discussed how the dimension of attachment to a place occur - followed by discussions on the third dimension as looking at public and private places.

Making a Connection to a Place

Throughout tourism literature, several concepts are used to find out more about stakeholders and their relation to place. To name three vivid examples, one could name "place attachment", "sense of place" and "place satisfaction". According to Kyle and Chick (2007), the lack of agreement is caused by not enough attention to the field by research so far.

As Kyle and Chick (2007) explain, the terms are in similar usage and inter-woven. "Place attachment" came up in the 1990s and referred to human-place-bonding. The authors wrote that "affect, emotion and feeling are central to the concept [...] accompanied by cognition (thought, knowledge and belief) and practice (action and behavior)" (Kyle and Chick, 2007, p.4-5). (Jorgensen and Stedman, 2001) interpret the concept of 'place attachment' only as a concept of people to the landscape. They subordinate it to the concept of 'sense of place'. Whereas place identity covers cognitive (= in short: thinking, understanding act) relations and places dependence

refers to the conative (= in short: striving act) dimension. Further, they published thoughts on roots within 'sense of place' which put a focus the relation to place changing over the generations that have lived there. Further, concepts like 'rootedness' or 'insidedness' appeared. (Jorgensen and Stedman, 2001; Kyle and Chick, 2007)

This aligns with findings of Wang and Chen (2015) who sum up previous studies by stating that the length of residence influences the attachment to a place. They state that not much research is done on the field, but findings so far show that emotional ties and meaning grow over time. The researchers made a study in the US looking at locals connection to place and if their attitude to tourism is influenced by it. They found out that further knowledge of the connection between locals and place is beneficial for tourism planning, while further research is needed (Wang and Chen, 2015).

While concepts vary, the findings make precise how significant emotional bonding is, namely experienced by actions at a particular place. What more, even stronger ties are made if making experiences with people one has a connection with (Kyle and Chick, 2007, p.210-211). It supports the importance of emotional bonding between people, also called social capital as experienced between locals. According to research findings, social sustainability might be a concept to recognize multi-layered social constructions and implement them into a tourism strategy for long-term success. As tourists use places temporarily this dimension will be discussed, based on the findings of Koops and Galič (2017) It is done to understand more about the outcome for locals if a DMO encourages tourists to use places. As social sustainability supports inclusion of locals, knowledge about the development of public places, the forum where tourists and locals meet, will be further discovered (ibid).

Places in use: Public, Private or Public Privacy?

When considered from the social-constructivist angle, places are "*inherently caught up in social relations, where physical spaces and the social life of citizens are shaped together*", as summed up by Koops and Galič (2017, p.4-5). It illustrates how important and influential the constructions and usage are concerning individuals, social relations and power. Applied to this case, it would be the interviewees, their network and the organs, they relate to power like the DMO or politician. The relation of public and private space will be briefly explained to understand how socially sustainable tourism could look like in a place (ibid).

Regarding the research question, the change in places will be briefly discussed in the following. It will be touched upon change of public and private places, in mobility and perception due to media. Concluding, literature addressing encounters in the places will be presented to round off the picture.

Development of Places

Researchers discuss the boundaries public and private places intensely, mostly agreeing that they are blurred (Koops and Galič, 2017; Kyle and Chick, 2007). Additionally, it is highly depended on the social norms of the people how individuals or society uses a place (Koops and Galič, 2017). Therefore, it bears a likeness of an ongoing

process as a social construction than a fact (ibid).

Resembling, private and public places can be seen as a continuum. On one end is *privacy*, which includes housing, personality, data or communication. It enables us to have a protective sphere from every other action. It is in line with international human rights and laws all over the world.

Correspondingly, *public space* which is accessible for everyone. Here, people meet others, who are familiar or strange to them (ibid).

As already found when reading about social capital, these places are needed to make social relations and meet people. Thirdly, the literature on place point towards the importance of living out political participation. While talking, suggestions and opinions can be made, consents or disagreement can be found, a mutual goal can be formulated. It was discovered to be a vital part of developing identity, getting aware of rights or the need for commitment. The places can be used to make one represent an interest visibly and concerns potentially legit. Possibly, people of all different kind meet in public places. All in all, public places are therefore part of a democratic society and not stagnant but continuously changing (Koops and Galič, 2017; Kyle and Chick, 2007).

The positive impact of tourism could be found if peoples rights are respected. Mostly, tourism could contribute to the exchange between different people and culture. It contributed to personal development and life satisfaction. Further, investment in infrastructure, a growing job market or investment in the preservation of nature or conversation of historical sites can be initiated, and differently estimated (Koops and Galič, 2017; Kyle and Chick, 2007; Qiu Zhang et al., 2017).

As the DMO Sauerland addresses private space as a tourism destination, the place becomes public. It is a trend in tourism which cannot be seen isolated. For instance, the DMO Copenhagen and their program declared tourism as dead and announces tourists to be locals. As the inner city get overcrowded by tourism, new destinations are found in the suburbs where suggested as new places to visit (Higgins-Desbiolles et al., 2019). The DMO Copenhagen points towards residential areas as a destination (Visit Denmark, 2020).

Given the usage of place as the DMO, it refers to a trend following economic interest. In response, researchers in tourism and geography discovered following development in the 1990s, which is explained in four parts:

Privatization At the end of the 1980s, governance of many public spaces moved due to political and financial decisions to private hand in Europe. Briefly, the public places turned into "privately owned public spaces (POPs) or semi- or quasi-public spaces that look public but are not (in the sense that the rights connected to public space are severely curtailed (Koops and Galič, 2017, p.81). The outcome can be easily discovered in city centres like malls, business districts, or gardens often define the picture. Koops and Galič (2017) published the concern that the development erodes democratic places. Much more, public places are now subject to regulations or economic goals (ibid).

Securitization responds to the first pillar of privatization. Created by private

hand, interests of the public are somewhat neglected while economic interests are brought to the force. As researchers point out, standards and behaviour rules are implemented and change places. It can lead to the damage of the history or the context behind a place. Given tourism, one could relate it to the social capital locals relate to it. Describing the worst case, researchers talk about a ‘militarization’ or ‘disneyfication’ of public places (Koops and Galič, 2017, p.98).

Mobility of people changed rapidly over the last years, which is deeply discussed in tourism manners. In relevance to the research, it can be briefly said that relation to place change in correspondence of the development. Time and space are differently processed as mobility allows to travel long distances in a shorter time by less effort. Therefore, for some people, the construction of places change as security and belonging can be perceived differently. Researchers found out that constant travellers can make the construction of a home as a safe place in many places (Koops and Galič, 2017; ?).

Physical-digital networks bring in a fourth pillar which can be considered while looking at place construction. It underlines once more how complex the topic is. Privacy in public is newly defined due to the use of smartphones, cameras of individuals but also monitoring by a state, social group or private enterprise. Which rules and laws are applied has to be carefully decided to protect everyone’s freedom. Here, the positive and negative outcome must be further discovered from case to case. (Veasna et al., 2013; Koops and Galič, 2017; Kyle and Chick, 2007) This topic is already highly connected to encounters, which will be further explained in the following chapter.

3.2.1 Within Tourism Places: Encounters

To round off the discussion, places which are made public by a DMO or any other organ make encounters possible. Through the lenses of socially sustainable development, four aspects stand out due to subsequent discovery: Diving into literature made clear that tourists impact on destinations is a discovered topic, a growing number of people getting more aware of it. Nonetheless, developing countries are in the focus when the concept is applied. The research is conducted in a developed country; therefore, Qiu Zhang et al. (2017) findings on the locals and Urry (2002) were found to be the most fitting, to sum up, findings. It is acknowledged that a vast field of literature on encounters exist.

The gaze of Urry (1992) was firstly published, and since then, not only intensively debated but also modified. It crosses the fields of sociology and anthropology within tourism research. The first version described tourism as a rather passive undertaking: a visual good is staged by the economy and consumed by tourists. Given that, Urry (1992) pointed towards the power of tourists eyeing locals (Urry, 1992, 2002; Larsen, 2014).

In respondent to tourism development, Urry published an update in 2002 examining a more globalised world (ibid). Here, the gaze is described as a global phenomenon, as not only Western tourists as actors are discovered. Much more, Urry is concerned with differentiating gazes due to cultural backgrounds. (Urry, 2002)

Within the third contribution of Urry, tourism is discovered as an undertaking using all senses. It discovers the range of the field, implying locals and tourists interrelated in both roles as gazers and object. Maoz (2006) published these findings regarding the gaze as an everyday habit in tourism affecting host-guest relation.

Host Guest Conflicts is the collective term for comments about tourists and their behaviour as developed by Qiu Zhang et al. (2017). Varieties in social norms and culture are the main reason for the conflicts. Complaints are mostly assigned to different classification of behaviour and communication problems. The outcome affects the social capital of a place as it touches upon the participation of locals, their access to infrastructure and sense of belonging to the place (Qiu Zhang et al., 2017; Colantonio and Dixon, 2011; Moscardo et al., 2017).

Social Tolerance describes how locals can interact with visitors within their boundaries of well-being (Qiu Zhang et al., 2017; Timur and Getz, 2009). Qiu Zhang et al. (2017) establish herewith a concept to describe the capacity of a destination. The social tolerance level should help to implement the feedback of locals to tourism programs and level the influence of tourists in places (ibid).

Social Acceptance refers to " (...)host appreciation that tourists help to bring an understanding of cultural diversity (...) and sums up the positive impact tourism has on cultural competences (Qiu Zhang et al., 2017, p.73). Several researchers suggest that project which raises awareness might be useful to engage to interrelations and appreciation towards each other (Qiu Zhang et al., 2017; Gössling, 2018; Strasdas and Rein, 2015) .

3.3 Summary of the Conceptual framework

The concept of sustainability is an intensively debated field within mainstream which touches upon wicked problems. While it is fuzzy and used for a wide range of interpretation, a focus lies on the establishment of positive long-term development of the society, addressing the economy, environment and social aspects.

Sustainable development in tourism as an emerging field bundles research concentrated on the impact tourism has on social life, environment and economy.

Social sustainability tourism engages with the well-being in communities, inter alia, sharpen the focus on social capital.

Addressing tourism places and how they emerge is one way of researching tourism's impact. With this, parameters were discovered to estimate the influence of tourism on locals and their places. Due to the complexity of social relations, it appears impossible to estimate the situation. Still, the research might be a helpful step to achieve knowledge for positive future development. In an attempt to narrow the field, social unsustainable tourism outcome and negative sides of place making are presented.

4

Analysis and Discussion

Based on the themes which emerged from the data collection, headings for sections of the analysis were found. Therefore, a revealed structure found in primary data builds the foundation of the analysis, tight to secondary data as presented in the pages above. Likely to studies of [Hultman and Hall \(2012\)](#) or [Dredge and Jenkins \(2003\)](#), diversity of understanding and interpretation on social sustainability in tourism places were discovered within interviews findings. It was found that participants address all three pillars (economy, nature, people) highly connected. The analysis aims to outline the intervention; therefore, the aspects are not presented in the division. As research questions naturally appeared as fitting headlines, they were partly used to structure the analysis.

The first chapter looks into how informants refer to the area, characteristics of place and how they define their role regarding to tourism on a general level. Secondly, disruptive tourism and how local places affected will be analysed, outlining significant changes in the use of place and social capital on a local level. Equally scaled, the third chapter explores positive impacts and subsequent effects. Finally, the role of official tourism institutions is outlined and how locals perceive their level of inclusion. Commonly to other parts, possible connecting points towards development in a socially sustainable manner are analysed and discussed.

4.1 Tourism Affects on Locals' Feeling of Belonging to Places in Sauerland

A cultivated landscape

Looking at the spatial context of the case, it was not a surprise that participants start talking fluently and refer naturally to tourism and tourists in the area (App.B, p.71). As pointed out in the literature, the area was used from the late 19th century for recreation ([Heimsoth, 2020](#); [Schneider, 2019](#)). Tourists stayed in the villages and hiked within the woods ([Kracht, 2020](#)). Much more, tourism industry played a significant role in shaping nature by promoting the water reservoirs as attractions ([Moers, 2020](#)). Even during the building phase, tourists were invited to see changes within the region (ibid).

As the tourism industry is routed for an extended period within the region, it is clear that the region was already formed by tourism when participants were born (p.14). Knowledge and understanding of how tourism influenced the area were found in the interviews. In various ways, participants named the touristy activities and pointed out the roots of tourism in Sauerland.

Further, it was found that participants start speaking positively about tourism in the region (App.B, p.71). MP and AM experienced direct contact through their families businesses (App.B, p.71). As a child, AM spent holidays in the village where she lives today on the farm of family members. She met tourists there as rooms were rented out for tourists. Meanwhile, MP had to empty her room as a child as it was rented out for tourists (App.B, p.71). Both participants remember it as a regular habit to welcome tourists, as MP explained: "it was all natural to us." (App.B, p.71).

Like-minded in their openness JM, SW and RS described their work where they had indirectly contact with tourists. All participants perceive tourism as something naturally in the region. It is reasonable as tourism looks back to a long history. As pointed out in the spatial context, locals had guest rooms on their farms and developed clubs and hosting further (Kracht, 2020).

Contrariwise to the very beginning, the interviews did not draw a picture of entirely accepted tourism. About opinions on tourism in general, only two participants mentioned critique, which was rated by them as acceptable. All other interviewees changed within their narrative to the negative influence of tourism, which will be further discussed in the following. Still, a broad understanding and goodwill towards tourism are found. Here, a strong foundation of social capital is found, which is needed for implementing socially sustainable tourism (Saarinen, 2014).



Figure 4.1: On the way between two interviews: Meadowland and silviculture, source: own

In research, Higgins-Desbiolles et al. (2019) criticize current systems and the need to rate economy, nature and people equally. Like JM states, "everything you can see in Sauerland is cultivated land (...), it is formed by humans (...) I do not believe that it will change." (App.B, p.71).

Much more, defining 'nature' description of the cultivated landscape came naturally by all participants (ibid). Asking about potential problems, interviewees explained their view on the usage of nature critically, showing a high level of education on the field.

As a vivid example, ST and SW are active members in the Nature and Biodiversity Conservation Union and changed their consumption habits over their growing interest in the field. Coming to contacts from the neighbourhood, several participants show

their acceptance to rather not regenerative forms as MP says, "*people are dependent money wise on the field, we cannot say it is forbidden to do so.*" (App.B, p.71). Looking further at the findings of the interviews let the researcher assume how difficult a change in mindset is. Diversity of the society was discovered, like outlined by Clausen and Gyimóthy (2016) and Juvan and Dolnicar (2016).

This points towards the contribution tourism have on income and economic power within the region (Schneider, 2019). What more, the findings shed light on the dilemma of addressing wicked problems. While all participants talked about their doubts on continuing the way of economic growths, ST, JM and RS assessed the situation most critically, adding fears. Summing up the considerations in a representative manner, TK stated that "the form of nature does not even belong here - but changes are sometimes difficult to accept for people. We will see if face of nature will change and look like it did hundreds of years ago." (App.B, p.71)

Further, the connection to (Saarinen, 2014) view of tourism was found. Participants agreed that tourism should be "*less blatantly economic*" (App.B, p.71). Differently, all participants critically point out forms of tourism which are destructive in their eyes and harm future development. Bikers using the streets for races and mass tourism in skiing region were the most vivid examples for it. It should be remembered which forms were "*suitable*" to nature, people and the economy as AM, IK, and RS stated representing the interviewees (Appendix 2,10,11).

Likewise to the findings of Kracht (2020), participants refer to project which "*fit in the area*" and are founded by individuals or families rather than globally operating firms (Appendix AM, JM, IK). Most interviewees pointed out projects of locals positively and set them in comparison to pejoratively described tourism projects by worldwide acting companies.

Further understanding of what is perceived as suitable will be pointed out in the following. Much more, in what way tourism harms or even expels locals will be analysed. Furthermore, it got clear that locals intentionally discuss topics which are addressed by literature on sustainability or social sustainability (App.B, p.71). Meanwhile, evidence was found that key words like sustainability, social sustainability or SDG were not used, which aligns with Boluk et al. (2019); Cotterell et al. (2019). The researchers point towards missing knowledge and access to the approach. In response to the specific case, knowledge and openness were discovered, unlikely to studies in Turkey or Hungary which are rated as a sign for diversity within societies needs (Hatipoglu et al., 2016; Puczko and Ratz, 2000). Specifically, SW, IK, RS, WS and ST saw their level of being informed as part of beneficial media work in the form of newspapers within the region. Meanwhile, RS, MP, JM and TK added that tourism could support the learning process in various ways, likely to findings of Gössling (2018). Overall, the analysis revealed how interwoven the three pillars of sustainability are, as they are all addressed within the discussion.

Looking at the status quo of tourism, in general, showed acceptance as well as critical discourse. Much more, places in Sauerland are formed by tourism and other industries are acknowledged by the participants. Representative MP stated that "*there is enough space to share, whether for lonely recreation or exchanging on a topic. From my feeling, in general, it is a welcome thought to share public spaces for all matters.*" (Appendix). Participants pointed out the agreement on

being active together on public places like their hiking trails, familiar places, cultural events and other infrastructure. Further, they draw a clear line of acceptance and declared their right of inclusion to decision making. Here, social ties within the area and towards their places get clear. One could sum up that social capital exists, so socially sustainable tourism could help to develop tourism further (Colantonio and Dixon, 2011). It will be further analysed after looking at the label 'Sauerländer' and participants relation to it.

Interviewing 'Sauerländer'

People bond through repeatedly shared actions at a place, as they develop memories and 'root' there, according to discussed research (Jorgensen and Stedman, 2001; Kyle and Chick, 2007). This is where social capital originates in which can be seen as substantial for social sustainability (*Emergent Principles of Social Sustainability*, 2009). The diversity in how a connection to place is made was discovered during interviews and also while analysing. Firstly, all interviewees brought up the topic of 'belonging to the area' by themselves (Kyle and Chick, 2007). Although the topic was treated differently by the interviewees, it still appeared as an essential topic needed to be clarified.

Looking at the various ways of connecting with an area and explaining social bonds finds support in findings of Dicks (2004). It showed that diversity within the society must be considered in every process. During the interview, a quote of DMO Sauerland describing locals was read out loud by the interviewer. Interestingly, only one participant partly evokes comparison with the statement of the DMO Sauerland (App.B, p.71). Similarly, RS identifies with particular characteristics of people from the area. The most substantial part of the interviewees refers to their previous work which they found as an fundamental connection to the area and social life. These findings show how long it takes to establish social capital, in the form of ties to a place and a network. It was chosen to be addressed as DMO Sauerland claims places as available destinations for tourists. It neglects processes locals or migrations go through within the region. Looking at socially sustainable tourism, one could consider that tourism could be a tool to establish a connection. In any way, consideration of diversity within society and the involvement of locals would establish a form of tourism from within the destination (Bramwell et al., 2008; Colantonio and Dixon, 2011).

Ask about the area and its inhabitants in general, MP, WS and AS stated in the beginning that they are not from the area. All of them live in the area for 40 years or more, but relate themselves to the area, they were born. Meanwhile, MP and TK were born in the geographic area but still does not perceive themselves as a local but as a residence, like MP says, "*who is free to travel and found peace with the area*" (App.B).

Meanwhile, TK, WS and SW explain that they define themselves or others by generalization. Much more, they define places they belong to as "*where my partner, where my friends, neighbours I know live*", as SW adds after the interview (App.B, p.71). Aligning with the findings of Moscardo et al. (2017); Onyx and Leonard (2010) supporting each other within a network of people was found to be crucial. The interviewees referred to social contacts, prior work or voluntary work while explaining

their belonging to the area.

Telling about strong ties to the area, AM, and IK directly connect childhood memories with the place, telling about holiday memories or places where relatives live (App.B, p.71). Again, [Jorgensen and Stedman \(2001\)](#); [Kyle and Chick \(2007\)](#) definition of building social capital in form of a trust and network finds support.

Much more, length of time where people bond with the places were pointed out, likely to [Wang and Chen \(2015\)](#). Here, IK and RS, both born in the region brought up the word 'Buiterling', an old Sauerländer Low-German word for people who moved in the area (App.B, p.71). Both participants state that settling in the area can be difficult as it takes a long time to connect with locals. IK further explains that immigrants in the first generation did not have access to social events some time ago. The participant was not sure if the perception of people still exists in some parts of the area.

Both interviewees stated that the difference are made between new residents and tourists (App.B, p.71). Detailed discussions can be found in the upcoming chapter as several participants talked about the topic. Other participants did not refer to this knowledge, even though they were born in the area. In this case, [Wang and Chen \(2015\)](#) findings that length of residence defines inclusion receive little support as only two of eleven participants pointed towards this attitude. Still, participants addressed difficulties to get connected with the area when moving here and not connecting within given structures in the form of clubs like gun or women's club (App.B, p.71). These structures which were found to bind social capital are further discussed in the upcoming chapter. From these findings, chances for socially sustainable tourism could be deduced. As participants point towards a diverse society, this could be used a chance rather than 'selling' stereotypes from Sauerland. As found in Cuba, the commodification of stereotypes can have a negative influence on peoples connection to place, as citizens in Sauerland are less depending on tourism, chances could be used to modify tourism in a an appropriate form ([Kaifa Roland, 2010](#); [Saarinen, 2014](#)).

As already mentioned, interviews brought up the topic on their own and rated it as an vital point. These findings will be further discussed in the upcoming chapter. It will be analysed in detail to positive and negative connection to tourism, places and host-guest relationship. Nonetheless, addressing the topic of belonging as a starting point, it already becomes clear how diverse definition of needs within a society is, which were also summarized by [Cotterell et al. \(2019\)](#). The complexity of the addressed topics was demonstrated. Much more, the findings outline the importance of recognizing social capital as a connection to people, regions and networks are not quickly built nor assessed.

4.2 'Play by the rules': Disrupting Cultural Meaning

The last chapter examined the positive impact tourism has, as interviewees started their narrative with positive aspects and repeatedly come back to them. However, two other topics emerged frequently and were brought up without asking by all participants. Participants discuss motorcycle tourism in comparison with their usage of nature within the region in a different manner.

During the interviews, the participant expresses motorcycle tourism as their cause of discomfort while evaluating it differently. Without being asked, JM, RS and ST point towards motorcyclists in Sauerland as tourists who are bothering them (App.B, p.71). Thus, JM, AS and ST state more definite opinions as they describe the inability of using the landscape where motorcycle tourism takes place. Several participants in a different manner echo it. As all participants explain that use nature in Sauerland to dwell with friends, WS, IK and SW confirm that they avoid areas where motorcycles ride. Vividly described by WS, this is not quickly done as *"they [motorcycles] are so loud that we feel disturbed while hiking through the woods (...) these noises - it all not too far away from the curvy streets crossing here."* (App.B, p.71).

Most remarkably, ST says that he prefers to leave the area for weekend trips not to risk sharing infrastructure with motorcycles (App.B, p.71). Less intense, AM, CS and MP discuss that motorcycles have adverse effects on their usage of nature. Still, the participants assess the situation differently as they state their understanding, like SW saying, *"(...) in gastronomy and hotel (...), people are dependent on these people."*

While AS and RS illustrate actual encounters on the streets, which made them feel unsafe, other participants describe only indirect meetings. Thus, participants are particular about that motorcyclists are tourists, in a representative manner, AK saw *"all completely foreign plates"* on the motorcycles (App.B, p.71). Further, IK adds that during a mandatory first aid course, she was confronted with first aid for motorcyclists. Her course instructor asked her for assistance, *"as I live in an area, where these things happen, (...) I learned how to lift a helmet"* (App.B, p.71). Several other participants express condolences and discomfort as they state that they read about the high death rates of young people in the local newspapers. While rating indirect encounters happens differently, JM explains that, *"motorcyclists do not play by the rules here (...) Sauerland is used to freaking out on the streets."* (App.B, p.71). This is echoed by nine of eleven interviewees.

These topics were not only found within the narratives of the participants. Much more, topographic conditions and rural development gives opportunities for narrow, winding roads across the area [Weber \(2015b\)](#). It was found that DMO Sauerland, local gastronomy and other tourism stakeholder promote the area for motorcyclist. DMO Sauerland does not address the topic in their future strategy. Meanwhile, DMO Sauerland supports a nationwide initiative called "Laut ist out!" (in engl.: "Loud is out!") where regular driving skills are explained ([Sauerland Tourismus e.V., 2019](#)). Meanwhile, a brief comparison of local media publications from 2019 and 202 show diverse interpretations of death rates ([Lokalkompass Sauerland, 2020](#); [Lantelme, 2019](#)). After somewhat drastic headlines, reporting was found to be mostly explanatory. It was found that death rates of motorcyclists were not significantly higher than other causes of death in traffic ([Metten, 2019](#); [Schopper, 2019](#)). Much more, two interviewees pointed out the death of a motorcyclist during the interview. The person was found to be local ([Schopper, 2019](#)). From the position of social constructivism, the world view and interpretation of the participants is aimed to be further understood. Therefore, following, their narratives their connection to nature must be considered. Still, the discovered world view could help to address

the problem and support communication within the field.

Put in perspective, the importance of recreation in nature must be considered. Like MP explains, "*I go to nature, to the woods, alone or with friends to find peace and relaxation.*" (Appendix MP). Similar echoed by WS; he states that within regular life, conversation and noises dominate his life. Therefore he needs the "*(...)quietness and peace.*" Revising the interviews, it got clear that hiking trails and wooded shelters within the woods are not only used for recreation.

Much more, participants describe how these trails function as public places for social exchange. As described by SW, IK, MP, RS and AS hiking is part of their social life. AS adds after the interview, "*we bring biscuits, cake and tea or sparkling wine, (laughing) no, it is not only walking, but chatting, exchange what is going on in life.*" (App.B, p.71). Talking to interviewees on the phone after the actual interview, the participants confirm this way of hiking as their understanding of it. IK underlines the importance as she states after the interview that there are even special holiday hiking where grown-up children join and annual meetings take place (App.B, p.71). Here a situation gets vividly illustrated where negative impacts on locals take place (Qiu Zhang et al., 2017; Moscardo et al., 2017). DMO Sauerland promotes hiking routes as destinations, and therefore places get public which are inherent for social capital of locals (Koops and Galič, 2017; *Emergent Principles of Social Sustainability*, 2009).

What more, the vivid description of the places made clear that locals and tourists perceive the places with all senses, as Urry (2002) discover in their studies. A more comprehensive picture of tourism would be possible if these aspects would be considered.

CS and AM stated that they do not feel too much distraction while using the Sauerland for recreation. Also, MP states that she finds quietness whenever she wants (App.B, p.71). Meanwhile, RS, IK and AS assess the situation adding even more fears looking at mountain bikes or pedelecs. Diverse comments emerged as it was tried to ask as neutral as possible. During the interview, the researcher asked about addressed topics during a narrative. Here, summaries or questions must be asked carefully to question statements unbiased.

Regardless of the claim that motorcyclists are tourists, disturb others and bring them to risk, the claim itself creates a fraction in society. The negative discussions around tourism are counterproductive for the development or implementation of long-term tourism (Moscardo et al., 2017).

The risk is that tourism touches upon social capital within the region and therefore, the belonging and usage of places changes. It will be further analysed in the following, as the researchers looks at encounters between participants and motorcyclist.

Altering Usage of Public Places and Belonging

As outlined above, the [United Nations World Tourism Organization \(UNWTO\) \(2001\)](#) strives to a form of tourism "*that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities*". In consideration of the impressions of participants and motorcyclist, a context was found in which negative impact of tourism excludes host communities. It was found as locals avoid the places where

motorcycle tourism takes place. What more, locals perceive their habits on using places in nature as social platforms unaccepted.

In comparison with findings of [Qiu Zhang et al. \(2017\)](#), it got clear that in the case of nine of eleven interviewees the capacity of social tolerance concerning motorcycle tourism is exceeded. While only ST expresses this thought literally, the other interviewees likewise describe their feelings. Comparing another parameter of [Qiu Zhang et al. \(2017\)](#), host-guest conflicts can be found as social norms are not shared, as explained above. It was found in the way participants react to being asked if direct encounters take place.

Being asked about conversations with motorcyclists done directly, interviewees deny that. As some of them describe debating the topic as not hopeless, others refer to the industry as the cause of evil. Meanwhile, CS, WS and AM do not feel distracted enough to see the need for being active in any form (App.B, p.71).

Encounters take only place in forms of gazing at motorcyclists in various ways ([Larsen, 2014](#); [Urry, 2002](#)). Firstly, gastronomy other hosts add signs, where they welcome bikers as RS, AS and AM explain. The interviewees state that they avoid those places. Much more, restaurants and promenade at reservoirs which are perceived as often frequented, are not used by the locals anymore (App.B, p.71).

Still, within their narrative, radical expression of JM, ST or RS are somewhat relativised. They state within the interviews that there might be only some bikers who act distractedly, while most of them are driving as it is allowed (App.B, p.71). Likewise to [Qiu Zhang et al. \(2017\)](#) and ([Saarinen, 2014](#)), communication and involvement of locals could be helpful to clear the situation. Further, more evaluation and differentiation could help to revise the situation. Not as pressing but either disturbing in the case of sharing the same infrastructure, ski tourism in upper parts of the area are discussed. IK, AS and RS claim this form of tourism as the most destructive towards nature as snow guns are used. Several participants use ski tourism to classify the forms of tourism. Ski tourism let them avoid the area, including gastronomy and streets in general.

Meanwhile, motorcyclist tourism let them avoid certain "hotspots, as these are during the weekend, on Sundays or statutory holidays,(...)" according to ST and echoed thus by JM (App.B, p.71). Following his narrative, WS explains that he prefers to use certain places only in spring and autumn. Thus, he feels home in a different part of Europe in connection to the season, which is reverberated by MP as she names concrete places where she feels home (App.B, p.71).

Comparable findings were presented by [Koops and Galič \(2017\)](#) as a place with the same features as a home can be found while travelling. While WS and MP found those safe spaces on different occasions, they perceived no need to get active against disruptive forms of tourism (App.B, p.71).

Unlike other interviewees who do not point out a more rooted connection to other places. AS, JM, IK are in contact with citizen's group, while ST and SW are engaged within an organization to claim the streets and places for usage within laws or the concept of their understanding. As they refer to several roads which are closed for motorcyclists in the region, they feel that engagement is heard and fruitful. Still, the outlined participants say that more work is needed. Meanwhile, TK states that it is not his role anymore to be active. He expresses in a resigned tone that he was engaged, but people are stubborn and only supportive retrospectively (App.B, p.71).

Here, overlapping agreements of the participants that being active within the society were found. These findings could help to overcome disruption could and bring back motorcycle tourism on an acceptable level for stakeholders. It will be further analysed in the following in chapter while looking at encounters, and the role hosts take as discovered within the interviews.

4.3 Locals' Involvement in Daily Encounters in Sauerland

The analysis has hitherto outlined on the general effects of tourism and indirect effects on locals and their places. Daily encounters of locals and tourists also file the overall debate. Within the following section, different viewpoints are presented on daily basis, as discovered within the interview perspective of locals with a tourism researcher.

'Liveliness is what we want!': Positive aspects through Tourism

As already mentioned in the first chapter of the analysis, nature and places are formed by tourism, which is recognized and accepted by participants in various ways (Moers, 2020). Fitting to their narratives as RS and JM connect their use often with aspects of former job positions and a general overview. They share thoughts about their usage of places in connection with the overall development of the region. Meanwhile, the majority of the participants address places within their village or attraction in the form of reservoirs, cultural event or hiking trail. Explaining their usage of places for recreation leads to a positive connotation of tourism development in the region. As further demonstrated in the following lines, participants use aspects of tourism in social sustainability to explain a fruitful future from their perspective (App.B, p.71).

While talking about the topics as pointed out in the literature, participants did not use any keywords researcher use. It aligns with findings of Boluk et al. (2019) that the SDG and the general wording is not practical enough. Analysing the interviews, it became clear that participants perceive tourism as a business field. Only when the researcher addressed the social components, interviewees react to it.

Inadvertently, participants point out positive social components which are further discussed in the following. Looking at the narratives of the interview, definite connotation towards tourism predominated negative aspects by ten of eleven interviews. The the case cannot be generalized in any form, and locals also discussed the contrary impact, which is outlined in the following chapter. Still, representations of McCool et al. (2013) or Higgins-Desbiolles et al. (2019) can be questioned. Within the research, the pejorative side of tourism was dominating. It was not the case in the current study.

As outlined in the following, tourism is seen as a tool which helps to add social and cultural value to the area. Looking at the narratives, the interviewees discussed two topics in forehand, namely diversity and rejuvenation: Illustrative for the participants, MP states enthusiastically, "*there could be more people - yes, sure! If we talk about it, we can say that there is enough space here for more people. Liveliness is what we want and miss here sometimes*" (App.B, p.71).

AS, SW, AM and CS state similar perceptions and refer to cultural events like theatre, concerts or art events which could need more people. Specially SW develops further thoughts around the topic as she states that she was shocked after visiting the annual event of the gun club. The event, which is pointed out by all participants, is rated as a very vital gathering and as JM says "*even more important than Christmas, and we are in a catholic region here*", similar categorized by RS, AM and WS (App.B, p.71). Where some participants talk about the event in a neutral manner; WS, AS,

CS use it repeatedly as a negative counterexample while explaining what they like about the region.

Conversely, the participant perceives travellers and tourism as something positive. Talking about regular activities in their free time and their usage of public places, the participants connect travellers as an enrichment. WS and CS connect tourists with people who have higher standards in gastronomy in general. Through tourism, the food in supply got more diverse, which is beneficial for both participants.

Similar thoughts express MP as she states further that it makes her proud to see international people enjoying the new museum in the area with her. Also IK, TK and RS like travellers as they bring in different viewpoint. CS and WS share further thoughts on the behaviour of tourists while they do hobbies like hiking. They state that they do not remember any negative aspect when tourist joined their activities, but they also admit that there is nearly no contact with other tourists.

Impressions of the participants are in keeping with the imaging literature draws on social capital (*Emergent Principles of Social Sustainability*, 2009). Locals feel not disturbed as long as their private zone is untouched. To put this in perspective, the negative aspects as analysed in the following must be considered. Further, if tourism growth within the fields the participants use for recreation, a new assessment would be necessary. Here, the component of [Bramwell et al. \(2008\)](#) and [Telfer and Sharpley \(2015\)](#) is seen, as analysis a steadily changing field is complicated and needs time and effort. So far, findings show that locals have the chance to interact with tourists within their comfort zone, what [Qiu Zhang et al. \(2017\)](#) and [Timur and Getz \(2009\)](#) as a balanced outcome regarding the parameter of *Social Tolerance*.

What more, participants agree that using nature for recreation, cultural events, and regional food should be more presented, as they recommend these things to visitors. Being active in the field of integration of refugees, MP, ST, IK and SW connect their openness towards travellers with refugees. IK states that she was positively surprised how to open-minded younger generations are in the area as she had different experiences when she was younger. Meanwhile, ST told that he failed in conveying his enthusiasm towards the woods around but is eager to promote it more. Thus, ST, MP and SW see meet-ups with refugees as possibilities for travellers to join. These were two vivid examples of the activeness of supporting diversity within the region. The perceptions of the locals on how inclusive tourism could be aligned with ? discussions, if tourism is more than an industry. Also confirming [Bramwell et al. \(2008\)](#) who states that fairness and equity within a society can be addressed through tourism. Within their work, the participants more comprehensive their network and help others to bond with the area. As they meet up in public places, they add further meaning to it ([Colantonio and Dixon, 2011](#); [Kyle and Chick, 2007](#)).

Not only diversity was the topic pointed out by the locals when addressing positive sides and developments of shared places in Sauerland. Implementing more tourism and therefore diverse activities and people is done in response to participants wish of rejuvenation of the region. As described in the introduction, this aligns with funding of the EU, which implements tourism in rural areas to revive them ([Hjalager et al., 2018](#)). MP, WS and AM talk vividly about already established places for children in Sauerland. The participants point out destinations and wonder why they are not more often frequented, as they use them with their grandchildren. In

comparison of findings of (Qiu Zhang et al., 2017, p.73), it can be said that within these activities, participants are willing to accept other people and worldviews. Much more, within a group of other citizens, TK, AM and AS got actively involved by building a playground within their village and were further active in the maintenance of the place. In addition, RS, TK and JM stated that they gave support to projects regarding public places during their professional life (App.B, p.71).

Talking about public places like the playground or refugee meetings, several participants stated that they wish to attract young families so places last. Thus, demographic change is addressed within the narratives while talking about young families. Most explicitly, JM, AS and RS say that clubs like a gun club, locals swim club, tennis club, horse riding club are building a secure social networks within the region. They state that tourists and locals are both needed for the required spending capacity (App.B, p.71). Critically analysing the developed thoughts of the participants, it got clear that participants mostly refer to the figure of concentric rings by McKenzie (2004), where economy builds the basis for every assessment. These findings got further discussed in other parts of the interviews by the participants. Further, it got clear that destination is not only set up by the business-like pointed out by Leiper (2000) or Framke (2002). In the current case, volunteers set up the 'destination', which brings in another component and underlines how crucial the involvement of locals is when planning or assessing tourism.

Thinking of positive tourism aspects, several participants noted that people from the area are "Business people". Asking about openness to tourists, several participants refer to entrepreneurial thinking, even though they are active in a voluntary manner. Mostly explained as IK explains, "*people from here would be nice to people, if they pay to stay here. Who would not do so? It would be stupid, otherwise they loose money*" (App.B, p.71). Meanwhile, ST, AS and CS express themselves more critical. They state that they feel others within the region think that living without travellers is a higher good than having more money. On other points within the interviews, ST and CS agree on the diversity within the region.

Compared to literature and findings above that most of the participants do not see themselves as locals, one could consider that the interviewees use tourism to feel more connected to the area. What more, looking at a highly cultivated region, locals are involved with voluntary projects while forming the destination. Alternatively, in JM words, fresh air and clean landscape as "*the good, we can sell*" (App.B, p.71). Given the overall narratives of the interviewees, they assess the goods in the area as watched by them. Therefore, Leiper (1979) findings are seen critically. The researcher stated that many goods in tourism are free. The participants seem to share a different perspective and demand their claim when they reject tourism, as outlined in the first chapter of the analysis. As discovered business thoughts and economy are described as influential within the interviews. It could be assumed that participants definition of free goods is more narrowly than Leiper (1979). Interestingly, locals refer to the need for guarding the area, in response to motorcycle tourism. Meanwhile, they are more open if tourism takes place within their comfort zone. This aligns with findings of Qiu Zhang et al. (2017) as the tolerance of locals can be seen as a parameter for tourism capacity within the region. Much more, United Nations World Tourism Organization (UNWTO) (2001) and Boluk et al. (2019) develop the thought of ethics around tourism. Looking at the usage of nature by locals makes clear that if locals rate economics as more vital as environment or future generations goods, it is unlikely

that tourists will contribute to radical sustainable development. As ideas towards a sustainable future were found within the interviews, further thoughts could be made on possibilities of connecting socially sustainable tourism.

'Sharing a bag of salt?': The Paradox of Being a Hosts

As outlined in the beginning, most participants do not perceive themselves as Sauerländer. Much more, the majority describe themselves to "the culture in region" or discuss habits as "typical for the region" in comparison to Sauerländer (App.B, p.71). Within the group, variation is found as outlined above. As further discovered above, participants still appreciate tourism and encounters within their boundaries of well-being, in literature called social tolerance (Qiu Zhang et al., 2017). Here, the paradox appeared where diversity of society is clearly shown. If people and their places are sold as product adding stereotypical attributes, people who do not identify with them feel disconnected (Kaifa Roland, 2010). Sustainable tourism, meaning tourism based on resources or the community could be a chance to draw a realistic picture and act inclusively for tourists and locals (Saarinen, 2014; Dicks, 2004). Actual encounters while hiking, mostly described in small talks are frequently made by the participants. As IK, RS and AM describe the most intense bond within the region; they also describe how they perceived encounters or narratives of others. While stating that times changed, IK assures that communities are not as closed up as they were about 40 years ago. RS and IK refer to the low German word 'Buitering', which was used for someone who is not born in the village or was living in rented accommodation. She states that "*that was pretty bad*", as there was no invitation to private celebrations for 'foreigners' (Appendix 10, p.46). After the interview, she adds that people from the area go annually around the limits of the village, a tradition called 'Schnadegang'.

She does that in response to a further explanation on how closed up people were. In the same manner, RS states that a popularly statement is that foreigners have to "*eat a sack of salt, before they are allowed to enter the society - that is not a great taste.*" (App.B, p.71). Correspondingly, ST explains that within the region, "no one shares the table with you when you enter their house for the first time.", he further says that "*if you are lucky people say hello if you pass by*" (App.B, p.71). Similar statements are made by AS, TK and MP, while they vividly describe friendly small talks when meeting tourists. These findings were shortly discussed in the first chapter as they were named when reflecting on a personal connection. It was made whether it was for the area or when it comes to tourists and their connection. It gets clear that social capital is fragile, and even if they spend 40 years or more in the region, being perceived as hosts is perceived as a paradox. As participants still see themselves not as hosts within the region.

While TK, WS, MP and AS sense of belonging is bounded to nature, they state that traditions like the above discussed 'Schützenfest' are not in their interest. When the researcher asked further, participants agree, on the other hand, that social capital is bounded within these clubs and locals define their belonging but also their capacities over these structures.

Even though memberships in clubs are silently lived or not an option for the interviewees, they use provided localities and arrangements to meet friends and describe positive encounters with tourists in the form of small chats. Here, the openness for

tourists is discovered, as CS representative states, " *we are all wearing the same rain jacket here! Of course, I chat with people. How should I see where they are from?!*" (App.B, p.71).

Annual workshops of local artists and an international food festival as named as positive examples where tourists come and a get together is possible. JM, MP and AS joined these workshops and which to see more of those activities. Likewise, TK, IK, ST and AM organize or join music events, which they are arranged accessibly, so tourists and locals are welcome to join (App.B, p.71).

Analysing descriptions of overall impact and encounters of the participants and tourists led the researcher to assume that tourism functions as a bridging tool between the closed society and people, which moved to the area or do not feel connected to traditions from the area. As opposed to motorcycle tourism, the forms of tourism which are likely to the interest of locals influence their usage of places positively. These findings confirm presented literature as it was found that tourism can help to assess characteristics of sight within a landscape differently (Koops and Galič, 2017; Kyle and Chick, 2007; Qiu Zhang et al., 2017). Growth of social sustainability can be found as tourism enables exchange within a diverse society. Much more, public places are kept alive, as a local swimming pool or tennis court when maintained by a local club. As these findings could be used for future DMO programs, the topic is addressed in the following chapter.

As briefly mentioned above, gazing as found within locals and in connection to potential tourists underlines the notion of 'otherness'. This means that one's identity is defined in comparison to other people with different habits (Larsen, 2014). While these feelings are discovered in different manners within the society in Sauerland, those thoughts can lead to disruption within a society. This would be contrary to any socially sustainable development. Socially sustainable tourism is built on collaborations between stakeholders and international thoughts. If groups or contrasting opinions upon each other get to disruptive, the development will work contradictory (Timur and Getz, 2009). Further, outlining the positive aspects named by the participants, it got clear that still positive aspects weight heavier when thinking about tourism. Considering the narratives of the participants, the researcher assumed that they are willing to overlook negatives sides as the number of possible activities through tourism grows. Rejection of tourism caused by the negative aspects due to miscommunication could not only lead to a fracture of the society and damage of social capital in terms that people stop using their places as motorcyclist disturb them. Much more, positive tourism as their tool for connection with the society and landscape is at risk (Qiu Zhang et al., 2017; Moscardo et al., 2017; Koops and Galič, 2017). Within the next chapter, the role of DMO Sauerland is examined. Locals inclusion will be analysed as social sustainable development could be governed by officials in tourism to create inclusive places and the complex endeavour of findings the appropriate form for the region (Koops and Galič, 2017; Kyle and Chick, 2007; Saarinen, 2014).

Overall, findings on how locals define tourism should not be neglected. Within the interviews, it got clear that in opposite to literature findings on social sustainability, locals consider tourism as an industry, not as a social activity. While they add social activities to it, it is not indented done. It could be considered if rethinking of tourism while including as many stakeholders as possible, could be a chance for future development. Complexity, needed resources of time and money make it a

difficult task. Following [Cotterell et al. \(2019\)](#), it got clear that interviewees follow a very weak to weak definition of sustainability as a business should run as usual while ethical awareness is present. It is questionable if willingness or support for profound change as described by [Higgins-Desbiolles et al. \(2019\)](#) can be achieved on this level.

4.4 The Inclusion of Locals in Managing Tourism

So far, the analysis has concentrated on the effects of tourism on places - in a general and daily. Within the last chapter, the role of DMO or other officials in tourism is unlocked concerning inclusiveness towards locals.

Institutions of Tourism

Questioning the role of the official tourism organisation, interviewees have difficulties in drawing a connection between them. Thus, AM, CS and ST ask back, wondering that they are not tourists (App.B, p.71). Asking more explanatory, nearly all participants say that they use the website, hiking maps, guided tours or flyer. In addition, CS remembers advertising photos which she joked about in her hiking group. In relation to possible future ideas, several participants agree on the need for an event calendar for the region to support accessibility. Much more, tourism's officials are solely perceived as "*they are probably the one, as the one interested in the economy behind it*" or not present in the kind of conflicts people concern about (App.B, p.71).

When presenting DMO Sauerland's strategy to participants, reactions are overall critical (dwif, 2019). In various ways, description of locals and presentations are not diverse enough, which aligns with discussions within their narrative, as found by several participants. Moreover, also RS and JM question if their idea of tourism is representative. Likely, JM states: "I fear that people with antiquated opinions decide to often." (App.B, p.71). Assuming about the further influence on social life in Sauerland, ST sums up that, "*tourism is not a charity organization*", meaning that economy is more crucial than locals and their interests (App.B, p.71). Asking participants if officials in tourism played a role in any form within the initiatives, participants deny any contact. Asking RS if tourism is part of political discussion, he confirms by saying, "we can find the topic in every party program, but that is basically it." (App.B, p.71).

In the case of media work of the local DMO, participants were confronted with current pictures of the official Instagram account, including hashtags (Appendix A). Interestingly, no participant reacted to these factors nor using the platform. These findings underline the diversity within society and how complex the field of tourism is. When visiting the place, people are encouraged to post pictures of themselves marked with the hashtag "sauerlandcalling", "deinsauerland" and "deinrnrw" (in English: yoursauerland, yourcounty) (Sauerland Tourismus e.V., 2020). While it is a common practice for the younger generation or businesses, it might appear differently for other groups while using public spaces. When being asked, participants state no acknowledged distraction in any form they know of (Koops and Galič, 2017; Colantonio and Dixon, 2011). Still, the researcher sees a need for enlightenment in terms of future distraction. To establish long-term tourism including locals, a certain level of knowledge on used tools by DMOS or tourists could be helpful (Boluk et al., 2019; Gössling, 2018; Koops and Galič, 2017; Colantonio and Dixon, 2011).

Meanwhile, the DMO Sauerland addresses the topics as "Being in nature (...) your new home (...) your freedom" and the destination as a place "where you meet people, who are happy to be involved in the community (...) while welcome people decently" without further research or involvement on locals or the community

(DMO Sauerland, p.64-65 and 44-45). Named distractions as discovered or positive connections are not named within the strategy. The concept concentrates on sales and marketing strategies (dwif, 2019). This corresponds to the findings within the interviewees. Much more, the relatively new founded DMO Sauerland works in connection with a local bank, publishing economic outcome in a yearly manner (dwif, 2019).

However, citizen's groups, clubs and societies are found to contribute to society actively. Several participants described the infrastructure of public places like swimming pools and hiking huts managed by those associations (Kyle and Chick, 2007). Here could be a connecting factor for tourism to develop further in a socially sustainable manner. Looking at the literature, the researcher found that the first club addressing tourism is still active within the region, holding over 33.000 members Kracht (2020).

While it was found to make the area accessible for tourists, today's tasks are defined as prepare hiking material and organize regular hiking groups which are mostly promoted in local newspapers and in local stores (App.B, p.71). As several participants talk about the club, it was found that they perceive it as an active hiking club. While the club is perceived as beneficial for the region by several participants, no influence in tourism planning is connected to it. The role has changed over the years.

Looking at the work of the DMO and role if it as added by the participants shows that actively showing locals involvement are not yet seen as a factor when it comes to tourism planning. As outlined above, participants are all active in several clubs and associations - still, official tourism organization and not perceived as being active within the region. If to think about social sustainable development, here could be found great potential. Concerning found negative aspects, like usage of infrastructure, communication could support the positive influence of tourism (Moscardo et al., 2017; Qiu Zhang et al., 2017).

Driver for Inclusion

During the interview, participants start to discuss tourism and what are "fitting" projects in their eyes. Within their narratives, participants comment on current tourism that "there are not enough consequences for people breaking rules" or "more sufficient investment must be done" regarding to current forms (App.B, p.71). Unlikely to findings to Higgins-Desbiolles et al. (2019), changes within the system of laws or the economic system are considered. The majority state that their voices are heard once they start the initiative.

In connection, CS simply states that in terms of tourism, this is nothing she concerns. Meanwhile, unintentionally input is given for socially sustainable development by all participants. As pointed out above, connection to official institutions of tourism is not seen; meanwhile participants show a high level of information about current projects and potential for a future economy. Much more, they point out projects on a different scale which would be beneficial for further development.

Public transportation is one topic which is named by the majority of participants in connection with a beneficial future development for locals and tourists. Representative, IK claims that people in the area are dependent on their cars. She states

further that park benches in villages got named as "car passenger banks" to help out refugees with no car access. Further, she explains, "everyone can sit there, (...) and one can take them."

The example underlines the potential of the area where socially sustainable development could be connected. Much more, WS states that he once tried to take the bus to cross the Sauerland but financially and time-wise it makes no sense as the area is divided into several transportation authorities. Slightly positive, JM points out several times that public transportation works well. IK describes that there are not enough biking lanes and she heard about initiatives of re-activating rail road-lines for biking. Echoed by AM, who states that the growing network is used frequently by her. Both interviewees perceive chats on the bike lane and accessibility of the region as relevant factors for their belonging to place (App.B, p.71).

Much more, participants refer to a bus which takes participants to hiking spots. Here, AS and IK explain that it is still "easier" or "more comfortable" to take the car. Still, development is watched favourable. Participants state the examples of public transportation, referring to climate-friendly developed and as they need it to connect socially. Overall it got clear that this topic could be addressed further in favour to develop tourism sustainably.

The interviewer addresses the change within the woods of Sauerland as a starting point for discussion about future development. Most of the participants add further knowledge. Similar to other narratives, TK, ST and IK see potential in addressing more education, also for locals (App.B, p.71). IK adds that she recommended getting to know the landscape to several contacts. Not understandably, she states that some people know foreign countries better than their home region (App.B, p.71). In the same manner, AM used educational offers with their grandchildren. This is echoed by JM, who states that scouts as a social platform in nature was an fundamental part of their life here and is needed more . While RS and TK state that the type of woods is traditionally not part of the Sauerland, others refer more to the existence of others which is dependent on it. While ST and SW are active in two Nature Conservation Union, they state that they needed to learn first more when they joined the club. Offers like these unions are what they hope to see more often. IK concludes that changes are needed but not if people are affected by noise, for instance, when implementing wind turbines (App.B, p.71).

Within these parts of a conversation, participants stay vague as often future suggestions are said. This can be seen as part of defending their comfort zone in terms of securitization (Kyle and Chick, 2007). Further, it can also be looked at the factor that locals feel already disturbed by motorcycle tourism and express these needs, therefore strongly (ibid). The researcher kept the agenda 30 and needed changes in times of wicked problems in mind, therefore, the difficulties become revealed within the research process (?). While socially sustainable development is based on the well-being of locals, also future generations interests should be addressed. While Higgins-Desbiolles et al. (2019) and Hall and Lew (2009) point out the role tourism could play in it; this kind of understanding is not found in the interviews. However, several interviewees are interested in further education and exchange as they point towards offers they joined already. Compared to literature findings, finding solutions for wicked problems is perceived as an ongoing process. Therefore, openness is a needed factor and a possible connection for the concept of social sustainability.



Figure 4.2: New Perspective in Sauerland: Cut-over Land through Bark Beetle, Dry Summers or Windstorms? source: own

Talking further, four participants discuss a development which they actively pursue through media and talk about often with friends and neighbours as an investor tries to open a holiday park with three hundred huts at a water reservoir next to their homes. As the planning takes already ten years, and lawsuits are taking place, the interviews seemed revealed that the tourism project is unsuccessful. As SW claims current politicians, IK points towards other projects which worldwide operating investors in the area (App.B, p.71). Echoed in different stories, participants agree on the point that ideas which are born within locals and financed by locals are perceived as more beneficial. At the same time, stating that MP, AS, RS and CS underline that they hope that international influence and more diversity will be seen, just not in money but faces and people. Much more, they deny global acting companies and investments on a big scale(App.B, p.71).

In comparison with literature, successfully implemented tourism is based on a level of trust, and it is beneficial if initiatives come from locals, so money- and power-wise locals benefit from entities. Much more, the building project turns public space into a private place. This is happening in an already crowded place, according to participants. If a possibly large number of locals are involved in the process, a better outcome for locals can be achieved, if to follow social sustainable literature (Colantonio and Dixon, 2011). Still, it must be considered that societies' interests vary and literature on the topic is fragmentary (Clausen and Gyimóthy, 2016). Even though they see no direct education for them, participants point towards tourism, as Saarinen (2014) describes in the findings. Unintentionally, the participants point towards a development which is based on the resources and the community of the region. The openness can be seen as a sign that frustration caused by motorcyclists is at this point, not letting locals reject in general. Still, further communication is needed to save social capital in the developed structures.

5

Conclusion

While reflecting on the overall aims of the research, the conclusion is written to answer the research questions. Results from analysis and discussion are presented. Briefly, ideas for future research are pointed out.

The research questions were formulated to seek out for indications of how tourism shapes locals' everyday usage of mundane places, which are promoted for tourists by the local DMO. Stimulating research on the extent locals feel included in tourism development, it was hoped to gain more profound knowledge on the potential of developing tourism in a socially sustainable manner.

How is locals' relation to public places affected by tourism, and to what extent feel locals included in tourism development?

The reflexive analysis of a problem-driven case study on 60+ years old residents from Sauerland shed light on how tourism affected connection to place and resulted in several findings. Looking at previous research on places from various fields, further knowledge on interpretation on how tourism affects places were hoped to find. The initial hypothesis emerged it was found that current form of tourism, which is rated on economic outcome and growth, would prevent long-term successfully tourism in a socially sustainable manner. Whether on a small scale, habits on communities place are harmed or national goals of sustainable development stayed untouched, rejection of tourism was seen as a possible outcome as locals level of tolerance would be reached.

Conducting in-depth interviews and analysing the narratives of the participants from the stance of a social constructivist let the researcher explore the situation in more detail. Likely to literature findings, the complexity of the fields was found. As presented above, tourism is routed in the area since the beginning of the 20th century. Locals knowledge on how tourism formed the region is vividly shown within the analysis. Therefore, tourism does have a substantial impact on the area, which is perceived as positively for various reasons. Whether participants grew up the area or moved here, a broad acceptance was found in the first place as locals share see positive development of infrastructure and accessibility in areas where another industry is not located. Much more, even if they are not personally affected, participants indicate economic dependencies by other locals which gave insights on the stiff social bond within the area.

Digging deeper into the topic, complexity governing societal needs as a DMO was further discovered as locals' connection to the area appeared multi-layered. Independently from being born in the region, multiple participants do not perceive themselves as locals. Interestingly, they connect more with specific groups of travellers, which are perceived as people with shared interests. Travellers are therefore claimed as the factor of enabling a diverse society, cultural events, infrastructure or culinary diversity. It leads to a paradoxical role, where the role of the host is unwanted or negatively connoted. Further, the perception certainly influences voluntary work of participants, which revolves around inclusion. Consequently, participants preferably support the initiative from within the community, certainly including international influences, expanding social bonds and adding a personal and emotional attachment to place.

On the contrary, an increase in tourism is leading to hardening their opinion against travellers. Formative influencing the narrative, foreign motorcyclists are discovered by all participants as a cause for distraction and discomfort. The openness of the participants is challenged as social processes are disrupted. It awakes concerns regarding social sustainability as fractures within society can be feared. As citizen's groups and protest are heard, and road closures are partly established, participants show a fragile willingness to collaborate further. While statistical proof on motorcyclists as foreigners or higher risks for locals could not be proofed, further research and attention on the field are recommended.

Much more, as analysed in detail, social sustainability is hardly examined as it was found to be interwoven with economic and environmental aspects. As multiple interviewees explain, economic stability is needed to enable investment social aspects. Meanwhile, thoughts on connecting tourism to sustainable development were hardly made intentionally; tourism was mostly perceived as an industry. Nature in Sauerland is shaped by cultivated woods, which is visibly harmed by climate change. The researcher addressed it as it builds a basis for relevant places for social exchange and a basis for tourism. Interestingly, even though personal effects were given in the example, the solution stayed vague, and personal influence stayed rather untouched. Future research on an educational form of tourism could help approach future ideas in the preservation of landscape for locals and tourists.

Managing the influence of tourism on a local level were not easily discovered. As the area is shaped by associations and voluntary work, so are the power relations, also when it comes to public places. As described before, official tourism clubs were firstly found at the beginning of the 20th century - local involvement in providing and managing attractions developed in various ways since then. Still, the inclusion of locals could be as a chance to establish development in a socially sustainable manner. Since locals are already profoundly connected in shaping places, socially connoted tourism seems achievable. Since thoughts about a more sustainable environmental or economical manner were mostly not discovered, an overall change appeared challenging.

Researching the topic revealed more questions, while no simple answer can be

given to the research questions. Food-of-thought for future research was instead found. The thesis is somewhat perceived as a starting point where many questions could start from to get deeper insights. While the findings cannot be generalized or transported to other cases, further research is needed to get more in-depth knowledge on the situation within the area. The challenge for tourism in the area is to carry positive attitudes through the current and upcoming challenges while acknowledging and including locals' voice in terms of social and environmental aspects towards a contextualized tourism program.

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Appendix A

Interview guide

The interviews were conducted in German as semi-structured, open interviews. The guide was prepared in front as a helping tool for the research. During the actual interviews, the guide was used very little due to the natural flow of the interview. Also the researcher memorized the questions during test interviews.

Please share your thoughts about tourism and tourist in Sauerland. What pops up in your mind?

How does tourism contribute to any kind of development in the region? What kind? Do you feel effects?

What are the negative aspects?

What are the positive aspects?

Could be regarding infrastructure, integration, social activities, learning, get to know people, culture exchange...

How are you affected by tourism?

What about positive aspects?

Are there negative aspects (as well)?

Do you have any expectations?

Could be regarding infrastructure, integration, social activities, learning new things, get to know people, cultural exchange...



Figure A.1: Examples, Advertisement (Sauerland Tourismus e.V., 2020)

Text in the picture: You face your freedom here! Expanding landscape (left); Join new adventures, all secret! (right) Sauerland Tourismus e.V. (2020)

What public spaces do you use in your area?
 How their use/feelings about them are impacted by tourism?
 How do you define this place for you?
 How do you use the area, except of living?
 Do you have a connection to nature? Or is there any social gathering?

Do you have expectation in tourism development in regard to these places? Or do you share any infrastructures with tourists going to the places?
 Could be regarding infrastructure, integration, social activities, learning new things, get to know people, cultural exchange...

Do you know any institutions or organisations officially working for tourism industry? How are you connected?

For instance, like DMO Sauerland: Do you maybe use a website, use hashtags, read journals, Social media channels...

Do you know how tourism in Sauerland is promoted officially?

We are going to look at typical pictures which DMO Sauerland uses to promote the area. What do you think?

Please share your thoughts: Do you feel the place you use is represented?

Do you see a connection to the actual places you use?

Officials present mostly empty pictures, do you have any thoughts about that?

Would you present here? In what form? How important is that for you?

Officials in Sauerland found following words for promoting locals. Let us have

look, they say:

Quote DMO: "Locals are straight and reliable; happy to welcome to the community in which they are strongly involved, while being unobtrusive"

Do you feel represented?

Do you feel any connection between these lines and your region?

What do you think about the community?

What makes it special? What are the public places used by the community? Do tourists have access? Should they have access?

Any limitations needed?

You mentioned place for: Do you share the place with tourists? Do you think it would be possible? How could it look like? Any ideas, solutions?

Thinking about the place you mentioned: Who as influence in any decision regarding public places? tourism? Use of places by tourists?

Why?

Who has the power to decide how places look like? Why?

Who has the power to decide where tourists go? Why? Any explanation for it?

Would you like to be more included in tourism? How?

Could be regarding social activities, learning new things, get to know people, cultural exchange...

How could inclusion look like?

Do you think of tourism as a platform for social exchange? How could it look like?

Do you have any comments?

Solutions (if complaints are mentioned)?

What could be more pushed? Any projects, What should be regulated?

Appendix B

Interviews

In order of appearance, transcribed and translated passages which were used within the research are listed in the electronic appendix. Similarly, German transcripts of the interviews, coding and memos with English translations are listed in the electronic appendix in the same order. For more information, sampling and a table of participants are in chapter 2.