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"The social impact of domestic tourism at Destination Vesterhavet - A case study in social sustainable development in the coastal city of Hvide Sande"

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Abstract

Danish tourism has suffered a major setback due to the COVID pandemic, and the domestic destinations have through 2020 been left for the danes alone to visit. One of the most visited regions in Denmark is destination west Jutland. With its amazing coastline, beaches, quiet and idyllic surroundings and local authentic culinary experiences, west Denmark has been a well visited region, and has for many years attracted especially the Germans during holiday. Coastal tourism is one of the most important ways of leisure and entertainment in the world, which brings impact in varying degrees to the tourism destination.

These effects relate to economic, **social**, and environmental aspects and due to the concept of sustainability being widely used, sustainable tourism has received more attention. Looking into the literature, most studies focus on the tourism impact from the economic and environmental aspect, while the social aspects have been left a little behind and are yet to be fully explored. COVID-19 has caused major changes to the tourists mobility and has given the optimum opportunity to investigate the changes in the social dynamics in destination Vesterhavet. This thesis centers around the social impact of the danish, domestic tourists visiting the destination now more than ever, as the world started its unexpected change from a versatile status to an almost stationary one.

In that matter, a framework was developed and intended to envelop such a change, so pertinent theories and perspectives from already existing literature could be included to help design a research question, guide the selection of relevant data, interpret the data, and propose explanations of the underlying causes or influences of observed phenomena. In the context of a post pandemic time, the thesis has shown the respondents' desire for the return of the original tourists in a time where domestic tourism is in the spotlight and well-branded by the overall tourism actor Visitdenmark (Visit denmark, website[1]).
The thesis will focus on combining the findings with theoretical grounds that show what domestic tourism in Destination Vesterhavet provides both opportunities and threats.

Keywords
Tourism, sustainable tourism, social sustainability, social impact, sustainable development, domestic tourism, tourism impact, sustainability, stakeholder, resident.

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[1] https://www.visitdenmark.dk/corporate/om-os/nyheder/ny-kampagne-skal-igen-faa-danskerne-til-holde-ferie-i-danmark

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1. Introduction

1.2 Setting the scene

This section focuses overall on the project and describes the overall topic of the project. It also explains the destination Destination Vesterhavet (hereinafter referred to as DV), the type of tourist and tourism, the extent of tourism and its situation, the organization behind the destination and what makes the destination so unique. The reason I choose these particular topics is to create an individual understanding of the destination before it will later be put in a common context and discuss how it is affected by the changes in the market due to COVID-19 from a socially sustainable point of view.

1.2.1 Description of destination Vesterhavet and its scope

[2]*"Here, Denmark meets infinity. Here the sky and the sea open up. Here you can feel how the salt of the North Sea makes the air and life taste better. Out here in the west you get close to what matters most. And we look forward to seeing you! " (Visitvesterhavet.dk). This is how Visitvesterhavet writes on their website and a fantastic holiday is planned in beautiful and idyllic surroundings. The statistics also show that tourists make pilgrimages to the coasts and the latest figures from Denmark's main tourist organization Visitdenmark report that a record was broken in 2019.*

One of the biggest attractions within the destination is approx. 90 km. long coastline stretching from Vedersø dune in the north, to Oksby in the south. This windswept and scenic stretch, which has Hvide Sande as a tourist center (Merete, A2; Daniel, A1), offers popular activities such as horseback riding, golf, angling, hiking and biking trails, water sports and of course wonderful local, gastronomic experiences.

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[2] Translation: *"Here Denmark meets infinity. Here the sky and the sea open up. Here you can feel how the salt of the North Sea makes the air and life taste better. Out here in the west you get close to what matters most. And we look forward to seeing you".*

The latest report prepared by Visitdenmark (Visitdenmark, coastal report) back in 2019 shows that there has been an increase from 2018 - 2019 of 4.0% and together (Danish and foreign) nature and coastal tourism accounts for 39.7 million. overnight stays. Out of the 39.7 mill. 20.8 mill. overnight stays consist of foreigners and are therefore very equal to the domestic tourist in terms of number of nights and now due to COVID-19, Visitdenmark now wants to use the opportunity to boost domestic tourism with new campaigns (Visitdenmark, 2021).

As for DV, the same report (ibid) shows that with its approx. 8.7 mill. overnight stays, it is undisputedly the most visited of the many coastal and nature destinations, surpassed only by Wonderful Copenhagen (11 mill. overnight stays) and leaves the Northwest Coast in third place with 5.9 mill. overnight stays.

It also shows that there is a lot of pressure on the west coast during the high season. The coastal and nature destinations are often characterized by seasons and it is clear that June (4.6 mill.), July (10 mill.) and August (6,5 mill.) are the months where they receive the most visitors and perhaps not so surprising, the Germans accounted for 15.8 mill. (40%) of the overnight stays, whereas the domestic tourist accounts for DKK 18 mill. (48%).

Much literature states that the domestic tourist surpasses the foreign tourist in multiple sustainability parameters, but stands out as being less controlled due to lack of focus and priority. Due to the wide extent of the topic sustainability, this thesis will focus on how the social concept plays out in practice at the destination and whether the domestic tourist is a type of tourist that the destination, as much literature depicts and the light of the 2020 season brings greater positive aspects in a socially sustainable context. I consider the time as an investigator to be optimal, as DV due to lockdowns, qua COVID-19 and for maybe the first time has only been able to receive Danish tourists. Experiences and observations from locals will therefore lie fresh in memory.

I choose in respect of this project to limit it and focus primarily on the social impact of the domestic and the german tourist, as other nationalities must be considered to have far from the same influence on DV and Hvide Sande.

I have moreover chosen to limit myself to the town of Hvide Sande and the reason must be found in the fact that Daniel, who owns the local wine and spirits specialist and Merete, who works for DV who is not only associated with business, but who also acts privately in the destination informed that Hvide Sande is the only town in DV where there is enough local life to research the behavior and relationship between tourists and locals (Ibid). This thesis does not immediately seek to determine who are the best or more sustainable tourists, but to discuss and analyze the different social imprints they each leave behind.

2. Research Aim & Question

The aim of this research is to explore the social impacts of domestic tourism in destination Vesterhavet, more specific Hvide Sande based on the changes caused by the Corona pandemic.

How do residents, organizations and businesses perceive the social sustainability of domestic tourism on the West Coast more specifically Hvide Sande, and how do the differences in the social relations between domestic and German tourists affect the social environment?

How should the inquirer go about finding out knowledge?
(Guba, 1990).

Methodology

This section will address the methodology, research design and collection methods in regards to the data processing strategies which form this project. Participants will be presented just as why they were picked. At last, there will be an outline of the data and limitations and critics of the research design will be discussed.

This research was a short-term ethnographic study. Excluding travel time I spent 14 days conducting research at DV based in a holiday house approx. 15 minutes drive south of the city Hvide Sande. My central location gave me

the opportunity to mingle with the local stakeholders and visitors and provided me with a great starting point for observations and reaching out to stakeholders to ask them questions. Methodological contemplations have been reflected upon and picked to accomplish the last level headed of this project which is to respond to the accompanying inquiry: *How do residents, organizations and businesses perceive the social sustainability of domestic tourism on the West Coast, and how do the differences in the social relations between domestic and German tourists affect the social environment?*

3. Philosophy of science

The philosophical points of view decide the strategy and apparatuses of research. In the interim, the aim of research is the significant premise to choose the philosophical viewpoint. The subjects of this project are, DV, local business', locals, and domestic travellers, who all have subjective interests and intentions.

Kant (1966) contends that human requests for nature cannot be autonomous to knowledge. *"Human perception derives not only from the evidence of the senses but also from the mental apparatus that serves to organize the incoming sense impressions."* With this sentence and by the same Kant (ibid) in the article "Critique of pure reason" originally published in 1781, he argues that this infers the focal guideline of constructivist thoughts that: objective reality cannot be separated from reality actors. Put in a different and less philosophical way, Sciarra (1999) explains that reality is created by actors, that also takes participants of research into account (stakeholders). Schwandt (1994) argues that constructivism attempts to highlight the understanding of life experiences from the point of view of the everyday individual.

As per Guba (1990) constructivism can be defined through: methodology, epistemology, and ontology. Further clarified by Lincoln and Guba (1994), the concept acts like an overall guide as it includes what, through whom, how and why the research is led to convey a proposed answer for a logical og scientific issue. It implies that researchers clarify their philosophical position.

As a matter of first importance, the ontology mirrors the truth of things and the idea of existing. The aforementioned Guba (1990) explains that ontology sets up the accompanying question: *what are the structure and nature of the real world and the information about this reality*. Constructors accept that the truth is built by various elements and is impacted by subjective experiences and perceptions. Also, epistemology includes discovering the connections among researchers and participants and lastly, methodology alludes to the procedures and process of the research.

A brief summary can be expressed like:
- The Ontological Question: What can we know?
- The Epistemological Stance: Knower and Knowledge
- The Methodological Question: How to find knowledge?

The following sections are to deeper explore the three above mentioned concepts.

3.1 Ontology

Concerning the constructivist worldview, researchers trust in the subjectivity of reality, which additionally is socially developed by its members (Tuli, 2010). Consequently and according to Rehmen and Alharthi (2016) reality and truth are not found, yet it is rather created. As realities are multiple and that they exist only inside the mind of people, constructivist researchers regularly adopt relativism as an ontological concept. Relativists consider reality to be subjective, implying that it contrasts from each other as every reality is affected by the senses as such the truth is separately built and there are however as many realities as persons in this world.

Then again, positivists take stand in quantitative strategies and they articulate presumptions in accordance with authenticity. They accept only that there is just a fixed, quantifiable reality outside to individuals and just realities that can be observed can be the reason for science (Tuli, 2010).

On such grounds, I as a researcher contend that this thesis takes a constructivist stand as its philosophical establishment in prudence of its relativist ontology, as subjective insights will be explored and create the empirical base. O'Dell (2007) describes such encounters as very intricate phenomena, depicted as subjective and intangible.

As a researcher I am offered various profound realities, which I have to try to research and interpret. It follows that I, in this project, am not seeking for the complete truth or to decide whether those experiences are correct or wrong, rather, to decipher the truth as it is perceived by the stakeholders of DV.

3.2 Epistemology

Kivunja and Kuyni (2017) states that it depicts the manner in which a researcher achieves knowledge about something and about one's assumptions of reality. According to Kivuna and Kuyni (2017) questions like; *"is knowledge something which can be acquired on the one hand, or, is it something which has to be personally experienced? What is the nature and idea of knowledge and the association between the knower and the known? What is the connection between me, as the inquirer, and what is known?"* are significant in light of the fact that they assist the researcher with situating themselves in the context of research, making it possible to discover what else is new, considering what is already known.

Grix (2004 in Scotland, 2012) states that a subjective position is taken by the constructivist epistemology, which depends on true world phenomena. This means that the world does not exist solely by our knowledge attached to it, and meaning has not been discovered. It is instead through interactions between awareness and the world constructed.

Despite that, Guba (1990) stresses that individuals develop and construct meaning in various manners regardless of whether they attend and notice a similar phenomenon. Then again, as per the positivists' epistemology which lines up with objectivism, the scientist should be an outer factor in the research.

As of the abovementioned, this thesis upholds a subjectivist position to characterize how information is obtained through the researcher, just as the interviewees' very own encounters. As recently contended, the researcher and the individuals who are being explored could be considered as melded into a single character, whereby discoveries are produced through the cooperation between the two sections, and therefore information is co-made. Denzin and Lincoln (2003) explains it like: *"Montage and pentimento, like jazz, which is improvisation, create the sense that images, sounds, and understandings are blending together, overlapping, forming a composite, a new creation"*.

3.3 Methodology

The article "Understanding and Applying Research Paradigms in Educational Contexts. International Journal of Higher Education" by Kivunja and Kuyni (2017) describe how methodology refers to the, strategies, design, approaches, techniques utilized during research which is typically arranged preceding the research and Guba and Lincoln (1994) lines up explaining that, methodology focus' on the why, what, from where, when and how information is acquired and processed.

I as a researcher need to explain my choices of, what information is required, who should it be gathered from, how to gather the information and how to break down and process the information procured (Rehman and Alharthi, 2016). As laid out by the same Rehman and Alharthi (ibid),*"one should choose methods and methodology which one finds most suitable for investigating the phenomena one sets out to investigate"*.
Qualitative, quantitative and mixed strategies are various kinds of concepts, recognized by whether they turn to words, numbers or a mix of both (Hannam and Knox, 2010).

As recently expressed, this project centers around the gathering and analysis of the experiences of the stakeholders of Hvide Sande. The objectives of this project are exploratory in its origin and on behalf of that, it follows a qualitative approach that is about to be elaborated in the following section.

3.3.1 Qualitative research

The choice of research techniques should be in line with the particular research questions (Bryman and Bell, 2007; Slevtich, 2011). The qualitative technique may according to Bryman (ibid) be an appropriate choice as it aims toward the gathering of a world view. In the case of this project, I as a researcher consider a qualitative approach to be more appropriate, but depending on the type of study and the accessible time and purpose I acknowledge that it is important to figure out which techniques ought to be chosen (Leedy and Ormerod, 2004). Additionally and to underline the choice of research technique, a correlation of the two techniques have been made in the table below:

	Qualitative *Idealism/Constructivism*	**Quantitative** *Realism/Positivism*
Conceptual	Understanding of human behaviour - Informant's perspective	Discovering facts about social phenomena
	Assumes a dynamic reality	Assumes a fixed measurable reality
Methodological	Data are collected through participant observation and interviews	Data are collected through measuring things
	Data analysed by themes from descriptions by informants	Data are analysed through numerical comparisons and statistical inferences
	Data are reported in the language of the informant	Data are reported through statistical analyses

Source: Self-made - Inspired by Slevicth, 2011

According to Silverman (2004) the two techniques are products of two completely different ontological and epistemological viewpoints and represent two distinct worldviews or paradigms.

Guba and Lincoln (1994) express that paradigms address one's set of fundamental beliefs and as such should be acknowledged just on the basis of faith. There is no way to establish their ultimate truthfulness and if there were, the discussions among advocates of each perspective would have been settled centuries prior. Subsequently, it is unreasonable to discuss the predominance of one worldview over another. Every researcher ought to choose which worldview mirrors their arrangement of personal belief and stick to that perspective, as authors underline the incompatibility of quantitative and qualitative technique.

As the project is adaptable in structure, grounded in individual and subjective meanings, improving the complexity of context and including subjective feelings of these effects from e.g. residents, business, stores etc.

(Creswell, 2014), the focus of this project is to undertake the qualitative method to better comprehend the perception and impact of domestic tourism in DV from a stakeholder perspective.

3.4 The concept of Social Science

Pickering, et al., (2002) describe how natural sciences look for explicit examples, consistencies, clear expectations and repetitive associations in activities and events, while social science searches for the understanding of the unpredictable and compound world we live in. Moreover, Pickering, et al. (2002) elaborates that the social world consists of a variety of various experiences and encounters, individuals living these encounters, including them to other people and explaining them about others. According to

"*Reflexive analysis and debate over meanings, values and interests"* is quoted by Flyvbjerg (2001) and in that he argues that the qualities and strengths of social science lie especially within. Consequently, seeing tourism studies concentrated as social science is pertinent, particularly for this project where natural science almost is left aside (Flyvbjerg, 2006). Besides, Flyvbjerg (2001) stress on the complexity of the social world and contends that the issue in the study of human action is that each and every attempt at finding a context-less definition of an action, that is, a definition dependent on unique standards or laws, will not accord with the practical way an action is characterized by the actors in a social situation.

According to Tribe (2004) research in tourism has been underestimated by what he calls gatekeepers. Gatekeepers are understood as the ones who control and plan agendas and research and who control the creation of knowledge. He moreover believes that knowledge is characterized by the culture, society and environment in which it is created. The knowledge produced about the same subject can therefore fluctuate from scientist to scientist as the individual is considered to be influenced by the specific environment.

4. Research design

Kuada (2012) clarify, that research design can be considered as an "action plan", where a sensible sequence of the research actions and thoughts is laid out. Initially, the information is gathered to make a hypothesis, and not the reverse way around (Guba, 1990). However, Bryman (2016) contends that induction consistently partakes in a deductive study. This project is additionally mostly deductive in its inclination. The section beneath presents a research process plan of this undertaking.

4.1 Deductive research

Another qualification among the positivist and constructivist ideal models is an alternate order of collecting information during the process of research. To be more specific, the decision of either the inductive or deductive way to deal with the information. The deductive collection process starts with the information gathered to test speculations and theories expressed ahead of time (Guba, 1990; Bryman, 2016). Then again, while taking an inductive approach, hypothesis is produced as the result of perceptions and observations made already. As previously expressed, as a researcher I have chosen to arrive at the destination with the goal of distinguishing and looking for answers, which thus modeled the exam question and the writing study. This research utilizes an essentially deductive course of action, yet I as an analyst recognize that both an inductive and a deductive approach can upgrade dependability, legitimacy and accuracy (Hannam and Knox, 2010). The project will partly use the deductive approach, where the theoretical aspects will contribute to the analysis. As Hannam & Knox (2010) argue, these theories will influence questions asked in interviews, through testing of hypotheses.

4.2 Choice of destination

The choice of case destination requirements must according to Seawright and Gerring (2008) meet two rules: a representative sample and valuable changes to the theoretical interest dimension.

For this project, the destination of where the study is undertaken must be a tourist destination with a long history that also includes a grounded, local relation to the destination. Moreover, the person who is researching the destination must not be peculiar to the case destination to get a more profound degree of information. As I am limited in time the chosen destination must also contain a certain amount of information to work with. As indicated by the above conditions, I as a researcher chose DV as a case destination.

As described in the introduction, DV is a well visited destination and attracts mostly german and domestic tourists, which is useful for data collection.

4.3 Trustworthiness

To demonstrate trustworthiness of qualitative research, five measures were laid out to be specific, credibility, dependability, confirmability, transferability and authenticity (Cope, 2014). It is imperative to consider that qualitative research offers a totally different sort of information contrasted with quantitative research (Shenton, 2004).
As per Nowell et al. (2017), showing trustworthiness is an significant and fundamental instrument to researchers in the process of convincing themselves and the readers of the value of their research. Cope (2014) contends that the principal key criteria, **credibility**, depicts the truth of the information, the participants' views and the researcher's interpretation and portrayal. Likewise, as indicated by Morrow (2005), credibility, alludes to internal consistency. As indicated by Shenton (2004), there is to accomplish credibility, actions the researcher can apply, for example, persistent observations, extended commitment with the partakers, participant validation and triangulation of strategies (Nowell et al., 2017). I as a researcher will argue that this project demonstrates extended commitment with the partakers and persistent observations in the field, as I stayed in the destination for 14 days conducting field trips (Morrow, 2005). Lastly, various kinds of triangulation have occurred, in particular:

- Site triangulation: through the participation of different stakeholders (informants) within the destination: Profiles and sampling of the participants (Shenton, 2004).

- Method triangulation: Multiple techniques were utilized during the process of data collection, such as observations, individual live and online, semi-structured interviews and notes from literature (netnography)(Cope, 2014).

- Triangulation via data sources: Multiple informants have furnished me as a researcher with various perspectives and encounters, which have been continually verified up against one another.

This has added to a more extensive view of the perspectives and examples which have been valuable with the end goal of this project (Shenton, 2004). Morrow (2005) and Connelly (2016) argue that coincident results and experiences evoked in different cases can obtain a more prominent credibility in relation to the reader, which means the above mentioned measures, are considered to reinforce the researcher and the credibility of the research.

As per Cope (2014) the **dependability** criteria alludes to the consistency of data over a period of time and the similarity of conditions. In that regard, interviews were recorded and interpreted progressively, and are accordingly accessible to be analyzed by peer researchers, readers, and so forth (Morrow, 2005). Therefore, if a researcher were to re-create the stages of the process, with comparative members in comparable conditions, and the conclusions were recreated with the initial ones, demonstrate the trustworthiness to the research (Cope, 2014).

The confirmation criterion (**confirmability)** is tied in with proving that the qualitative data created from interviews and netnography address as impartially as conceivable the participating members 'reactions and experiences instead of the researchers perspectives (Cope, 2014). Morrow (2005) contends that "quantitative objectivity" is complicated to fulfill in the field of qualitative research, caused by biases of the researcher.

Thus, it is important to be aware of the significance of the topics in the interview questions, designed by the researcher targeting the objectives. In any case, confirmability is critical for the quality of the research, and regarding this project, the researcher has proved confirmability by showing the process through which a conclusion was (Shenton, 2004). Likewise, I as the researcher have exemplified when results are extracted from the collected data, so rich and direct statements from interviews just as detailing in the supplements have been accounted for.

Transferability alludes to the degree to which discoveries and information can be applied to different circumstances (Shenton, 2004). Moreover Shenton argues that its focus frequently is on showing that the findings can be transferred to a more extensive populace. With that in mind, it has been recently contended that the study of qualitative research is idiographic as it centers around not very many explicit people (Morrow, 2005), and in this way, the discoveries are explicit to few conditions and people (Shenton, 2004).

On behalf of that and although it has now been contended that it is difficult to prove that the discoveries and observations are applicable to different circumstances and persons, it is possible for a researcher can according to Lincoln and Guba (1985) obtain a higher degree of transferability. To give some examples of what I as a researcher have done to obtain a higher degree of transferability I have provided whats is explained as "the potential appliers" the data on, the quantity of members associated with work in the field, which above has been informed about; The time span over which the information was gathered the techniques that were utilized and the information in regards to the five respondents can be found in the following in the Informants section further down (Shenton, 2004).

To end this section the criterion authenticity will be explained. It is in contrast with the above mentioned intrinsic, meaning that it is belonging to the essential nature or constitution of a "thing" (Morrow, 2005). Authenticity alludes to the degree to which a researcher can report in a truthful way, catching the sentiments and feelings of the interviewees' encounters (Cope, 2014).

This has been accomplished by recording rich and direct statements, so readers are empowered to understand the authentic experience (Cope, 2014).

4.4 Ethics

Contemplations with respect to ethics during the time spent collecting data are important to guarantee the privileges of the members partaking in the investigation (Halej, 2017). Consequently, authorization to utilize the information was guaranteed through an orally given consent from every respondent before the interview was conducted. Respect and transparency is guaranteed by an appropriate documentation of the phases of the research (Ibid), for this situation as transcript interviews, which is to empower the reader to recognize the participant's reaction and the interpretation of the researcher.

4.5 Data collections - Contemplations and actions

4.5.1 Informants

Through research on qualitative strategies and philosophical positions developed throughout recent years, Noy (2008) argues that sampling is as yet a field which is barely noticeable. In contrast, he calls attention to the fact that this is the developmental point where contact among researchers and members is established. Guided by Kvale and Brinkmann (2009), interviews were conducted until an acceptable measure of information for responding to the research question was gathered, and until no new information was gathered (Etikan, 2016). As stated previously, Qualitative research will consistently provide a researcher (like myself) with various results changing variables like the questions, interviewees, the choice of time and season, the person who is conducting the interview, or the settings just to give some examples. In any case, the collected data was finished with restricted assets like time that was the primary challenge.

The group of participants was chosen as they live within the area and have done it for a longer period of time and are most likely to experience any form of tourism.

Secondly, they are all using and working in DV and include the following stakeholders; Martin, the local baker; Daniel, the local wine specialist; Merete from DV; Kent from Sea West holiday resort and Thomas from Esmark holiday houses, the local holiday home rental service.

Contact with the first informant Daniel Daustrand was made via an email distribution list that I have created myself through my present job. Further contacts were established through the same list mixed with word of mouth, also described by Noy (2008).

The presented thesis draws on research that includes five in-depth interviews that were made with locals in Hvide Sande; four men and one woman were interviewed. The interviewees are all aged between thirty and seventy and live within a distance of max. ten kilometres. All subjects are still working within the destination and two out of five participants were not directly working in the tourism industry (Baker and wine specialist). One out of four informants were born in the region, all of them are permanent residents in the destination for at least three years. What more, all informants use the destination both in their everyday work and in privat.

The interviewer and interviewees agreed that no anonymity was needed, only one had a statement that the participant wished not be quoted for. Therefore that one statement has been censored in the transcript and no aliases for this research were given to the participants.

3.5.2 Interview techniques and sampling

Semi-structured and online interviews

In qualitative research, conducting an interview is the most well-known way of collecting data (Jamshed, 2014). During this project, I as the researcher have utilized the approach of semi-structured interviews. It is done to accumulate substantial qualitative data from the respondents, and can also be described as in depth interviews. The participants were asked to answer foreordained and open-ended questions.

The interviews kept going between seven minutes to an hour and were recorded and afterward transcribed; every one of the meetings have been directed in danish with danish speakers. The meetings were manually transcribed based on a sound file saved on an Iphone seven.

Choosing not to use an automated tool for the purpose, made it considerably more time-consuming, however as there is a possibility that a tech dissemination in the collection of qualitative data may interfere and disturb the process, a more manual approach was selected (Roy and Uekusa, 2020).

In contrast, an online interview does not offer similar possibilities to establish a solid connection empowering the participant to open up to the researcher (Roy and Uekusa, 2020). Thus, I directed as many face-to-face interviews as I could expect under the circumstances and the little amount of time I gave the partakers in advance. The interviews led online were because of absence of time for the interviewee.

4.5.3 Transparency

When arranging the interviews, I generally referenced the subject of my thesis with the goal that participants should get an idea of what to anticipate. Regardless, I would not like to share my particular research question as it could impact or change the outcome, but a couple of times I felt the need to explain further, as some of the participants struggled with the understanding of the topic social sustainability and how to connect it to the tourists impact of the destination. Moreover I chose to do it, in order not to risk exposing the participant and provoking an awkward situation that could threaten the interview.

4.5.4 Critique

As recently expressed in this section, the essential data gathered was through a qualitative technique as it was found appropriate for this thesis and according to Hannam and Knox (2010) the most complex type of understanding comes when a researcher places him- or herself in the setting. Though, I would have wanted to extract and include even more data from observations and participants from the surrounding areas, as well as I wanted

to include domestic tourists visiting the destination. That would have provided the project with more nuances and strengthened the level of trustworthiness, but because of the lack of time it will unfortunately not be the case.

4.5.5 Limitations

It is essential to recognize that this research has various limits and one limitation identifies with the size of the sample. As such, as it has been recently laid out, that qualitative research is idiographic and emic, as it centers around not many participants (Morrow, 2005). It is further supported by Atieno (2009), that qualitative research cannot cover a more extensive populace with a similar level of assurance given by quantitative discoveries. That is for the most part because of the way that discoveries from qualitative exploration are not testet to find whether they are measurably (statistics) or a result of a coincidence (Atieno, 2009).

Another critical limitation was that a qualitative approach often results in a slow process, and in this setting of uncertainty, a lot of time respondents that recently consented to partake in the thesis quit responding and were hereafter difficult to reach, so that finding individuals who wanted to participate has been a continuous and time-consuming process all through the writing process of the thesis.

Finally, being located in Copenhagen for the most of the time except on consecutive days limited the opportunities of reaching the full potential of the data collection. Indeed, it would have been interesting and beneficial to my thesis to interview more locals who are living and working in Hvide Sande and the same with domestic tourists. However, it must be taken into consideration that even though the place of context was not fully explored, the collected data have contributed to my knowledge and understanding of the destination. It follows that this research is less likely to be generalized and less representative of the broad population.

Literature review

"The degree to which strangeness or familiarity prevail in the tourist role determines the nature of the tourist's experiences as well as the effect he has on the host society." (Cohen, 1972)

Plenty of data is accessible on the web as well as in the field, accordingly I needed to expound a layout for my literature review. Whenever I had picked the thematics and center pieces of this project, I created a set of buzzwords to recover applicable writing. I discovered what themes that had effectively been covered just as gaps in writing (Bryman, 2008). Surely, social sustainability in regards to domestic tourism is a topic that has been focused on, yet most of the literature puts it in a context that relates back to financial growth, putting the economy back in focus leaving me with a number of unanswered inquiries. I chose writing related to **sustainable tourism development**, **social sustainability and domestic tourism impacts**, which empowered me to get a more profound comprehension of my subject. Finding varying literature among writers was valuable to expand my horizon of understanding.

5.1 Tourism and Sustainable Development

The Brundtland Commission characterized in 1987 that sustainable development implies addressing the requirements of current generations without risking the ability of the future generations' needs, or their ability to achieve them (Brundtland report, 1987). One might argue that it perhaps is the best approach in numerous years since it upholds the solid monetary and social development while stressing the significance of ensuring the climate and its resources. Though, since this definition is both hazy and extensive, it has led to sustainable development being constantly debated, turned and twisted.

Zeroing in on the social concept in sustainable development, Boyer et al. (2016) in Mcguinn (2020) highlight five unique approaches by which the concept has been applied in writing and practice:

1. **Social sustainability as a standalone pillar,** separate from environmental *and economic sustainability concerns. Social sustainability has a meaning independent of other pillars and can exist either alongside other pillars or separately as a one-pillar model.*

2. ***Social sustainability as a constraint on economic and environmental pillars.*** *Social sustainability has a meaning dependent on other pillars, and sustainable development should be considered as a process of reconciling competing social equity, economic development and environmental protection priorities.*

3. ***Social sustainability as a foundation for the other pillars of sustainability.*** *Social sustainability forms the stock of social capital required for economic and environmental development, it could compensate for shortcomings in economic or ecological capital, and investments in social development could improve the economy and physical environment.*

4. ***Social sustainability as a causal mechanism of environmental and economic change.*** *It is not a precondition, but rather a stimulus for economic and environmental progress. From this perspective, environmental progress is stimulated by social changes such as alternative modes of thinking, interacting, or governing.*

5. ***Social sustainability as place-based, process-oriented and fully integrated.*** *Here, values and entities that have been historically separated into different disciplines are fully integrated (Mcguinn, 2020).*

The economic and environmental columns are possible to quantify, but as for the social column, social dynamics can be very extensive, complex and are therefore hard to measure, if not almost beyond the bounds of possibility. It results with social sustainability frequently being difficult to assess (Lehtonen, 2004) and in many cases it is related to the economy in context of creating a stronger economic foundation.

Often the social aspect is directly related to the economy, which must create a nurturing framework and the possibility of the flourishing of a prosperous social environment. Put in another way, it seems that many studies try to put a direct equation between economic prosperity and a well-functioning social environment, however, there are many ways to utilize and invest the economic resources, therefore many possible outcomes are in play and I see many more nuances unfold. Much research is based on developing countries, or destinations, which do not have the same economic resources. Hvide Sande is a destination located in a country considered to have one of the world's best and richest welfare societies (Copenhagen capacity) and therefore I will argue that there will be nuances to the parameters within the same concepts, that will have an impact on the social environment and its dynamics than just focusing on pure economic growth and on the basis of that conclude that if the destination has a sustainable economy, then it also has a healthy social environment. Though i agree, that they have the possibilities of creating one.

That said, one must not forget the many social nuances in the attempt to quantify the social concept. I acknowledge that economy and quality of life exist on behalf of each other, but still it seems that quantitative data is being sought to make the foundation of life more tangible and I who research the social environment can, after qualitative collection in Hvide Sande's local environment, well question whether the social environment can be built up to give a true picture only on the basis of the quantitative, economic aspect. Since much research on this topic focuses on countries that are of less developed societies, I have to argue that the basic needs in this case are different and so is the importance of economy and its necessity of survival. For that reason, I believe that this study takes off at a higher level in a possible pyramid of needs. In short, differently developed societies create different issues and starting points for the development of sustainability and one can therefore say that this project has the opportunity to dive deeper into the emotional spectrum of the social concept, as the economic challenges can not be compared with e.g. Africa, or South America.

On behalf of that there is moreover a contention that the social concept often is disregarded as the environmental and financial debate takes a predominant situation in e.g. many environmentalists work (Robinson, 2004). Nevertheless, the three columns of often contradictory objectives between the definition of sustainable development currently provide very little guidance.

The idea of connecting the concept of sustainability to the travel industry began by some adverse responses of a rising mass tourism and the industry causing social and environmental challenges (Bramwell, 2015). Tefler and Sharpley (2016) clarify that the underlying thrill over the possible advantages due to the advancement of the travel industry in the 1960's, was supplanted by a more preventative behaviour and vision, since a more extensive crowd chose to focus on the expected dangerous impacts. The year of 2017 was in a tourism context a breaking year. It was "The International Year of Sustainable Tourism for Development" (IYSTD) and moreover, it was the year where the World Tourism Organization (WTO, 2018) perceived the contribution and commitment of the travel industry to the accomplishment of the United Nations Sustainable Development Goals (UNSDGs).
The SDG's focus on the topics:
1) Economically sustainable growth
2) Employment, social inclusion and decrease of poverty
3) Resource efficiency, protection of the environment and climate changes
4) Cultural qualities, diversity and heritage
5) Mutual understanding, harmony and security

It is expressed by WTO (2018) that the IYSTD will be an infinite year. It will be the symbol of an ongoing process and that they will do whatever to keep focus on issues in regards to sustainable practices and additionally the expounded rules for sustainable tourism advancement distributed at local, public and global levels. Sustainable tourism development is a topic of great discussion that according to the aforementioned Tefler and Sharpley (2016) is a principle that all organizations, businesses, individuals, etc. should come together to avoid potential challenges and to improve and create advantages that will benefit all stakeholders involved in the development. Tefler and

Sharpley do not stand alone and their way of looking at the topic is being supported by authors like Cooper and Hall (2008) and Hwansuk (2015). Elaborated and stressed by Hwansuk, when considering a successful implementation of sustainable tourism, factors like monitoring, social learning process, management and integrated policy are important in the process. The following section will dive even deeper, elaborating the concept of sustainable tourism development and its sub-concept social sustainability.

5.2 Defining the topic - Sustainable Tourism Development and Social Sustainability

"Respect socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance" (UNWTO, 2013).

The UN Conference referred to as Rio 2012, the tourism industry was expressed to be a critical supporter of the three columns of sustainable developments: environmental, social and financial (United Nations, 2018). There is an agreement that an equilibrium should be set up between the columns to guarantee more complete and permeated sustainability. In such a manner, the society, environmental and financial concepts should be performed in a coordinated manner.

Equivalent to social advancement partly is based on financial development and both society and economy rely upon the administration of the planet's regular assets demonstrates the equivalent significance and interconnections of the three concepts (United Nations General Assembly, 2015; Tefler and Sharpley, 2016).

Cooper and Hall (2008) explain the interconnection of the concepts by illustrating them as circles. The three circles overlap and create one coordinated concept in the center, but the overall model does not take cultural impact into account of which it is criticized for.

Every column needs a characterized structure that recognizes strategic and vital objectives, challenges, possible issues and results (Saner, Yiu, and Filadoro, 2015), yet as I decide to just focus on the social column and due to

the limited space of my project, the two others will not be addressed in the following sections. The social perspective Social sustainability incorporates ideas and focus like education, equality, work rights, expectations for living standards and institutional strength (UNEP, 1999). These are accomplished by addressing the requirements of everybody influenced by the concept.

Bramwell (2015) argues that it includes government assistance which is a significant reference factor as social sustainability refers to welfare containing wide social dilemmas like e.g. inequality, which again focuses on supporting harmony, decreasing destitution and advancing social equity. In addition to what is previously discussed, numerous ventures give close consideration to the financial aspect and a report made by Deloitte and Touche (1999) shows that development within finance and employment gets the most consideration and is also backed up by Sharpley (2000). He describes how sustainability toward the start of its development, most private ventures, and governments seek the financial development while overlooking the social and environmental aspects, but are now becoming more aware of this issue (Sharpley, 2000).

As debated, the social concept got less consideration than the financial and environmental concepts. In any case, there has over the last few years been a developing acknowledgment of its equivalent significance. According to Mcclinchey (2017), there is an absence of agreement among authors on precisely what it comprises. Preferably it depicts the concept as the need for respect towards the host society, their architecture, culture and traditions and the promotion of intercultural knowledge. Having said that, this portrayal is deficient.

This column ought to reinforce social areas of employment, create knowledge within societies and diminish regional imbalances while improving ways of life and the foundation for other closely situated societies (McClinchey, 2017; Tefler and Sharpley, 2016).

All the more explicitly, a foundation of human basics should be cultivated to a greater extent consisting of e.g. accommodation, medical services, transport and the sense of security.

Still a social study like this in Hvide Sande shows to contain much more than just fundamentals and according to Zifkos (2015) it includes soft and abstract elements making quality of life a buzzword *"the constant betterment of quality of life, which refers to the wellbeing of both individuals and societies at large, both now and in the future".*

Studies regularly substantiate the impact on the quality of life in destinations of tourism by examining the local mentalities concerning the impacts on the society. Discoveries show that the locals are likely to experience improved quality of life as an outcome to tourism development (Lundberg, 2017; Ribeiro et al., 2017). Personal satisfaction is a naturally subjective and abstract topic of which there are numerous pointers that should be weighted for their significance to the locals to reach inferences about the effects of tourism and the tourists (Andereck and Nyaupane, 2011).

During the fieldwork in Hvide Sande two of the locals expressed that they more or less felt enabled to affect the development in Hvide Sande (Daniel, A1; Martin, A3), but my experience was that they did not really seem to know about how they should do it in practice, and how much they could allow themselves to question and take part in, as if they themselves were not really aware of how big a share they have in the matter and how big of a voice they really have. Creating the foundation of empowerment, which is argued to be a vital part within the concept of social sustainability. Empowerment is characterized as the influence people have on their own lives, ought to be intensified, through involvement of the society, but the british professor Andrea Cornwall (2007) has a more sceptical opinion towards the concept, as she believes there is a risk that it will be diluted. She argues that it is in some cases just demonstrating a trendy expression which sounds scholarly and intelligent, yet just specialists, or scientists genuinely understand it. Still, locals perform as center actors in the concept of social sustainability as they have

information and expertise which has been passed to them from generation to generation.
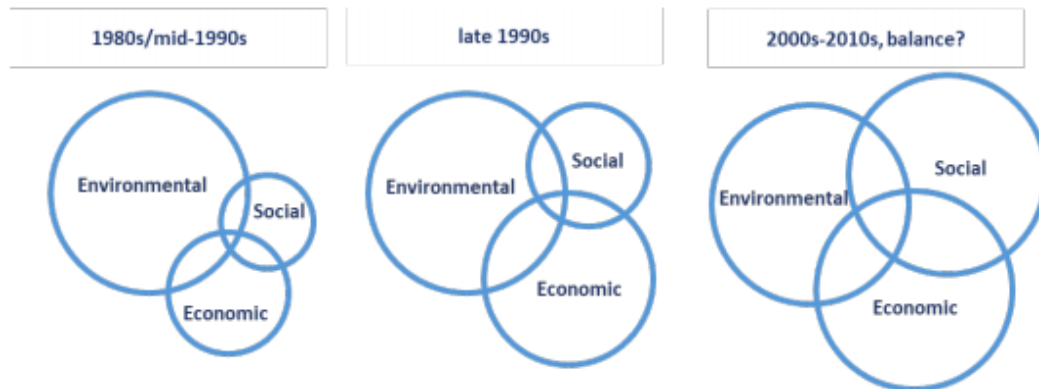
Findings within the concept of sustainable tourism development and social sustainability shows that it is a complex concept, as there is absence of an exact definition, the contribution of different stakeholders with varying agendas and it is concepts suggesting numerous disciplines within the social sphere.

The concept of social sustainability encompasses a change in its content. The social pillar of sustainable development in the previously described Brundtland report zeroed in on issues like poor health and the income gap (Axelsson et al., 2013). In 1992 the Rio conference added the right to live a decent life, intergenerational, intragenerational and international social justice, and local participation in sustainable development processes (Mcguinn et al., 2020). According to Foladori (2005) two subcategories were the topic of the discussion in the context social sustainability up to the 1990s - destitution and the boom in populace but global institutions such as the UN did not think about these as non-sustainable in themselves yet, rather, as the reason for ecological non-sustainability. Foldari (2005) understands the later evolution of the concept as more worried about the significance of social participation and expansions in individuals' ability to create their own future (Foladori, 2005; Bornhorst et al., 2010; Morrison, 2013).

Lee and Jung (2019) trace the difference in interest and extent of the concept in the recent years and argue that two periods can be recognized:

1. In the periode 1988 - 2000, social sustainability is founded on sustainable development primarily based on economic growth. The original thought of social sustainability is of social factors that should be considered in addition to ecological and environmental variables in the development of sustainable tourism;

2. Then from 2001 - 2018, social sustainability became the most highly prioritized focus and is recognized more as an independent concept rather than only part of the complete concept of sustainable development.

Various social issues and subjects define social sustainability, including unemployment, education for sustainable development, separate waste collection, community participation and sustainable retrofit.

Source: Colantonio (2009)

Over time there have been different approaches to understanding and valuing the social pillar in the concept of sustainable development.

To summarize, because of the varying picture of social sustainability I have found it critical to debate the perspectives from the stand of different authors, to expand one's horizon of understanding. Following the latest research, social participation constitutes an absolutely vital starting point for building social sustainability which increases people's capacity to build their future (Foladori, 2005).

5.3 Impact of domestic tourism

Past sections have shown that the tourism industry can be a particularly important instrument for supporting sustainable development. It is very clear to see that domestic tourism overall contributes to a certain level of sustainability of a destination and a country's tourism industry by creating a market ready to uphold tourism movement in spite of a potential lock down period. It additionally makes the tourism industry conscious of a culture inside the host country, giving individuals a more prominent knowledge for what their own nation has to bring to the table imparting pride among individuals of the specific country (Merete, A2).

While the advantages of domestic tourism should be featured, some constraints to the advancement of domestic tourism be tended to.

5.3.1 Benefits of Domestic Tourism

Overall domestic tourism, whether the country is developed or not, is basic for the tourism industry to really flourish. With an emphasis on the domestic tourism market, nations can broaden their portfolio of experiences and products and in that way appeal to a more extensive crowd creating a bigger market (Scheyvens, 2002).
According to the report Domestic Tourism - Importance and economic impact (2018), domestic tourism is with 73% of the total travel and tourism spendings globally in 2017 a key driver in the tourism industry.

Studying the literature there is an agreement that one of the significant advantages of domestic tourism is that while domestic tourists regularly spend less money per visit, they travel more frequently and bring more noteworthy and reliable economic development to the domestic societies (Campos & Catálan, 2019; Pearce, 1989; Canavan, 2012). Moreover, the literature depicts that domestic tourists also tend to offer more to the services provided by the locals, subsequently adding more value to the general society. Writing on nations who tend to be less developed like several African nations, China, India, have understood the advantages of focusing on the domestic market, particularly concerning the development of this market (Kabote, 2020; Domestic Tourism report, 2018; Rao and Suresh, 2001; Ghimire and Li, 2001).

Rao and Suresh (2001), Campos & Catálan (2019) and Canavan (2012) argue that domestic tourism can contribute to some very essential aspects in tourism, e.g. to:

- Domestic tourists are more resilient to political, social or monetary issues than international vacationers.
- Maintain the businesses during declines in the tourism industry, and basically mitigates many negative dangers to local businesses.
- Contributes to equalize seasonal tourism.

- Conserve national trade by urging local people to see their own country instead of going abroad.
- Expand the economy from more affluent to less affluent regions, likewise empowering nearby individuals to profit by government interest in developing the infrastructure.

Above all, it meets the recreational requirements of the society, supports a tourism culture, and creates consciousness about the assets of the country, its regions and the preservation of them (Archer 1978; Sindiga 1996 in Canavan, 2012). Despite these positive parts of domestic tourism, limitations hinder its development and advancement.

The literature thus seems to portray the domestic tourist as the tourist with the greatest positive influence, but on the basis of my research I can question whether there may be a degree of uncritical sanctification. My research shows that the image that several articles describe varies from the image of Hvide Sande showing that the literature might not necessarily be applicable to other countries and cultures. I choose not go into the results further until the analysis.

5.3.2 Domestic Tourism Constraints

Even though domestic tourism constitutes a major part of global tourism, initiatives within the concept have frequently been dominated by initiatives towards strengthening international tourism, and this is reflected especially in the absence of information of domestic tourism on a worldwide scale. Moreover, the survival of domestic tourism depends more or less on the presence of a culture and society which takes into account an energetic and positive way to deal with visitors by the society of the destination.

Ambitions and initiatives towards domestic tourism generally seem to be improvised and tend not to focus on long-term setups, making it difficult to maintain growth and is according to Ghimire (2001) because most organisations and their policies are more biased towards international tourism

However domestic tourism, as Rao and Suresh (2001) argue, is generally the frontrunner to international tourism as it assists with generating knowledge and preparing a culture that can support and handle as great a force as the international tourism market stands out to be. The lack of domestic focus is something that I can recognize from the interviews with Merete and Thomas from DV and Esmark who rent out holiday houses in the area explaining that they are not really focusing on the domestic market (Merete, A2 and Thomas; A4).

As Ghimire (2001) affirms, domestic tourism is regularly happening with no orderly government arranging, but due to COVID-19 a growing focus is at a rise (UNWTO, 2020). Supporting the statement from UNWTO, Visit Denmark (2021) are now heavily promoting domestic tourism and a more decided effort in the promotion of this concept is engaged with, hoping that more domestic vacationers will start to travel their nations voluntarily, and it turns out to be more apparent that strategies intended to support their experiences should be made to construct and support this market. This will be further elaborated in the following section - *Domestic tourism in a post-COVID context*.

5.3.3 Domestic tourism in a post-COVID context

A vaccine has been put to use, still the pandemic will be around for quite a while and despite a growing number of authors researching global crises within the field of tourism, these discoveries are still restricted as far as scope and profundity (Fillimonau, 2019). The advancement of domestic tourism as a method for recuperation and resilience building, is only lightly touched upon. However, the focal point of most discoveries has been post-studies, they have not in tourism researched a pandemic with such devastating effects like the COVID-19.
Consequently, understanding that promotion of domestic tourism can result in greatly assisting a destination if a pandemic like the COVID-19 or similar crises hits and can take part in reducing vulnerability and strengthening resilience is vital.

In the literature, discussions about how to establish resilience are continuous (Melian-Alzola et al., 2020), proposing that it is another abstract and soft concept in connection to the tourism industry and social sustainability. In research, destination resilience is an important pillar within management of crises as it furnishes stakeholders who are handling the destination with the tools for improving the ability to adjust and manage changes (Berbés-Blázquez, 2017) and is utilizing three viewpoints: engineering, environmental and adaptive (Woyo, 2021). Engineering estimates how quick a society can get back to its typical state. Conversely, the environmental view estimates resilience utilizing the capacity of the society to ingest and embrace the effects of disturbance without changing its character, capacities, and overall structural design (Hall et al., 2018 in Woyo, 2021). The adaptivity alludes to the society's capacity to experience the effect of changes without losing the capacity to deal with its assets. Subsequently, resilience focuses on a destination's ability to get back to its ordinary setting following a crisis or a change (ibid), like COVID-19.

An adaptive destination is able to acclimate to, gain from, and handle changes (Usher et al. 2019) and by utilizing an adaptive way of thinking during challenging times gives the destination the chance to respond to outside stress and pressure and adjust accordingly to the situation (Reddy et al., 2020). The pandemic provides DV with an outstanding opportunity for the advancement of domestic tourism that under normal circumstances depends on the international market and among them and in particular the german tourists. To what extent this could end up being valuable to a destination like DV and Hvide Sande during a continuing crisis remains obscure (Woyo, 2021).

COVID-19 affects both global and domestic tourism. Consequently, how a destination by a possible progressing political and financial crisis reacts to the pandemic in creating long term strategies to strengthen its techniques towards resilience relies upon how well developed they are.

Following the decrease in global tourism due to the pandemic, the development and advancement of the domestic industry has now become opportune and critical, particularly for destinations that excessively depend on international tourists.

5.4 Contextualisation

In the following section I tend to take the perspective of Foldari (2005) who understands the later evolution of the concept of social sustainability as more worried about the significance of social participation and expansions in individuals' ability to create their own future. I have moreover discussed the concepts of domestic tourism, its impact and how domestic tourism can be utilized in the attempt of strengthening the resilience of the destination in post-COVID times which all will be analyzed in the context of Hvide Sande and DV. I accept that the extent of these concepts is wide and comprehensive and that more subcategories are to be unfolded, discussed and analyzed. Still I argue that the literature addressed in the abovementioned section extends enough to analyze my research and in the end draw a conclusion.

Analysis

The following section will provide an analysis of how the domestic and the German tourists socially impact the destination DV, and in particular Hvide Sande which have been cautiously selected. Moreover, information provided by my five interviewees will be dissected and analyzed in order to understand how the destination stakeholders perceive social sustainability in a tourism context, and how they have experienced encounters with the domestic tourists. That will moreover be supported by my own observations from my 14 day visit in Hvide Sande. From coding the interviews the following subjects will constitute the body of my analysis:

The perception of social sustainability in a domestic tourism context

- Social sustainability - a fluffy and complex concept
- Domestic tourism constraints - lack of a general knowledge and an inclusive plan

Host and tourist encounters

- Resilience - tools of recuperation
- Behaviour - another constraint

Social Sustainability - a "fluffy" and complex concept

As previously described in the literature, the authors tend to concede to the absence of a uniform definition, despite the fact that they assess its effect in various ways. Vallance et al. (2011) reason that the idea of social sustainability is in disarray, seriously expose its significance and utility. McKenzie (2004) noticed that the absence of a definition hazards powerful partners setting their plans and agendas under the mask of social sustainability. Conversely, Boström (2012) calls attention to the fact that the unclearness and interpretative adaptability of the pillar will be challenging to completely overcome. Boström argues that it is a part of the reason why this element has created connection and communication between stakeholders with common agendas and interests, making it a device that unites different parties. Shirazi and Keivani (2019) contend that the concept exists as a vacant signifier and tends to play out as an institutional duty in social contexts, without containing any complete substance itself and Lee and Jung (2019) add that following the changings and interests of individuals and society could be more significant for the discussion and an action plan than deciding how to characterize social sustainability.

The literature is lacking a definition, the authors find it fluffy and complex to address and my research shows, and maybe not so surprisingly that so do the stakeholders of Hvide Sande. Overall, I observed how most interviewees, often focused on environmental sustainability, but what is a common figure through all five interviews was that they all, some more than others, struggled with defining the social concept.

Naturally, this biased view on sustainability has had implications for my findings, as the interviewees primarily focused on environmental sustainability demonstrating a very 90s view on sustainable tourism (Colantonio, 2009 in Mcguinn et al., 2020).

Still four of them directly and one indirectly commented on especially their frustrations regarding the behavioural differences between the domestic tourists and the Germans. They were all expressing themself in a very negative way, to put it mildly, towards the domestic tourists, and especially the ones arriving from Zealand (Thomas, A4; Merete, A2; Kent, A5; Martin, A3 and Daniel, A1) and can be related to harmony and respect towards the destination as Bramwell (2015) and Cohen (1972) describe. They do demonstrate awareness of one, or more of the main aspects within the concept, but without knowing where to "place" it and when to address it, shows that the social pillar is yet to be extensively highlighted in a tourism context in Hvide Sande.

However, as Hvide Sande is a destination with nature as its main asset and sustainability is socially constructed (Vallance et al., 2011), this might be why the focus of the interviewees would be concentrated on the concept that "touches" them physically and mentally the most.

"Det kender jeg ikke en skid til, nej. Ikke noget vi snakker om her i hvert fald"
(Daniel, A1)

Daniel Daustrand is the owner of "Daustrand Vinspecialisten" located in the intersection in center Hvide Sande. In his words, *"Downtown i Hvide Sande"* (Daniel, A1). When asked about social sustainability he, like many authors, struggled to address it, but before asking specifically about his thoughts of social sustainability I chose to ask about sustainability in general: *"Hvordan forstår du generelt emnet bæredygtighed ?"*, and Daniel answered:
"Altså, det bliver det jo endnu mere sådan "fluffy" og new speak akademisk af ik'? Fordi, hvad fanden er bæredygtighed? Altså betyder det, at jeg putter mit skrald i to forskellige skraldespande? Eller er det fordi vi udfaser plastikposer eller er det fordi, at jeg er ved at lease en el-bil, ik'?

Altså hvad er bæredygtighed? Altså, og når vi snakker turisme, hvordan skal det så forstås, ik'?" (Daniel, A1).

Yet again, it is the climate that is in focus (Colantonio, 2009 in Mcguinn et al., 2020) and in connection to that statement, a quote of interest is to be found in almost the very beginning of the interview, *"...Altså jeg er er jo turismeaktør i den forstand, at jeg er jo med i vores turistforeningen og Visit Vesterhavet og alt det jazz her"* (Daniel, A1). Daniel is not just a local business owner, but also a stakeholder and partaker in the local tourist council and DV. He is obviously very much aware of the overall existens of the concept, but struggled with defining it. He was asked if there was a significant way he in Hvide Sande experienced any indications of sustainability in an overall context and after a short period of heavy reflection he answered *"... Hvad er det i virkeligheden ik'? Fordi okay vi skærer lige miljøbæredygtigheden fra for den har fået så meget opmærksomhed, den har de fleste fået defineret efterhånden ik'? Altså økonomisk bæredygtighed er selvfølgelig noget som kan løbe rundt og hænge sammen og derfor har en længere løbetid ik'? Men altså, social bæredygtighed... Jeg er ikke helt sikker på, hvordan jeg skal forstå det. Kan du definere det?"* (Daniel, A1).

Whereas he is aware of the general idea of the economic and environmental concepts he still cannot really find words to address the social. Not until I asked about the differences in the social sphere prior vs. post the outbreak of COVID-19 he commented *"Ja det kom jeg jo så halvvejs til at svare på kan man sige, uden at vide det."* (Daniel, A1). The definition was not something he could recognize, yet he is aware of what it contains when put into a specific context or example making it more intangible. Following, he commented on the social patterns varying from one tourist to the other, and an example that he used was in regards to behaviour and explained that the behavioural patterns varied depending on whether it was a domestic, or a German tourist and the same was the case in the way Germans and domestic tourists are using the city (Daniel, A1).

"Det er så der hvor jeg ikke er helt på hjemmebane"
(Kent, A5).

Kent Lodberg, head of sales and marketing of the resort Sea West, is a former tourism university student. According to his own statement, he due to his job is very aware of what is going on in the destination and explains that he is using it as a local, a local tourist and in his job (Kent, A5). Though his perspective is mainly on the basis of the resort, focusing on the domestic tourists. In the same order as with Daniel, I asked Kent to share his thoughts about sustainability in general and he immediately touched upon the environmental and economic *"jamen jeg forstår det sådan, da (...) der er økonomisk bæredygtighed og så er er miljømæssig bæredygtighed"* (Kent, A5), and separates the two pillars from the social by commenting *" og det er to ting af det samme"* (Kent, A5). After a short pause, he explains that there is also the social concept and elaborates from an internal perspective and in a HR and domestic vs. international workforce context and ends the elaboration by stating *"som vi snakkede om generelt, så er det meget miljømæssigt, men der er også noget økonomisk bæredygtighed"* (Kent, A5) indicating that it is the two concepts they are focusing on. In the very end of the interview, he very brief touch upon, that it from a destination's point of view also has to be sustainable in regards to infrastructure, so that it can attract more guests from different sociale layers and that it also is important to create areas of holiday houses that do not create "ghost towns" as a result of the massive tourist pressure (Kent, A56).

Kent demonstrated a greater knowledge and pointed out some of the key topics within the concept (UNWTO, 2013), but in spite of being educated within the field and acknowledging the importance of social sustainability still seems of less importance. The varying and vague comments on the topic made me curious about the degree of interplay and communication between the local society and its businesses and the local tourism organ DV, who as a tourism organisation is supposed to be the knowledgeable, guiding and engaging body of the organisation.

*"altså der ligger jo FNs verdensmål og der skal man jo også tænke på den
sociale dimension, men der er vi ikke lige kommet til, altså vi starter lige med
den anden"* (Merete, A2).

Merete is an employee and project manager and lead on a large project called
"growth and value creation" in not only DV, but also in destination vadehavet
and nordvest kysten. She explains that her area of responsibility covers what
she describes as three overall "tracks" (Merete, A2). The first track is about
business development, the second is a digital platform (application) and the
third and final is communication "det er jo via kommunikation vi får gæsterne"
(Merete, A2), making DV the sender of the external communication and the
common voice of the destination and society that lives within. Moreover, it is
not only their responsibility to drive and innovate the destination, but also to
be the best ambassador of and towards the destination and keep the well-
being of the locals in mind.

Merete explains that the project is to promote sustainable business creation
(Merete, A2) and like the other two interviewees she is also capable of
addressing the three sub-categories in sustainable tourism, and are moreover
aware of the UN SDGs and elaborates with explaining how the three concepts
are partakers in the constitution of an internal, organizational strategy in DV
(Merete, A2).
She highlighted various environmental actions as their main focus, with an
implicit integration of the economical concept and explain that they start with
focusing on the environmental aspect *"Det vi kommer i gang med nu er, at vi
sætter fokus på det klimamæssige og økonomisk, altså vores penge skal
selvfølgelig passe ik"* (Merete, A2). No focus on the social environment was
touched upon and when asked specifically about her perception of social
sustainability and its importance and impact on a destination in a context, she
answered *"vi skal selvfølgelig sørge for tilgængelighed og for gode
muligheder for mennesker med handicap. Vi modtager jo gerne turister, hvis
det er den måde du vender den om, der er handicappede og har alle mulige
udfordringer"* (Merete, A2).

Addressing the concept of social sustainability was by focusing on physical accessibility at the destination, mainly people with a handicap and that it would be great if more local companies would hire people with diagnoses (Merete, A2).

Domestic tourism constraints - Signs of a fragmented common and inclusive plan

"Ny kampagne skal igen få danskerne til at holde ferie i Danmark. Kampagnen lanceres den 21. april og skal inspirere danskerne til at holde ferie i Danmark" (Visitdenmark, 2021)*.*

That is the overall statement from the national tourism body Visit Denmark, published on 20.04.2021.
A Denmark campaign is set to motivate Danes to travel more in Denmark and experience the many aspects of Denmark, its nature and culture and is about to be rolled out on social media, commercials, etc. According to the literature, it promises well for the economy, the climate and for the social environment, that a common plan seems to be launched. The following quotes are to demonstrate the level of synergy and common perception towards the domestic tourist.

Merete from DV *"der er ikke sådan en du er tysk, dansker, altså du er tysker, du er dansker, altså den er der bare ikke. Det er en turist og om det er en dansker, eller en tysker. De er lige meget herude (...) Hver turist er en gave for området. De vil gerne have dem"* **(Merete, A2).**

Kent from resort Sea West; *"Man vil foretrække tyskerne, fordi de er de mest forudsigelige og de mest positive og stiller sig nemmest tilfreds (...) Tyskerne er bare mere ordnung muss sein og bedre opdraget (...) Danskerne stiller større krav til personalet"* (Kent, A5).

Martin, the local baker; *"Tyskere de er ordnung muss sein, de er velopdragne. Det er sjældent at vi har tyskere der brokker sig over noget*

som helst og hvis der er, så siger de det på en pæn måde. Danskere de er direkte ubehøvlet (...) Vi er helt vildt overraskede over hvor meget vi savner tyskerne" **(Martin, A3).**

Daniel, the wine specialist; *"tyskere de ved godt at de er gæster og de bærer sig med en anden ærbødighed, som er ret behagelig at være omkring (...) hvor altså sjællændere oftere får mit pis i kog (Daniel, A1).*

Kasper; *"Er der en turist der falder bedre ind end den anden"*, **Thomas, Esmark;** *"Det vil jeg siger at tyskerne helt klart gør (...) de er meget bedre til det der end vi som danskere er"* **(Thomas, A4)**.

In numerous different cases, governments and the private sector will in general address domestic tourism strategies in an ad hoc manner, planning strategies and formulate policies in a spontaneous unplanned design with just momentary and short-term solutions (Mazimhaka, 2006). As Ghimire (2001) contends, domestic tourism in many countries is occurring *"without any systematic government planning".* The national tourism body Visitdenmark are busy promoting the domestic market, and the sub-department DV are busy developing and promoting environmental and economic actions, clearly without any focus on the social aspect and one could question the knowledge present towards the importance of addressing the social pillar in general.

"Sjællænderne er jo begyndt at komme og forhåbentlig bliver de ved med at komme" (Merete, A2).

Merete from DV describes any tourist as a gift to the society and argues that the society does not distinguish between the German and the domestic tourist. She does comment on the mess the danes leave behind in nature as a noticeable difference, but she still ends the interview with the abovementioned statement (Merete, A2). The perspective of the locals depicts not only the opposite than reality, but also literature.

My research reveals an extensive lack in communication, inclusion and local participation which was previously highlighted as vitals in the development of social sustainability (Foladori, 2005; Bornhorst et al., 2010; Morrison, 2013).

Highlighting Foladori (2005) the many ways of addressing social sustainability in modern times has a general element in common: an approach unequivocally dependent on cooperation and inclusion of local participation, with explicit focus on advancing the prosperity of residents. One might argue that the amount of data collected during this process lacks adequacy, but still I argue that it demonstrates a paramount lack of communication and a misinterpretation of the localhood and its experiences with the domestic tourists being a possible result of the absence of local participation.

To put it in perspective, a successful project investigated in Madrid has embraced this approach of local participation as its 'center business'. It was a project led by the UIA-funded MARES - Resilient urban ecosystems for a sustainable economy (Mcguinn et al., 2020). MARES is a local project working in four city locales of the commune of Madrid that got badly affected by the financial crisis and was expected to decrease joblessness and increment local area interest. Of specific pertinence is the far and wide inclusion of public, private and third-area stakeholders, just as the local society, in maintaining and fostering the initiatives (ibid).
Most of the drive shares a methodology that is firmly founded on cooperation and inclusion of networks and communities, with explicit spotlight on advancing the prosperity of residents. A participatory methodology implies including the society in the design of approach, strategies, drives, administrations and items, just as in the meaning of concurred goals to get a harmonious life now and for people in the future.

When asked about whether there is a difference in the way one experience the German and the domestic tourist in the destination, Merete from DV explain that there is not really any difference *"Nej det har jeg ikke selv oplevet og jeg har boet her i mange år (...) man tænker ikke så meget over det og jeg tror også at folk coper* (Merete, A2). While Merete from DV hope to see more

domestic tourists in the future in belief of that the locals are just coping with it the locals vote against, and that is even despite the fact that the domestics spend more money (Martin, A3; Daniel, A1, Merete, A2, Kent, A5 and Thomas, A4) and Kent believe that when it opens back up the market will turn back to how it was pre-corona (Kent, A5), while Thomas from Esmark says that as it is right now, they will not focus on the domestic segment any time soon (Thomas, A4).

All in all it lacks an overall effort, communication and inclusion of the local stakeholders and contrary to what is recommended in connection with the development of a socially sustainable society (Foladori, 2005; Bornhorst et al., 2010; Morrison, 2013) it shows signs of a fragmented common and inclusive plan.

Resilience - tools of recuperation

Studies often postulate impact on the quality of life for residents in tourist destinations based on studying their attitudes concerning impacts on communities and the environment. Hvide Sande has like the rest of the world been struck by a pandemic which deters the Germans from visiting and it has made space for the Danish domestic market giving it the opportunity to fill in as well as possible. But the Danish national holiday structure has put a stop to the hope of receiving full compensation through the domestic market (Martin, A3; Merete, A2; Daniel, A1). "*Hvordan at, hvor der sædvanligvis ville have været tyskere i skuldersæsonen rundt omkring sommerferien, som holder hverdagene lidt kørende – der er dødsens tomt lige nu. Men lige så snart vi så rammer noget dansk skoleferie så sprænger det fuldstændigt i luften og så bliver vi sablet ned*". (Daniel, A1).

Due to their population size, Germans have a widespread holiday structure that extends over a period of three months, while the Danes' is much more compressed and an enormous pressure lasting for only three weeks that normally is equalized over months is put on the local stakeholders forcing them to very sudden and for a very short time to e.g. call in extra staff which has proven to be a challenge (Daniel, A1; Merete, A2; Kent, A5; Martin, A3).

After three weeks of intense work and a lot of stress, the destination is then left completely empty, causing another type of stress. As I was walking around in the city center that according to Daniel (A1) normally would be buzzing in this time of year I had a hard time imagining this city to be a tourist mecca and in that case, how such a city and its business should survive a long-lasting crisis. The nice little town center felt like a ghost town and I almost had a feeling that a tumbleweed could pass me at any moment.

"Danskerne er betydeligt hårdere mod inventaret end tyskerne"
(Thomas, A4)

The amount of pressure and stress on the society and the rising economic costs and demands associated with it and the new domestic tourist has concerned all of my interviewees (Daniel, A1; Merete, A2; Kent, A5; Martin, A3 and Thomas, A4). According to Martin (A3), Kent (A5) and Thomas (A4) the Germans very rarely complain, but the domestic tourist, especially the one arriving from Zealand, arrives with very different demands, are significantly more challenging from a service perspective and they wear considerably more than the Germans.

If a pandemic were to return, groundbreaking development within the domestic segment will be vital to not just the survival of the city and its businesses, but the entire destination.

Discoveries in literature show that the residents experience greater quality of life through development within tourism (Lundberg, 2017; Ribeiro, Pinto, Silva, and Woosnam, 2017). Quality of life is a naturally emotional experience of independent life satisfaction of which there are numerous topics that should be weighted for their general significance to residents to make inferences about the effects of tourists and the industry (Andereck and Nyaupane, 2011).

Ridderstaat, Croes, and Nijkamp (2016 in Mcguinn et al., 2020) portray the association between personal satisfaction (quality of life) and tourism development as an unpredictable and common relationship of quality of life, tourism and economics condemning past investigation for not considering that personal satisfaction and quality of life impacts the development of the tourism industry. Local encounters when sharing common areas and common services with tourists and the tourism sphere are profoundly applicable here. This alludes to services created for a society by local people, for example, transport and infrastructure, wellbeing administrations in form of e.g. healthcare services, cultural institutions and the constructed environment as a common asset (Helgadóttir et al., 2018).

The challenge with crowding has been a recurrent topic in not just this thesis but in tourism research in general since approx. the early 1970s and is currently treated as synonymous with the current term of overtourism (Milano, Cheer, and Novelli, 2018; UNWTO, 2017). This center causes the supposition that the general society of Hvide Sande and DV has certain resilience limits, beyond the capacity with regards to adaptation. One could argue that if this somehow managed to proceed with a continued absence of social intervention the development of the domestic industry will inevitably reach, swinging the demeanor of locals in DV from positive to negative (Canavan, 2012). This arising debate on tourism is not lacking instances of contentions among locals and tourists (among others Oklevik et al., 2019) underline the need for additional investigation of the objective (in this case the destination) to address what is going on in this subject. One way to comprehend this is through the concept of resilience. According to the discoveries of Nunkoo and Ramkis (2012), the importance of community trust, inclusion and participation in balance of the perceived advantages and disadvantages, their trust in governing bodies and empowerment in the perspective of socially sustainable development of tourism, are of significance.

Resilience from an engineering perspective measures how rapidly a system can return to its normal state.

The world seems to gradually open and brighter times are ahead of us, but assuming that this situation were to last in many years, there is no doubt that the guiding, knowledgeable and governing bodies of the destination still have some way to go in creating a destination more resilient to future similar crises. Thomas (A4), supported by Daniel (A1), states that the challenges due to the sudden change of tourist may also be due to the fact that the destination has hosted the Germans for many seasons and that the destination has more or less adapted the basis of the German tourist. The relationship between the destination and the Germans has almost led to a fusion of the two, which challenges such a drastic change in the social sphere of the destination.

"Fordi Vestkysten har et så stort, "die hard" publikum fra Tyskland. Altså, det er folk med kasketter, folk med – altså tyskere med tatoveringer af Dannebrog og Danmark" (Daniel, A1)*. Where to I answer *"Er det rigtigt?"*.
Daniel respond *"Ja, som altså er så fucking "die hard" fans, deroppe, at de år efter år efter år efter år booker det samme hus, fordi det er der de bor – de bor i det hus altså 14 dage om året og det er "en ting". Jeg så en tysk bil forleden, øøh, i sidste uge. (...) Den tyske nummerplade, den hed H-V-S-A-6960. Det' forkortelsen for Hvide Sande og det er postummeret – 6960 herovre"* (Daniel, A1).

That relationship challenges not only the engineering perspective but all three of them, as the destination in regards to ecological resilience and the abovementioned statements has not proven the ability to adapt fast enough to absorb the impacts of the crises without compromising its identity, functions, structure Hall et al., 2018 in Woyo, 2021).
Adaptive resilience in a destination context, is concerned with how quickly the destination can get back to its prior normal conditions following a shock (ibid), like a global pandemic. In this case I will argue that the destination due to how the foundation is almost based on the german segment and that the social focus from the governing bodies demonstrate a lack of inclusion, community participation and knowledge in regards to its importance will struggle returning from, learning from, and managing the changes (Usher et al. 2019).

Applying adaptive resilience thinking during disasters and crises provides an ability to respond to outer obstacles and stimuli and adjust appropriately (Reddy et al., 2020).

Another constraint towards domestic tourism development, will be addressed in the following section.

Behaviour - a host - guest constraint

"All organizations and individuals should respect the culture, economy, way of life, environment and political structures in the destination area"
(Sharpley & Tefler, 2016)

The discourse of the interviewees on tourism in Hvide Sande is not characterised by unanimous optimism about positive economic, social and cultural impacts. The interviewees report on the negative impacts of tourism and bad behaviour of the domestic tourists and to be even more specific it is to quote Martin (A3) *"the ones east of Herning"* hinting that it is the ones arriving from Zealand, that are pointed out as the biggest disturbance (Martin, A3; Merete, A2; Daniel, A1; Kent, A5 and Thomas, A4).

"Så er jeg sindssygt træt af sjællændere, der tror, at man ikke betaler moms i Jylland. Og, at man – hvis man tager to så får man en bedre pris fordi, vi er jo i Jylland, så skal vi jo "prutte", ik'?.. Nej det skal du ikke. Du skal tage dine to flasker vin til fuld pris og så skal du fucke af" (Daniel, A1). Daniel explains how the behaviour from the domestics is very noticeable in the local environment and provides me with another very concrete example of how according to Daniel a very common situation plays out in the line to the local fish shop opposite of his shop. *"tyskere står meget pænt i kø og beder dig om at hoppe foran, hvis ikke du har særligt meget (...) Hvor, at en Københavner, eller én med sjællandsk accent i hvert fald, i højere grad møver sig foran, og er lidt vigtigere (...) "kan vi ikke lige nå mig først? For jeg har faktisk børn i bilen, ik"* (Daniel, A1).

He explains that it shows in many different situations and that especially the tourists from Zealand seems to be entitled to be a little busier than everybody else and and implicitly addresses their egocentric needs as being much greater *"sjællændere især måske, er sådan lidt mere "entitled" til mange ting og har sådan lidt travlere end andre (...) at de er sådan lidt vigtigere og hunden er altså alene hjemme, så de må nok lige hoppe ind foran, ik'? Det må du nok forstå"* ending with a loud laughter (Daniel, A1).

The domestic tourists, highlighting the Zealanders are causing so many problems in the social sphere that the baker Martin expresses how much he and his staff misses the Germans. *"Vi er helt vildt overraskede over hvor meget vi savner tyskerne"* (Martin, A3). Martin describes how the Danes are treating the E-bikes he is renting out alongside his bakery and how they are breaking the chargers, calling him on his emergency number late in the evening to complain about the bikes using a very demanding and unpleasant tone, a tone that the Germans do not use (Martin, A3). The Germans are more polite, well behaved and exhibits great respect towards others belongings (Thomas, A4; Martin, A3) e.g. the rental bikes and his staff *"Det er sjældent, at vi har tyskere, der brokker sig over noget som helst. Og hvis de gør, så siger de det på en pæn måde. Danskere, de er direkte ubehøvlede"* Martin (A3). He elaborates that Danes expect a very different level of service whereas the Germans are more independent and willing to sort out things themselves *"En tysker, han går ind og han booker den selv"* and explain that the only positive thing he has to say about the Danes is that they tend to spend a little more per transaction, which is concurred by all the respondents. Still it does not really come out in a positive way and describes how the danes want it all for the half price *"Vi kalder dem "fattigfine" – det skal gerne lyde så godt det hele, men de vil ikke betale prisen. Det vil tyskere faktisk godt"* (Martin, A3). Expenditure wise it is another story in Daustrand. Daniel explains that he in the season of 2020 experienced the Danes spending more money in three weeks than the Germans during their three months and even though that "worker Daniel" as he described himself in that situation, appreciates the improved cash flow he still rather wants the Germans to visit.

To understand the complexity of social sustainability Buckley (2012) points to examining a dynamic situation where social situations and the tourism industry constantly evolve. As described previously, assumptions are traditionally made that there are significant benefits in regards of domestic tourism and domestics might be less affected by the changing environment (Jacobsen et al. 2019), or vulnerable to changing preferences (Wheeler 1993; Urry 2002), and have more realistic assumptions for the attractions and the society of the destination (Fennell 2008). Literature moreover depicts that international guests have higher expectations when it comes to service and information (Bonn, Joseph, and Dai 2005). Bonn, Joseph, and Dai (2005) concur and argue that *"international visitors have higher service image expectations and standards, and they place more importance on environmental factors"*.

Paradoxically the picture drawn from DV and Hvide Sande is a complete opposite one. My research show that the Germans have greater respect for nature (Merete, A2) and better prepared for changes in the climate *"Altså klassisk med tyskerne er det jo sådan, at der er ikke dårligt vejr, der er kun dårlig påklædning – altså den holder (...) danskerne er lidt mere med vejret"* (Thomas, A4), and moreover they also tend to be easier to satisfy by exhibiting a lower level of expectation *"Der er nogen, der vil sige, at danskerne har højere forventninger og derfor også stiller flere spørgsmål og så er de sværere at gøre tilfredse. Og okay, det er de da nok i forhold til tyskere"* (ibid) and that experience is shared by Martin (A3) and Kent (A5).

A clear identification with domestic tourists can be specified with the way Daniel expresses how one might have just cleaned up and vacuumed the floor. Then the tourists from especially Zealand come with their muddy boots and walk right through your living room (Daniel, A1).

Not a first choice?

"Having arrived at the scene of their dreams, many tourists behave in much the same way as they do at home" (Krippendorf, 1987).

Krippendorff's way of addressing a general behaviour in a tourism destination can be described as romanticizing and misleading of reality. Two of the interviewees highlight an interesting point of view. In this case the tourist has not arrived at the scene of their dreams and Thomas (A4) argue that even though the Danes has discovered the west coast he do not believe that the Danes will consider DV as a first choice and Martin (A3) contend that their might be a relation between the way the domestic tourists behave and them being "forced" to travel their second choice and his reply to one of the reasons to why the danes act like they do was very precise and clear *"Fordi vi er andetvalget – de vil hellere have været et andet sted henne"* (Martin, A3).

Thomas from Esmark (A4) and Martin the local baker in DV state what can be expected as the obvious. The domestic tourists who arrived during the season 2020 and now in 2021 are most likely not to have DV as a first choice. Although the theory that a "forced" holiday to DV affects the aforementioned egocentric, domestic tourist, which in particular is imposed on Zealanders enough to be the reason for their rude behavior, seems interesting but I am tempted to believe that it is guilt placement and sits deeper within Denmark's subcultures. As I have lived in west Jutland for more than three years in total I have experienced the cultural differences, the misunderstandings, the teasing and the bias that fluctuate between the Zealanders and the people from Jutland and is something that only Daniel (A1) mentions.
The ongoing hetz between the Danish regions has a long history and might be a culprit for Zealanders being convicted in advance and before they even arrive, but is a topic of future discussions.

Recommendations summarized

Operational plans should aim to anticipate and pre-empt problems. Within this context, DV which is the governing body on the west coast might benefit from adopting and promoting social sustainability practices and encourage visitors to behave accordingly and should also bring Visitdenmark in play.

It clearly stands out why the interviewees do not appreciate domestic tourism and UNWTO (2021) states that in a destination under administration of a local tourist organization there should be a clear policy and an environment management system, an approach that could be part of a marketing strategy.

Merete explained in the interview that she is the one in charge of the sustainability project, but without considering the social concept (Merete, A2), the participation of community and focusing on its constraints it will be impossible to create a sustainable destination. Not addressing the behaviour of the domestic tourist and the negative relationship between the host and the guest might in connection to the new overall tourism body Visitdenmarks new campaign end up with some heavy conflicts if a situation similar to the pandemic occurs. Therefore DV can by establishing a closer relationship with the stakeholders through community participation become more agile, precise and resilient to future crises.

My findings

The aim of this research is to explore the social impacts of domestic tourism in destination Vesterhavet based on the changes caused by the Corona pandemic. Through the literature review, I have reviewed the existing literature about the concepts of sustainability, social sustainability, domestic tourism, resilience in the scope of COVID-19 and its constraints in order to discover where the many authors of the concepts support each other and where they do not. This review has argued that the literature on sustainability over time mainly has been focusing on two out of the three concepts namely the environmental and the economic over the social.
The social concept has from 2001 experienced a rising focus, but is due to its fluffy content still a concept of great discussion among authors, What is fluffy to various authors proves to be challenging to comprehend and address for the participating stakeholders of DV and Hvide Sande.
Moreover, the domestic tourist and the utilisation of the market has over time received much praise and literature often describe the domestic tourism as a sustainable tourist that is contributing to the resilience of a destination, while many authors arguing that it lacks control and a common strategy to become

more sustainable. My research shows that the view of the literature and DV's on the domestic tourist and its impact do not line up with the interviewed residents' experiences, who express themselves almost merely negatively and mention that the behavior of the tourist is extremely reprehensible and that they want the German tourist back as soon as possible. While this is happening among locals, DV is focusing on environmental development, which is demonstrating a lack of interconnectivity. Something that a destination and its stakeholder must contain, but is accepted as one of the biggest constraints within the concept and is also constraining DV.

Final Conclusion

*"Tourism is a social force with power to transform destinations on socio-cultural, economic and environmental levels" (*Higgins-Desbiolles, 2006)

This study has sought to discuss, analyze and answer the following research question: "*How do residents, organizations and businesses perceive the social sustainability of domestic tourism on the West Coast more specifically Hvide Sande, and how do the differences in the social relations between domestic and German tourists affect the social environment?*".

Due to my methodological approach, characterized by my standpoint as a social constructivist, I have utilized a qualitative methodology including participation observation and semi-structured interviews to answer my overall research question. Through analysis and discussion, I have demonstrated how the two concepts of domestic tourism and social sustainability in this specific case separate from most literature, showing that the interrelation of the concepts if not used correctly can compromise the sustainable development of a destination, but also how it can contribute to each other and that new perspectives can unfold in the proces. During my writing process I have drawn on examples from the DV and participants from the town of Hvide Sande located in west Jutland and analysed its present condition.

I have analysed how the pandemic has forced the destination out into maybe one of the most challenging times ever, how the destination is impacted by the new tourist, that is nudged out into the domestic destinations by the overall governing tourism body Visitdenmark. Moreover, I have analysed how DV cope with comprehending and utilizing the concept of social sustainability to better understand and address their possibility of building a resilient destination that can withstand future cries. Moreover, I have in line with the various literature analysed how a common and inclusive sustainable development strategy is fragmented, constraining the sustainable development causing inefficiency and short-term efforts.

My thesis has addressed the theoretical gap in the literature and argues that the concept of social sustainability is extensive, too fluffy, and lacks presence for the stakeholders of the destination to reach a common and adequate understanding of the concept, which results in the undermining of the concept and its importance.

Moreover, it demonstrates that due to the lack of focus on the social concept DV is undermining the importance of the social concept and through that community participation. The thesis can finally conclude that the social differences and how domestic tourists interact with a domestic society in much literature do not give a similar picture in this case. The experience from the residents' point of view of the Germans and the domestic tourists turns it upside down and is contrary to literature from various authors, who leave the residents of Hvide Sande with the desire of a soon return of the Germans to the destination.

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