Holistic planning: Balancing tourism, mobility, and nature conservation on the West Coast

© Kristine Vittrup

Authors:
Hannah Winge
Kristine Vittrup
Luisa de Sousa Machado

AALBORG UNIVERSITY

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Group members:

Hannah Winge
Kristine Vittrup
Luisa de Sousa Machado

Supervisor:

Malene Freudendal-Pedersen

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Preface

This master thesis has been conducted in the period from February 1, 2021 to June 4, 2021. This project has been written by a three-member group studying in the fourth semester of Urban Planning and Management at Aalborg University.

The project group would like to thank all the stakeholders interviewed, as they all helped to understand the planning process of the West Coast Development Plan, the supplemental project of Wayfinding, and the two local plans of Blokhus/Løkken and Klitmøller/Vorupør. In addition, they all helped the research gain insight into the perceptions of tourism, mobility, and nature conservation and how these three concepts have impacted the collaboration in the planning processes. This also helped uncover any underlying power dynamics and how to plan more holistic and comprehensive for the three concepts together.

Reading guide:

This project is to be read chronologically and consists of an introduction presenting the literature review concerning the concepts of tourism, mobility, and nature conservation, leading to the problem formulation and the research question and sub-questions. In turn, this leads to a description of the case study of the West Coast of Jutland. Afterwards, there will be a description of the methodology behind the research and the methods used. This will lead to the theory of collaborative governance and an understanding of this research's analysis strategy. After, an analysis about conflicting perceptions and their impacts on the collaboration will be conducted to understand the complexity of power and interest. This leads to a discussion about shifting power dynamics and how more inclusion of mobility and nature conservation can benefit the planning processes. Lastly, there is a conclusion to answer the research question.

In this project, the Harvard method is used for source reference (Author's surname, year), the bibliography is found after the conclusion. The project ends with the appendices.

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Hannah Winge   Kristine Vittrup   Luisa de Sousa Machado

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Summary

This research aims to understand the importance of balancing the concepts of tourism, mobility, and nature conservation when planning for development in coastal areas. Often, these three concepts are not planned together. Yet, this research's argument is by doing so, a more holistic and comprehensive plan could be created. Therefore, the research started with the initial exploratory question of *"How are tourism, mobility, and nature conservation planned for in coastal areas?"* to understand the current mindset of coastal development regarding these three concepts. This question was answered through the use of literature looking at planning for tourism and mobility together as well as planning for nature conservation. These ideas were wrapped up to understand how they can be planned for together through the collaboration of all relevant actors within the three fields. To understand the need to balance the three concepts in the context of Denmark, the case study of the West Coast of Jutland was chosen as well as the examples of the Blokhus/Løkken plan and the Klitmøller/Vorupør plan. The coast is characterised by a landscape dominated by summerhouses, and its nature is the 'trademark' that attracts tourists. There is a wish to increase economic development in this area through tourism and recreational purposes. As a result, this focus on tourism had led the West Coast to create a new development plan that prioritises tourism and its economic benefits. The main agenda within the development plan is to increase tourism by spreading out tourists geographically and throughout the year instead of mainly having them during the peak season. Achieving this goal could increase mobility in the area, resulting in further challenges, such as increased infrastructural development, waste, and vehicular flows, causing negative environmental impacts, like pollution and habitat fragmentation. Therefore, tourism is forced to be studied in combination with mobility and nature conservation, since this increase in mobility puts more pressure on the fragile landscape of the coast. In turn, this led to the problem that there is a lack of holistic and comprehensive planning that integrates and balances the three concepts of tourism, mobility, and nature conservation within the Tourism Development Plan. Additionally, there is a lack of involving some key actors within the fields of mobility and nature conservation from the beginning of the planning processes. This resulted in the following research question: *"How can collaborative governance practices consider actors' perceptions and the relations of power and interest within planning practices to achieve holistic and comprehensive planning on the West Coast?"*.

To answer this question, the planning process created by tourism representatives in power on the West Coast was looked at to understand the agenda, decisions, and actions taken throughout the processes affecting the collaborative practices. In turn, there was an understanding of who was involved and who was overlooked.

Philosophies of social constructivism and critical realism were discussed to understand how they are used to scrutinise the differences between reality and the socially constructed phenomenon when discussing collaboration and nature. Qualitative data was collected through document analysis and semi-structured interviews. Document analysis allowed for an understanding of how and to what extent the three concepts were planned for in coastal areas, and how they were integrated into the planning process of the new development plan. The semi-structured interviews allowed for a comparative analysis between the statements interviewees made to comprehend any conflicting perceptions as well as relations between power and interest. To analyse the problem under investigation, the theory of collaborative governance was used to understand the importance of holistic collaboration on the organisational level to include as many relevant actors within the planning processes as possible. In addition, the power and interest matrix helped understand how this visual representation gives insight into actors' roles within the collaborative practices, specifying their level of power and interest in the plans.

The analysis illustrated that actors' perceptions impacted the way stakeholders collaborated and planned throughout the processes. Three conflicts were discovered: economic tensions, overlooked mobility practices,

and a lack of collaboration with nature representatives. It was the perceptions of tourism representatives in power and stakeholders holding economic power who saw their perceptions become reality. As a result of having less power, nature representatives were not able to reflect their ideas in the plans despite voicing their complaints. Mobility representatives started to play a bigger role through the still ongoing project of Wayfinding that focuses on mobility regarding sustainable practices; however, Wayfinding does not address all mobility issues, such as public transportation, use of cars, mobility's environmental impacts, and alternative mobility.

In turn, the discussion tackled how including these overlooked actors could help enrich the plans created on the West Coast, enhancing the already beneficial Tourism Development Plan and inspiring the municipal levels to reflect these actions taken as well. Despite the main focus being on enhancing tourism to help develop and strengthen the West Coast, concepts of nature conservation and mobility could be more addressed. Improvements to collaboration and the inclusion of topics of mobility and nature conservation, which were brushed over within the written documents, could lead to more holistic and comprehensive planning processes by improving the collaborative governance that has already been established. As a result, coastal areas around the world can learn from these collaborative practices between tourism, mobility, and nature conservation within the plans and become inspired to create a planning process reflecting the lessons learned from the West Coast.

Collaboration is necessary to create a successful, comprehensive, and holistic development plan that matches the specific context of a coastal area. Therefore, collaborative governance is needed to make this holistic touristic development plan for the coastal area a reality, inspiring local plans to integrate and balance the three concepts. A continuous reflection is required to discover who to include within the planning processes and, consequently, will lead to enhanced collaboration. If the actors in power creating the planning processes facilitated power in a way that includes conflicting perceptions between tourism, mobility, and nature organisations at the beginning of the processes, collaboration would be shaped in a manner that balances all interests within the three fields. In turn, the already beneficial Tourist Development Plans could be further enhanced, avoiding conflicts between stakeholders. As a result of introducing these topics and including previously overlooked actors, a collaboration that addresses issues that were previously avoided will be allowed. Therefore, uncovering actors' conflicting perceptions and relations between power and interest within the planning processes lead to an understanding of how collaboration is a fundamental aspect when trying to achieve more holistic and comprehensive plans to uplift the coast.

Contents

Introduction 1

In this chapter, the framework of this research will be discussed. This research began through an innate interest in Jutland's West Coast Development Plan. Initial document analysis of the multi-regional plan illustrated three main concepts: tourism, mobility, and nature conservation. As shown within the plan, collaboration on an organisational level happened throughout the planning process, illustrating a connection to collaborative governance. Consequently, a literature review was done to answer the initial question. In addition, literature pertaining to the theory of collaborative governance and power and interest were scrutinised. This led to conducting initial interviews and document analysis to find the main problem that there is a lack of holistic and comprehensive planning that integrates and balances the three concepts within the Tourism Development Plan. Additionally, there is a lack of involving some key representatives of mobility and nature from the beginning of the planning processes. As a result, the attached research question and sub-questions were formulated to help discover if similar methods of planning and collaboration discussed in the literature review and theory were occurring in Jutland's West Coast.

This research aims to gain an understanding of how important planning with the concepts of tourism, mobility, and nature conservation is for the development in coastal areas. Often, these three concepts are not planned together. Yet, this research argues that balancing these concepts is more beneficial than planning for them individually to create a more holistic and comprehensive plan. Therefore, the research starts with the initial exploratory question of *"How are tourism, mobility, and nature conservation planned for in coastal areas?"* to understand the current mindset of coastal development regarding these three concepts.

1.1   Tourism and mobility in coastal areas

Coastal areas are well known for their ecological and social values. While being of great importance to nature conservation, the coast also has several important economic functions, such as leisure and recreational activities for the tourism industry (Lau et al., 2018). Therefore, this section will start by investigating and understanding two social practices that often coincide in helping uplift economic functions: tourism and mobility. As these two concepts are often planned together and connected in planning processes, they will be combined in this section as well.

Tourism can be distinguished as a social phenomenon (the movement and activities that people participate in) and the so-called 'tourism industry', or the businesses and organisations that supply or facilitate tourist experiences, often for profit. These two groups illustrate the economic importance or prioritisation of tourism to uplift an area: supply from the businesses and demand from the tourists. The tourism industry is economically important for any country's development and has shown growth and development in both social and economic activities (Sharpley, 2009). The tourism sector can generate direct and indirect employment opportunities and social benefits for tourists and residents alike (Buongiorno and Intini, 2021). On one hand, the industry provides a valuable and continually growing source of income, foreign exchange earnings and employment to areas attracting tourists. Therefore, tourism has for a long time been considered an effective means of achieving regional or national socio-economic development (Buongiorno and Intini, 2021; Sharpley, 2009). On the other hand, the rapid growth and global spread of tourism have been accompanied by potentially negative outcomes of tourism development, affecting the environment and societies within destinations (Neto, 2003).

Consequently, the challenge facing tourism destinations is how to achieve a balance between the potential development contribution of tourism and its consequences (Sharpley, 2009). To achieve this, it is first necessary to understand the type of tourism being practised in an area as tourism can be understood in different ways, depending on what is prioritised (Bargeman and Richards, 2020). On the one hand, tourism can focus on guests temporarily renting summerhouses, camping, or staying at hotels. Alternatively, another

area might focus on families buying summerhouses and only having them for private use. Lastly, tourism can include locals coming from nearby towns to visit for a day trip, seeing and using the local attractions (Høyer, 2000). Therefore, the advancement of tourism depends on attractive, physical, and socio-cultural environments and is frequently based on existing nature or man-made attractions, such as natural areas or heritage sites (Sharpley, 2009). Consequently, tourism is an environmentally dependent activity where there is a need to prioritise and maintain the quality of nature while keeping beneficial investments in the tourism industry (Sharpley, 2009; Fedreheim and Blanco, 2017; Andersen et al., 2018). However, touristic developments are still objects of dispute since it consumes resources, creates waste, and requires significant infrastructural development (Hjalager, 2020).

Tourism can be regarded as one form of human mobility (Hall and Lew, 2009) and has contributed to the increasing mobility of both people and the services that facilitate tourism (Hall and Lew, 2009; Lund-Durlacher and Dimanche, 2013; Baldwin et al., 2018). In turn, mobility focuses on *"the ability to move from one place to another"* (Costa et al., 2017, p. 2). This shows that there is a close relationship between the development of tourism and mobility, where they are linked in both the tourism industry and planning practice (Høyer, 2000; Signorile et al., 2018). When tourists come to an area, these visitors need to be able to move around. Therefore, mobility and tourism is connected within the industry. As a result of this, planners connect these two concepts within planning processes to help develop for these practices (Høyer, 2000; Signorile et al., 2018). Although increased tourism may contribute to economic development and increased mobility, this can result in negative social and environmental impacts (Lund-Durlacher and Dimanche, 2013). The biggest challenges of tourism have their basis in the growth of certain transport systems (e.g., cars) that allow tourists to move between their homes and their destinations as well as within the destination area (Høyer, 2000). The impacts of the increase in mobility levels are not only linked to pollution. Transport infrastructures can shape and reshape the landscape and may include environmental fragmentation that modifies nature with the consequent loss of environmental value and territorial attractiveness (Lund-Durlacher and Dimanche, 2013; Buongiorno and Intini, 2021).

To avoid these environmental impacts, tourism development could focus on equally balancing economic, socio-cultural, and environmental issues (Andersen et al., 2018), especially in environmentally fragile and sensitive places, such as coastal areas. Therefore, the vulnerable natural areas need to be protected from wear, tear, disturbing traffic, and accommodation (Wolf et al., 2019). This means that it is not possible to isolate tourism from other social practices and ecological transformations, like mobility and nature conservation (Baldwin et al., 2018). Furthermore, it is important to secure the identity of the coastal areas and work with both tourism and mobility to reduce the risk of using models for urban areas not well-suited for rural or natural contexts (Buongiorno and Intini, 2021).

This inclusion of mobility shows that there are many social and economic dimensions under the surface of tourism (Hall and Lew, 2009). Consequently, it is important to look at how tourists travel, their modes of transportation, and when and where they travel. As a result, there is a focus on meeting the mobility needs when planning for tourism (CIENS, 2006; Lund-Durlacher and Dimanche, 2013), while balancing current and future economic, environmental, and social qualities (Steg and Gifford, 2008). In the case of coastal areas, one approach is to influence the movement of tourists by sparking behavioural change to take place to give people knowledge about how nature may be used and how people move around in it (Wolf et al., 2019). Since tourists often come by car to the coast, changing the tradition of the car being the main transportation may have a positive outcome for the environment and nature. It could also change the mentality of how tourists move, giving them another way of exploring the coast through different experiences (Freudendal-Pedersen et al., 2017). However, as discussed by Freudendal-Pedersen et al. (2017), if people are asked to use other modes of transportation than the car, it means a change in their everyday lives. To add to this, the change would also apply to transportation supporting touristic activities during the holidays. Therefore, when looking at mobility, research argues that a more comprehensive and holistic view of behavioural change

is needed. This transition in behaviour is the result of both individual changes in tourism behaviour and institutional changes in tourism management. Behavioural change in tourism is necessary for planning but insufficient to achieve change, as some people may still diverge from the changes made (Scuttari et al., 2016). Therefore, even focusing on these mobility practices could result in challenges for nature since, in some cases, mobility, tourism, and nature conservation are not balanced when planned (Høyer, 2000; Cavallaro et al., 2020).

Based on the above, there needs to be protection of vulnerable natural areas, keeping the identity of each place since nature is part of attracting tourists (Bruley et al., 2021). Therefore, after understanding the relationship between tourism and mobility, there is a need to understand the role of nature conservation in coastal areas to help avoid these environmental impacts.

1.2   Nature conservation in coastal areas

Combining nature conservation and economic growth causes an ever-increasing tension between safeguarding natural resources on the one hand and economic development on the other. Often economic gains of human activities are chosen at the cost of ecological degradation. Therefore, it is necessary to plan for nature conservation when developing within nature and coastal areas (van der Meulen and Udo de Haes, 1996). As a result, protection of nature is incorporated into planning for local and regional economies, contributing to livelihoods, and establishing mutually productive partnerships with local businesses and communities (Bowen and Riley, 2003).

However, the globalisation of societies has presented a challenge to the idea of preserving nature due to an increase in visitors, creating interdependent relations between transport, energy, trade, and information across the planet with complex social and ecological outcomes. The effects of these socio-economic factors have led to ecosystem fragmentation and changes to local and regional biodiversity and ecosystem services (Hellmund and Smith, 2006; Gonzalez et al., 2017). The main socio-economic factors that create feedback between social and ecological factors are tourism, urban sprawl, and leisure (Alves et al., 2009). There has been a growing realisation that managing nature in isolation from the main forces shaping the environment is no longer possible in a rapidly changing world of increasing development pressures (Alves et al., 2009; Gonzalez et al., 2017; Grizzetti et al., 2017). Consequently, there has been a focus on understanding and mitigating the risks to nature and human well-being, which arise from the feedback between social and ecological factors, by integrating ideas of nature conservation into development processes (Alves et al., 2009; Gonzalez et al., 2017). This has particular relevance in coastal ecosystems that support the livelihoods and well-being of communities around the world. However, the ecosystem services that coastal areas provide are already highly exploited and, therefore, particularly vulnerable to both natural and anthropogenic changes (Lau et al., 2019, 2018). Coastal areas are the interface between the land and the sea, acting as a buffer zone and providing various beneficial services, such as nutrient cycle, detoxification of pollutants, raw materials and habitats, regulation of storm-induced disturbances, and recreational and entertainment activities (Lau et al., 2018).

As a result of these beneficial services provided by coastal areas, legislation was created to protect them. The European Union created the Bird and Habitats Directives to secure the survival of Europe's most valuable and threatened species and habitats (European Commision, n.a. b). Some of these areas are called Nature 2000, a worldwide coordinated network of protected areas (European Commision, n.a. a). These areas do not restrict all human activities from them; however, the focus of Nature 2000 areas is to work with nature to achieve conservation and sustainable use of the lands. Yet, it is the member states of the EU who ensure the areas are managed sustainably regarding the economy and ecology (European Commision, n.a. a). In the European context and the example of Denmark, Paragraph 3 of the Nature Protection Act protects natural habitats in the country, where almost 50 % of these areas have been established as Nature 2000 areas as well

(Danish Environmental Protection Agency, 2005). These areas have been designated to attempt to meet an EU goal of *"halting the decline in biodiversity by 2020"* (The Danish Government, 2014, p. 33).

Furthermore, a holistic approach to coastal development has gained importance internationally, as it is a key aspect of the implementation of development policies concerning coastal areas. To work with coastal areas, the European Union also adopted the Protocol on Integrated Coastal Zone Management (European Commision, 2009). This protocol focuses on the management and use of coastal areas while emphasising the importance of ecosystems, their interactions and uses (Leone and Zoppi, 2019). Two types of challenges may occur: the first is connected with strategies and policies, and the second is related to the definition and the implementation of planning processes. Both challenges depend on the combination of several factors, such as (Leone and Zoppi, 2019):

- the relationships between academicians, politicians, and public officials at various administrative and technical scales;
- problems concerning institutional governance;
- the collaboration among public administrations and the effectiveness of participatory processes;
- and the integration between objectives and policies of nature conservation within planning processes.

Based on these issues, it is important to collaborate, communicate, and build a dialogue around the importance of nature (Fabian et al., 2019). These collaborative processes facilitate common objectives and are important in establishing effective governance and positive environmental outcomes (Mills et al., 2014; Di Gregorio et al., 2019). This becomes more important when enhancing touristic activities. Tourists seek out attractive, different, or distinctive environments which may support specific touristic activities (Sharpley, 2009; Andersen et al., 2018). Therefore, there is a need to keep and maintain the identity of each location and focus on what makes these places important and attractive (Bruley et al., 2021). Thus, there is a need to regulate and protect coastal areas as this attracts people to go outdoors. However, despite the need to consider nature conservation, coastal municipalities often strive for economic growth. Consequently, there is a need to reach a balance to protect nature while achieving economic growth (Sharpley, 2009). In turn, a long-term vision is required that entails a holistic view of nature conservation, tourism, and mobility at the national, regional, and local levels (strategic levels) (Kim, 2010). In turn, it will now be discussed how to plan for and balance the three concepts of tourism, mobility, and nature conservation in coastal areas, which will answer the initial question.

1.3   Planning for tourism, mobility, and nature conservation

The negative consequences of ever-increasing tourism and mobility are normally not considered in planning and management of coastal areas (Wesley and Pforr, 2010). Plans are usually more broadly defined and with generic prescriptions, giving flexibility to local authorities to decide about specific management actions (Mills et al., 2014). It can also be difficult to communicate local knowledge and contextual information to broader scales of decision-making to influence decision-making processes due to varying perceptions, resulting in nature conservation often being overlooked (Biggs et al., 2011). Consequently, insights into the collaboration between stakeholders operating at different levels and fields could improve the ability to work with and balance tourism, mobility, and nature conservation.

When looking at the perspective of nature, it has been a challenge to integrate ecological aspects into decision-making processes (Wesley and Pforr, 2010). This challenge occurs as people have various perceptions and social contexts which affect the interaction between them and their environment, making planning problems complex. This is because nature conservation cannot follow a linear logic of knowledge transfer but takes place within complex social contexts, where stakeholders have various knowledge and perceptions of nature (Moilanen and Arponen, 2011; Kovacs et al., 2015; Di Gregorio et al., 2019). These social variables have shown to contribute to environmental attitudes and beliefs, which can, in turn, influence behaviours and practices

(Mills et al., 2014; Zajchowski and Brownlee, 2018; Di Gregorio et al., 2019). The relevance and relative importance of these social variables and when and how they can be considered within planning processes will depend on stakeholders' perceptions, social context, and their relationships (Mills et al., 2014; Di Gregorio et al., 2019). Relationships between stakeholders, including individuals from government and non-government organisations, can emerge from collaboration. These processes facilitate information sharing concerned with achieving common objectives and are important in facilitating positive environmental outcomes (Mills et al., 2014; Di Gregorio et al., 2019). Consequently, collaboration or larger-scale partnerships between the fields of tourism, mobility, and nature representatives are thought to increase nature conservation effectiveness in coastal areas by allowing management decisions to be aligned with relevant ecological processes and respond to environmental changes (Fischer et al., 2011; Clement et al., 2020). This provides the flexibility, adaptive capacity, and conditions for learning required for nature conservation (Clement et al., 2020). Therefore, attention needs to be paid to planning processes requiring a more holistic and comprehensive analysis across ecological and social fields (Fischer et al., 2011).

Consequently, there is a need to include perceptions of various relevant stakeholders within the three fields of tourism, mobility, and nature conservation for decision-making processes to be efficient and effective. In turn, this allows for a broader inclusion to discover more innovative solutions to planning problems in coastal areas. Including actors from the three fields in open dialogue is considered important to understand the actors' perceptions, reach consensus, and improve the understanding of social and ecological processes (Baird et al., 2019). The inclusion of these stakeholders could result in a balance and alignment between perceptions and knowledge as well as building trust among stakeholders to uplift all three fields and achieve goals within development agendas (Ran and Qi, 2018; Baird et al., 2019). This creates a more comprehensive and holistic planning process that can adapt to changes and uncertain outcomes (Baird et al., 2019).

As a result, the initial question, *"How are tourism, mobility, and nature conservation planned for in coastal areas?"*, has been answered. The above illustrates that the three concepts are not necessarily being planned for together; this linkage between tourism, mobility, and nature conservation is missing. Nevertheless, the literature illustrates the importance of planning holistically to create a balance between the three fields within coastal development.
After answering the initial question, to understand and go in-depth within the context of Denmark, a case study will be conducted to understand the need to balance tourism, mobility, and nature conservation when collaborating and planning on the West Coast of Jutland. In turn, this leads to the problem formulation of this research.

1.4 Problem formulation

The West Coast of Jutland, Denmark, is characterised by a landscape dominated by summerhouses, where nature is the 'trademark' for tourism and recreational purposes. The economic development in the area is led by tourism, which generates both direct and indirect employment opportunities and benefits for tourists and residents alike (Buongiorno and Intini, 2021). This focus on tourism has led the West Coast to create a new development plan that prioritises tourism and its economic benefits. The main goal within the development plan is to increase tourism by spreading out tourists geographically and throughout the year instead of mainly having them during the peak season (Partnerskab for Vestkystturisme, 2018). Yet, achieving this goal will result in a simultaneous increase in mobility in the area. With this increase, further challenges may come about, such as increased waste, infrastructural development, and vehicular flows, leading to greater pollution and environmental fragmentation (Høyer, 2000; Buongiorno and Intini, 2021). As a result, tourism is forced to be scrutinised in combination with other social practices and ecological transformations (Baldwin et al., 2018), like mobility and nature conservation, since this increase in mobility puts more pressure on the fragile landscape of the coast. As the development plan of the West Coast states, there needs to be built *"new*

accommodations [that] will happen at the expense of nature and coast, which are some of the West Coast's most important attractions" (Partnerskab for Vestkystturisme, 2018, p. 17). One of the principles in the plan is to protect nature since it is what draws tourists to the coast. However, the plan does not make a concrete indication of how to protect this valuable landscape (Partnerskab for Vestkystturisme, 2018).

Due to the importance of the nature of the West Coast, it is important to uncover unintended consequences and potential gaps regarding changes to tourism and mobility as a result of the new development strategy within nature. Tourism is an environmentally dependent activity, where tourists are drawn to an area that has attractive, different, and distinct environments. Therefore, an increase in attraction to the coast can be followed by negative consequences. If the West Coast is to remain attractive to tourists, there must be a fine balance where these negative outcomes do not decrease the quality of nature, leading to the eventual degradation of tourism in the area. As a result, planning with the intent to sustain a healthy and attractive environment is essential for development along the coast (Sharpley, 2009). Therefore, with these possible outcomes in mind, the new development strategy brings the need for planning processes that consider the connectivity of social and ecological factors. Consequently, the point of departure of this research is how these factors cannot be understood in isolation when working with tourism and mobility in and around nature. Therefore, there is a need for a holistic and comprehensive approach to planning that concerns the aspects of tourism, mobility, and nature conservation and integrates different land uses.

Based on interviews with Aaen (2021), the secretary leader at the Partnership for West Coast Tourism, Nielsen (2021*b*), section leader from energy and mobility in Hjørring Municipality, Agerbo (2021), team leader of plan and development in Jammerbugt Municipality, and Svankjær (2021), BARK senior advisor for the local plan of Blokhus/Løkken, this research discovered that the plan for the West Coast was created as a result of a desire to implement national goals focusing on planning for tourism. This type of planning had not been done before; however, it was believed that a Tourist Development Plan on the West Coast would help increase tourism and plan for beneficial investments in the area (Aaen, 2021). The coastal area presented some challenges with a lack of planning, as *"it [was] not good for tourism, economy, and even nature"* (Aaen, 2021). Therefore, this Tourism Development Plan would be a beneficial opportunity to address this planning issue. As a result, there was a need to understand how tourism may be developed in connection to mobility and nature conservation. Most stakeholders emphasised that more tourists would mean an increase in mobility as well (Nielsen, 2021*b*). In turn, there is a shared understanding that there is a need to spread out tourists both geographically and throughout the year, resulting in people being less of a burden to nature. This results in a need to create more alternatives for people to move in and around nature (Agerbo, 2021), as *"everyone should not take the same road/route [or] park their car in the same place"* (Svankjær, 2021). However, Aaen (2021) mentioned that even spreading out tourism can have an impact on nature. Therefore, it is perceived that there are some challenges when protecting the vulnerable nature along the coast, resulting in a need to consider nature conservation when developing tourism. In response to this need, the Partnership for West Coast Tourism created the supplemental project called Wayfinding, a project attempting to improve connections between destinations by creating clearer paths with signs and using sustainable mobility to nudge tourists towards desired areas without affecting vulnerable nature (Dansk Kyst og Natur Turisme, 2019). Consequently, the West Coast strategy was created as a guide for the municipalities to 'organise' touristic activities and mobility that enhance the West Coast brand and the local identity, while keeping in mind the need for conserving nature. In addition, the development plan *"is meant to uplift the quality of the area"* (Aaen, 2021). Svankjær (2021) also emphasised the need to work with both tourism and nature together, pushing for tourism to be developed in *"a good way, so we also protect nature"*. Therefore, the development needs to be concentrated in areas that are already developed, lessening negative impacts on nature (Partnerskab for Vestkystturisme, 2018).

As a result, this shows that many stakeholders are concerned about planning to some degree for nature conservation, mobility, and tourism, emphasising the need to keep the local identity while enhancing the West Coast brand. However, no concrete strategies discuss how to protect the existing nature. The stakeholders

understand the importance of nature, but they are not prioritising the need to make concrete plans to protect it. In addition, the inclusion of the Wayfinding project only addresses mobility issues concerning sustainability mobility and brushes over other problems, for example, the use of fossil fuel cars and their environmental effects. Consequently, this shows a need to include other mobility representatives to address these issues. This is reflected in how collaboration is practised. When conducting interviews with representatives from tourism, mobility, and nature conservation, it was uncovered that some stakeholders representing mobility and nature conservation from Hjørring, Jammerbugt, and Thisted were not involved in the planning processes of the West Coast Development Plan and the two local plans of Blokhus/Løkken and Klitmøller/Vorupør.

As many of the stakeholders within the planning processes focus on the need for economic development through tourism and the use of nature, there is a need to involve these (often overlooked) mobility and nature representatives to share their knowledge as to why and how a discussion of alternative modes of transportation and nature conservation can be integrated at the beginning of the planning processes. The beginning of the process is where stakeholders *"have the best way of making change"* (Jørgensen, 2021*b*) instead of later, where all of the decisions have already been made. Without this expert knowledge from the beginning, the West Coast could face unnecessary power struggles and environmental consequences without meaning to cause them (Andersen et al., 2018). The flexibility of the development plan allows municipalities to have different strategies concerning who is involved and how to plan for the balancing of tourism, mobility, and nature conservation.

The results from these interviews with representatives from tourism, mobility, and nature conservation on the strategic and local levels showed how the problem did not lie with taking into consideration these three concepts; however, the problem uncovered was a difference in collaboration between experts from the three fields. The planning processes focused on the collaboration between some experts from mobility and most actors within tourism. However, it was missing a more in-depth collaboration with experts with knowledge pertaining to nature conservation and other issues concerning mobility. Nature experts were approached after the planning process of implementing the West Coast strategy to local levels, resulting in nature representatives having to take their own initiatives to voice their concerns about the results of plans and projects after the decisions have been made (Jørgensen, 2021*b*). This is reflected in the practices of stakeholders interviewed. As a result, this illustrates the main problem: There is a lack of holistic and comprehensive planning that integrates and balances the three concepts within the Tourism Development Plan and a lack of involving some key mobility and nature representatives from the beginning of the planning processes. Therefore, the research question posed in this study is:

"How can collaborative governance practices consider actors' perceptions and the relations of power and interest within planning practices to achieve holistic and comprehensive planning on the West Coast?"

After narrowing down the problem, there is a need to uncover why stakeholders representing mobility and nature conservation were not involved in the planning process of the West Coast. Therefore, it is important to analyse the collaborative planning processes of both the multi-regional plan and how it was implemented in the two local plans of Blokhus/Løkken and Klitmøller/Vorupør. This will uncover how the concepts of tourism, mobility, and nature conservation are balanced and help unveil where conflicts emerge. Therefore, interviews were conducted to understand any conflicting perceptions within the three concepts to see how collaboration has been affected and why. In turn, it will be discovered if any underlying power dynamics within the practices of collaboration played a role in planning for coastal development, especially regarding power and interest. As a result, the following sub-question is posed:

1. "How have actors' conflicting perceptions concerning tourism, mobility, and nature conservation and their relations of power and interest affected the collaborative planning process of the West Coast Development Plan shaped by those in power?"

After answering the first sub-question, there is a need to look at how future planning processes could integrate nature conservation and its stakeholders and address further mobility issues. This will result in a more holistic and comprehensive process, integrating all three concepts. There is also a need to uncover what the shift in power dynamics within the collaboration will have if more power is given to these stakeholders, resulting in not only the tourism industry holding the power. The balance will attempt to ensure that nature is not taken for granted and mobility impacts are reduced from the development along the coast, resulting in fewer conflicts between tourism, mobility, and nature conservation in the future. Therefore, the following sub-question is posed:

2. "How can the case study of the West Coast of Jutland be used as an example for future developments to collaborate and plan for tourism, mobility, and nature conservation?"

To answer this research question and sub-questions, the case study of the West Coast of Jutland will first be investigated in chapter 2 to uncover how the planning processes of the West Coast Tourism Development Plan, the supplemental Wayfinding Project, and the two local plans of Blokhus/Løkken and Klitmøller/Vorupør were conducted to understand how the concepts of tourism, mobility, and nature conservation were planned. There is a focus on the practices of the involvement of stakeholders to understand the collaboration and communication between the stakeholders. This perspective focuses on understanding the process through those in power and in charge of writing the plan.

In chapter 3, there is be a description of the methodology behind the research design and the philosophies of social constructivism and critical realism. This will be followed by a description of the methods, explaining how a combination of document analysis and interviews with experts in the three fields was conducted. The document analysis shows the information that was publicly given regarding the West Coast plans. To better understand this information and stakeholders' interpretations of the various concepts, two rounds of interviews were conducted. The first round of interviews allowed to discover the extent of the problem of involving mobility and nature representatives, to see if the three concepts were planned holistically and comprehensively. A combination of the first and second round of interviews is used to discover the planning processes of the West Coast and the two local plans. These interviews are further used in the analysis to analyse how conflicting perceptions and power dynamics between actors of the three fields impacted collaboration in the planning processes.

Consequently, this leads to the importance of the theories of collaborative governance and power and interest. With a need to plan for coastal development with the three concepts in mind, it is necessary to involve experts from the three fields from both the public and private sectors. As a result, it is important to construct an understanding of collaborative governance and any underlying power dynamics within the practices of collaboration using the power and interest matrix as a tool to uncover who was involved and had the most power and influence in the processes. Collaborative governance has become a norm in nature conservation as there is a causal association between governance and biodiversity (Clement et al., 2020; Buongiorno and Intini, 2021). It comes from a practical need to help solve ecological challenges across institutions, corporations, and governments and involves multiple relevant stakeholders (Clement et al., 2020). As the West Coast expands over regions, municipalities, and multiple sectors, it is necessary to collaborate and organise between these stakeholders.

In turn, an analysis in chapter 5 will be conducted to scrutinise the conflicting perceptions of the actors and the power and interest within the planning processes affecting the collaborative practices. This will be done from the theoretical framework of collaborative governance and by using the analytical tool of the power and interest matrix, seeing how power was distributed between actors within the processes. Illustrating this shift will help understand why certain decisions and directions have been taken during the planning processes to comprehend what are the conflicting perceptions and how they have affected collaboration.

The empirical analysis has highlighted a lack of holistic planning integrating experts within the social and ecological factors, illustrating hidden power dynamics between stakeholders in the collaborative processes. It

was discovered that tourism on the West Coast would lead to beneficial economic development; however, this development may also lead to unintended, negative impacts on biodiversity and nature within the coastal areas as a result of a lack of certain discussions concerning mobility and nature conservation. It is seen that the plan mentions the need to protect the 'trademark' of nature but is missing the important aspect of how to achieve this to guide the local plans.

Thus, this analysis will be followed by a discussion in chapter 6 of how the case study can set an example for future development of coastal areas. To plan holistically, there could be a collaboration between more relevant stakeholders from the fields of tourism, mobility, and nature conservation to develop the West Coast of Jutland. There is a need to start a discussion on additional mobility issues as well as on addressing the 'how to' when tackling nature conservation. Additional collaboration with other mobility and nature organisations could help beneficially approach these issues, inspiring future development projects. Therefore, a power and interest matrix is presented to illustrate ideal roles for the suggested actors.

Lastly, in chapter 7, there will be a conclusion to answer the research question. The actors' perceptions impacted the way each of the stakeholders planned and collaborated in the planning process; however, it was the perceptions of the actors in power (those in tourism) who could see their perceptions become reality. They are the ones shaping the agenda, goals, and content of the plans and the processes, as well as determining who to include. Consequently, although nature conservation representatives had complaints, they were not able to reflect them in the plan due to having less power. Mobility representatives started to play a bigger role through the Wayfinding project. Nevertheless, the Wayfinding project does not address all mobility issues. As a result, it is the actors in tourism who are shaping the planning processes in order to reflect their perceptions regarding tourism, mobility, and nature conservation. Consequently, by collaborating with additional actors within the fields of mobility and nature conservation, current practices of collaborative governance could improve, meaning there could be a shift in the power distribution between the actors as more issues could be discussed.

Case study: The West Coast of Jutland 2

After understanding the goals, structure, and problems this research focuses on, this chapter will introduce the case study of the West Coast of Jutland. The planning processes of the Tourism Development Plan for the West Coast, the supplemental project of Wayfinding, and their impacts on the planning processes of two examples of local strategies - Blokhus/Løkken and Klitmøller/Vorupør - will be looked at. There is a specific focus on the perception of the actors in power - those creating the strategies and shaping the collaboration. This description is done through document analysis and two rounds of semi-structured interviews, which will be further explained in the methods section.

One coastline that is attempting to plan for coastal development is the West Coast of Jutland in Denmark. The West Coast is dominated by summerhouses, and its nature is the 'trademark' for tourism and recreational purposes. Therefore, a Partnership for West Coast Tourism was created with the common understanding that tourism along Jutland's West Coast will increase and become the driving force for the growth and development of Denmark along the coast. Consequently, a strategy for tourism development was created (Partnerskab for Vestkystturisme, 2018; Aaen, 2021).

The West Coast of Jutland, shown in figure 2.1, is made up of eleven municipalities (from Frederikshavn to Tønder) and three regions (North Jutland, Central Jutland, and South Jutland). With a coastline stretching out 550 kilometres, the West Coast is sought after by many. The area is mainly visited by Danes, Norwegians, Swedes, and Germans, gaining Denmark a revenue of about 14.7 billion kroner per year. It represents about half of all overnight stays and is composed of well-functioning destinations that have a long history, enterprising business actors, and satisfied guests (Partnerskab for Vestkystturisme, 2018).
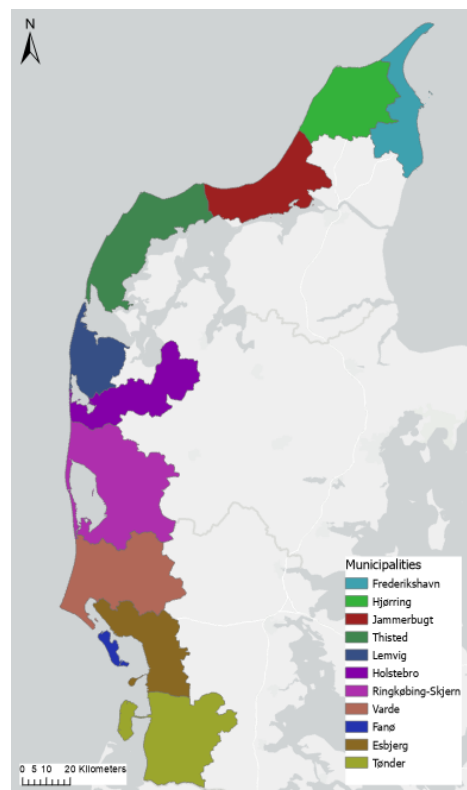

Figure 2.1. The West Coast of Jutland with the eleven municipalities.

Tourism on the West Coast is an industry that is heavily relied on, bringing jobs, development, and a foundation for a vibrant local community to the municipalities. It is highlighted that the beautiful, untouched nature is the main tourist attraction drawing visitors out to the coast (Partnerskab for Vestkystturisme, 2018). The West Coast consists of many natural areas which are part of the 'trademark' for attracting tourists. Municipal governments on the coast help to keep this 'trademark' by following planning laws that demand the creation of guidelines on how to consider nature conservation for the creation of protected areas, such as Nature 2000 (Miljøministeriet, n.a.). This consideration becomes even more relevant when planning for the growth in tourism within the vulnerable nature of the West Coast.

Previously, tourism on the coast has not been planned for (Aaen, 2021). To change this, a long-term Tourism Development Plan for the West Coast was created by the Partnership for West Coast Tourism. The idea has been to create an overall strategy, leading to a common understanding of how tourism could be developed together with municipalities and regions. As a result, the plan is rooted in collaboration between stakeholders, focusing on the development of tourism to uplift the quality of the coast and lead to economic development (Partnerskab for Vestkystturisme, 2018; Aaen, 2021; Bilde, 2021). Through this strategy, the entire West Coast will be seen as one destination uplifted to become one of Northern Europe's most sought after coastal destinations. This new branding of the West Coast will help improve mobility, inspiring visitors to explore more destinations along the coast and in different municipalities, as well as to return to these destinations in the future. To achieve this new branding, six principles were created (Partnerskab for Vestkystturisme, 2018):

1. **Concentrating development**: Mainly concentrate development in those places already developed. New places could be developed when there is a high potential for people to live and visit the area. In turn, the development of nature, the local community, and tourism can go hand-in-hand.
2. **Protecting and using nature**: Develop experiences in nature, both calming and active activities, that increase commercialisation and tourists' use of nature. The unique quality of nature needs to be protected and, at the same time, be available to tourists.
3. **Uplift the quality of the area**: Uplift the quality of the towns, nature, lodging, activities, products, and services of the coast.
4. **Strengthen the local identity**: Strengthen the various identities of the destinations, inspiring visitors to visit more towns to experience these unique identities.
5. **Think more seasons**: Have vibrant experiences during more seasons, targeting a larger spectrum of people. Instead of mainly living off the peak season, strategise to expand the season to the off-season as well.
6. **Strategise for investments**: Instead of thinking about short-term investments, it is important to think of long-term investments and how they fit together. The local governments start by prioritising and investing in chosen areas, causing a spiral effect where municipal, regional, and state investors (both private and public) follow. This will result in investments in areas that will help develop the community for those who visit and live there.

Therefore, the plan has the goal to develop the West Coast in a manner that balances consideration for tourism, mobility, and nature. Though the plan emphasises that nature can be preserved, there is more focus on its uses and development for commercialised activities to help increase tourism and mobility (Partnerskab for Vestkystturisme, 2018). As stated in the plan:

> "There is generally a low commercial utilisation of nature on the West Coast. Despite everything, commercialisation is concentrated around individual geographical areas. [...] Danish nature, especially the coastline, is protected through nature conservation laws, beach protection laws, and dune protection requirements. On the one hand, these laws are the reason we have 550 km of untouched, unbroken, open, high-quality coast. But at the same time, it can cause problems

> *regarding accessibility and establishing new facilities along the coast and in nature" (Partnerskab for Vestkystturisme, 2018, p. 59).*

In this case, nature conservation is seen both as a benefit and a hindrance to development on the coast. It is mainly seen as a hindrance to tourism and mobility as *'accessibility'* and the creation of *'new facilities'* is limited. Nevertheless, to gain an improved understanding of the creation of the development plan and the mindset behind the inclusion of these three concepts of tourism, mobility, and nature conservation within the plan, the planning process created by those in power is scrutinised.

2.1   The planning process of the West Coast Development Plan

The planning process began in 2015 when the Minister of Trade and Industry created the first strategy for Danish tourism, creating a platform to focus on tourism in one sector rather than over multiple sectors. Within this strategy, the West Coast of Jutland was seen as a growth driver of Denmark, focusing on economic development. In turn, this strategy became a catalyst to create the first Tourism Development Plan for the West Coast to take advantage of this growth driver and further develop the area (Aaen, 2021; Bilde, 2021). Therefore, key stakeholders within the West Coast decided to *"take this [task] into [their] own hands"* and join forces to create this tourism strategy (Bilde, 2021). It was decided that a Partnership for West Coast Tourism was established with the initiative to create this tourism development plan. In 2016, money was given by Realdania and some of the municipalities to finance the process of creating this tourism development plan (Aaen, 2021).

To start this planning process after financial backing was found, the partnership needed to contact and collaborate with relevant actors within the West Coast, including Realdania, municipal representatives from the eleven municipalities (such as tourism managers, planners, and employees responsible for tourism development), destination organisations, the Danish Nature Agency, Danish business, Danish industry, politicians, and some National Parks, to create the plan (Partnerskab for Vestkystturisme, 2018; Aaen, 2021; Lund, 2021; Bilde, 2021). This emphasises how many diverse stakeholders were engaged in the decision-making process, and it shows the complexity of the collaboration as many interests needed to be considered. As Aaen (2021) emphasised: *"It is a very long list of people who need to be involved. […] Some [actors] need to be worked with very closely [and] others help more at a distance"*.
With so many actors included in the planning process, it was vital to get in contact with the key municipal representatives as *"it would be too complicated if [the partnership] had to talk to multiple people within the [municipalities] and could even lead to confusion"* (Aaen, 2021). As Aaen (2021) stated, *"I do not have the knowledge of who is in charge of what on the municipal level"*. Therefore, the partnership decided to have one contact person from each municipality become the partnership's go-to person when they needed something done on a municipal level. The contact person was responsible for discussing and communicating decisions made at meetings on the multi-regional level with relevant actors within their municipality (Aaen, 2021). After this contact person was established, the process began by mapping the West Coast and analysing the current development tendencies, competition, and target groups (Partnerskab for Vestkystturisme, 2018). There was a focus to see where *"we are at [as] this is the first time we have looked at the whole West Coast of Jutland as one. [Therefore,] we had big maps and tried to share knowledge, […] show what was important, [like…] the political strategies and desires"* (Aaen, 2021). The analysis focused on the challenges of the coast, the initiatives desired by the included actors, and how to prioritise the resources and the development (Aaen, 2021).

Once these current tendencies and challenges were uncovered, the partnership presented the results to possible key stakeholders with a political interest in the eleven municipalities (Partnerskab for Vestkystturisme, 2018): *"The municipalities tried to communicate this [analysis] on their levels and tried to get the plan accepted"* (Aaen, 2021). This was followed by three two-day workshops where actors from the municipalities,

including tourist managers, planners, and relevant employees focusing on tourism development, were invited to come up with ideas and suggestions for how the plan could be developed (Partnerskab for Vestkystturisme, 2018; Aaen, 2021).   To gain inspiration, these workshops were followed by a study trip taken with key stakeholders to Ireland's Atlantic Coastline to understand the concept of 'Wild Atlantic Way' (Partnerskab for Vestkystturisme, 2018; Aaen, 2021; Bilde, 2021). After gaining this insight, interviews and workshops were conducted with industrial actors of the West Coast to understand local needs when applying a similar strategy to the Danish coastline. An ongoing dialogue with the mayors, the board of the Partnership, and the resource group containing key municipal contacts continued throughout the planning process for the creation of the development plan. This dialogue led to the final creation of the plan in 2018, which was approved by the Minister of Trade and Industry (Partnerskab for Vestkystturisme, 2018; Aaen, 2021). As a result, collaboration was key in creating the development plan where each stakeholder within the process focusing on tourism development was involved in the decision-making. With the involvement of the eleven municipalities, the development plan is locally anchored and accepted with the support of the municipalities and politicians. The municipalities decided to implement the development plan in local strategies to help uplift the area, making the West Coast one destination where the principles from the strategy are the core that ought to be considered when creating development plans in the local towns. This discussion of the planning process of the West Coast Tourism Development Plan leads to a need to look at the supplemental project of Wayfinding.

2.1.1   The Wayfinding Strategy

One of the key strategies of attempting to improve mobility on the coast is the supplemental project of Wayfinding. To increase tourism and mobility to meet the six principles stated above, key stakeholders, such as the municipalities along the West Coast, the central Danish Nature Agency, the National Parks, Realdania, the Danish Coast and Nature Tourism, and the Partnership for West Coast Tourism, teamed up to create this Wayfinding project (Dansk Kyst og Natur Turisme, 2019; Nyholm, 2021). Unlike the previous plan (which was helped financed by Realdania), the municipalities are the ones financing the initiatives and are responsible for making most of the decisions in regards to Wayfinding. Landowners, like the Danish Nature Agency and the National Parks, were worked with during this planning process for two reasons. First, since they owned the land, their approval was needed. Secondly, the National Parks have a similar system to Wayfinding, so there was a need to connect these into one Wayfinding system (Aaen, 2021; Nyholm, 2021). The planning process started in 2019 and is still an ongoing project.

The goal of this project is to join the West Coast municipalities to become one destination and to make it *"easier for tourists and residents to find their way to the correct experiences"* (Nyholm, 2021). The idea is to market an official brand of the West Coast - the 'V' Brand (Aaen, 2021; Lund, 2021; Nyholm, 2021):

> *"A person goes on the internet, sees the brand, learns about the West Coast, and books a summerhouse. When on vacation and out in the destination, then they will also stumble upon this 'V' brand"* (Aaen, 2021).

The idea is for this brand to have an online and physical presence (through signage), resulting in tourists spreading out and increasing their mobility along the coast rather than staying in one town. As stated by Nyholm (2021), development consultant at the Partnership for West Coast Tourism, the focus is to make visible marks along the coast, making people aware of where to go and creating an endpoint to indicate that people have reached their destination. Hoping to make trails clearer, a pilot project has been conducted in Thorsminde (located in Northwest Jutland) to see how the signage would look in the destination and nature (Nyholm, 2021). Since this project is still ongoing, the Wayfinding project has had no major effect or outcome yet. The project results in a focus on tourists' mobility, showing that there is a connection between tourism and mobility.

Additionally, an app or website will be created to recommend routes for tourists to move around by connecting lodgings with experiences and services along the coast. This will improve the touristic experience as well as increase the daily consumption of tourists, leading to further economic growth of the area. Wayfinding will be used to ensure that the many visitors experience nature's many wonders without it being at the expanse of nature (Dansk Kyst og Natur Turisme, 2019). As the project states, it is about:

> *"on-site guiding of the visitors from place to place and West Coast experiences. It is about increasing visitors' opportunity to be aware of the West Coast's many experiences, to find it for them, and to allow them to discover small, unique places along the coast on their own. [...] Directions shall guide the visitors to experiences but also give them room to discover their own routes" (Dansk Kyst og Natur Turisme, 2019, p. 16).*

Consequently, establishing the Wayfinding project is the partnership's way of trying to increase the *'accessibility'*, as discussed in the multi-regional development plan (Partnerskab for Vestkystturisme, 2018). This plan attempts to increase mobility and accessibility through the use of sustainable mobility, wanting to connect destinations through trails and signs. By guiding tourists in the landscape, actors creating this strategy are attempting to lead visitors away from the vulnerable nature. Additionally, actors within the Wayfinding project desire to put the 'V' brand on highway signs to connect with visitors using cars, the main mode of transportation used to get to the coast (Nyholm, 2021).

Therefore, it is seen that through the combination of the West Coast Development Plan and the Wayfinding strategy stakeholders within the planning processes are, to some degree, including these three concepts of tourism, mobility, and nature conservation. Nevertheless, flexibility is also built into this multi-regional plan. The six principles within the multi-regional strategy are used to inspire and be used by municipalities when making their local strategies; the development plan does not give specific requirements that the municipalities need to abide by but are leaning more towards being suggestions for the municipalities to follow. Consequently, the Partnership for West Coast Tourism gives flexibility to the municipalities regarding how to interpret the plan and prioritise elements, such as nature, economics, lodging, and mobility practices (Partnerskab for Vestkystturisme, 2018). In turn, to understand this flexibility and the multi-regional plan's impacts, the local level will be looked at next.

2.2 Impacts to planning processes on the local level

With so many municipalities adapting this plan and the Wayfinding strategy into their local context, it is important to look at some examples of municipalities within the case study to see how decisions made by actors affect the planning processes on the local level. Two projects have been chosen for this purpose: the Blokhus/Løkken project within Jammerbugt and Hjørring Municipalities and the Klitmøller/Vorupør project within Thisted Municipality. Therefore, the planning processes for these two strategies will be described and discussed below.

2.2.1 The Blokhus/Løkken Strategic Development Plan

For Blokhus/Løkken, shown in figure 2.2 page 16, the development plan was built on the same six principles as the multi-regional Tourism Development Plan. Like the multi-regional plan, there is a desire to make the plan flexible and robust, so new ideas can also be worked into the long-term strategy. The Blokhus/Løkken Strategic Development Plan was created through a collaboration between Hjørring Municipality, Jammerbugt Municipality, Realdania, the Danish Coast and Nature Tourism, BARK Association, JaJa Architects, Lars Bernhard Jørgensen (strategic advisor in tourism at Wonderful Copenhagen), and actors with important resources - like money, property, politicians, etc. (BARK Rådgivning, 2019; Oosterhof, 2021). In order to adapt the multi-regional plan to the local context of Blokhus/Løkken, actors like Realdania and the

Danish Coast and Nature Tourism from the previous multi-regional plan were included in the planning process of creating the development strategy as well as the business and tourism manager in Jammerbugt Municipality. The idea behind the project was to *"look at how tourism and local development can go hand-in-hand and use tourism to uplift local development"* (Svankjær, 2021). The plan's goal and the main focus is on tourism regarding lodging, turnover, daily consumption, mobility, the satisfaction of tourists, and the use and preservation of nature, trying to pull on the advantages of Blokhus and Løkken to create an even stronger, united destination (BARK Rådgivning, 2019). Both towns were transforming during the start of the planning process, meaning the timing was ideal to start a dialogue between the two previously competitive towns (Oosterhof, 2021). This union sparked through tourism could help tie the two towns together and show the way for more investments and local job opportunities (Oosterhof, 2019).
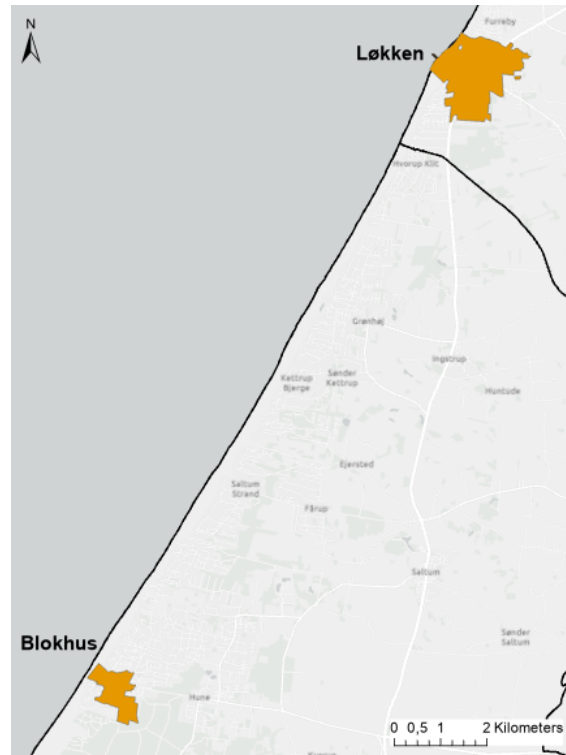
Figure 2.2. The towns of Blokhus and Løkken in Hjørring and Jammerbugt Municipalities.

After planning on a multi-regional level, Hjørring and Jammerbugt Municipalities approached Realdania about the joint development plan of Blokhus/Løkken, which Realdania agreed to financially support (Lund, 2021; Bilde, 2021; Oosterhof, 2021). The planning process for this strategy started with an initial screening of existing plans, strategies, and analysis of the two towns. Then, the towns were mapped to see the area, towns, and connections that could be put to use in developing these areas for both tourists and residents. Interviews were conducted with actors from trade and industry, associations, and the tourism branch. This was followed by strategic workshops with an advisory board and a support group (BARK Rådgivning, 2019). The workshops were divided into two directions: business development and event development. The workshops concerning business development included the advisory board with members from a broad number of businesses to make sure the local business' needs were taken into account. In the direction of event development, many activities were planned to build a relationship between the involved actors to spark teamwork without the main team always being present (Oosterhof, 2021).

Following these workshops and events was a one-on-one dialogue with key stakeholders to turn suggestions

into concrete projects and investments. In terms of nature organisations worked with, Kaj Kjær Flora & Fauna (KKFF) has been involved regarding the creation of the project Path 100, a path connecting Blokhus and Løkken, since this private company owns the land the path will be created on. In addition, the Danish Nature Agency has also been included in part of the collaboration of this project, showing similar involvement to that within the multi-regional plan. Finally, there were themed meetings with the city councils in the two towns to get the plan approved. During this process, politicians and local officials, actors, and investors were involved to reach a consensus regarding the direction of the plan and to take ownership of these concrete initiatives discussed (BARK Rådgivning, 2019).

The Blokhus/Løkken project joins tourism planning for two previously competing vacation towns, Blokhus and Løkken, to become one destination (BARK Rådgivning, 2019). As Svankjær (2021) stated *"tourists do not care about municipal borders, but they care about shopping experiences"*, showing how joining forces could be beneficial for both towns. It is believed that this joint destination and wide range of experiences will strengthen the area's position to attract tourists and give the destination an advantage over other competing coastal vacation spots, benefiting tourists and residents alike (BARK Rådgivning, 2019). As the project coordinator for the tourism strategy in Hjørring Municipality, Bilde (2021), discusses, they are *"trying to get more people to take a trip to Løkken/Blokhus […] over a longer period"* as well as establish more year-around businesses, aligning with the principle from the West Coast strategy: 'Think more seasons'. Consequently, work needs to be done to connect these destinations via Wayfinding to make it easier for visitors to move between the many experiences and opportunities year-round. The plan discusses the need for a well-developed network of paths to join these destination experiences, using coastal bikes and summer buses. In addition, the plan focuses on how touristic development will be concentrated in the areas already developed, resulting in a focus on the principles of 'Protection and using nature' and 'Concentrating development' to ensure the unique and vulnerable nature is being preserved (BARK Rådgivning, 2019).

2.2.2   The Klitmøller/Vorupør Strategic Development Plan

Like the previous strategy, Klitmøller/Vorupør in Thisted Municipality, see figure 2.3 page 18, has also been inspired and shaped around the six principles from the Tourist Development Plan. In contrast to Blokhus/Løkken, Klitmøller/Vorupør's main attraction is nature and experiences in it. The main two attractions known are Cold Hawaii and Thy National Park (Arkitema, 2020). As Haurum (2021) from the mobility department in Thisted Municipality expresses, *"people may not know Thisted, but they know Thy"*. Consequently, this natural hot spot has more international recognition. Therefore, there is more awareness to protect nature and more explicit strategies of how to do so in the plan. As stated in the Masterplan of Cold Hawaii (specifically focusing on the parts about Klitmøller and Vorupør), Thisted has an understanding of the need to balance the use and protection of nature: *"It is not only about where and when it is good to cycle, hike, and surf. It is also about establishing an understanding of nature and culture and an acceptance of a smart balance between the use and protection of it"* (Cold Hawaii Rådet, 2019, p. 116). This highlights that the Klitmøller/Vorupør strategy focuses on tourists' mobility; however, it also emphasises that nature is important to work with.
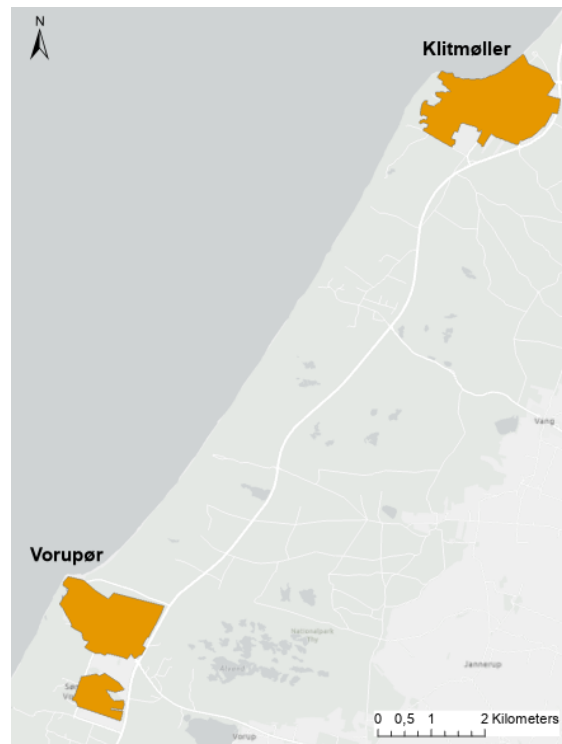
Figure 2.3. The towns of Klitmøller and Vorupør in Thisted Municipality.

The planning process for Klitmøller/Vorupør took place from 2019 to 2020 through three phases (Arkitema, 2020). The first phase started with an initial meeting with Thisted Municipality, Realdania, the Danish Coast and Nature Tourism, the Partnership for West Coast Tourism, and advisors to collect and discuss existing plans related to the area, its land use, and relevant statistics. As a result, these actors were able to voice their opinion and share knowledge on the discussed subjects.

Additionally, a support group following the entire project was created, consisting of Thisted Municipality, Realdania, the Partnership for West Coast Tourism, and the Danish Coast and Nature Tourism (Arkitema, 2020; Jensen, 2021*a*), highlighting the need to collaborate throughout the process. A tour of the two towns was given by Thisted Municipality and their advisors. This background knowledge phase was followed by an inspiration and idea development phase, where a study trip was taken to two German cities to understand how they have developed their coast through tourism to benefit both tourists and residents. Afterwards, local interviews were made with industries and shop owners in Klitmøller and Vorupør to give an accurate insight into the current tendencies of the towns and help form ideas for the development plan. This second phase ended with an idea meeting in each town, where many actors came to participate. In these meetings, smaller workgroups were formed to make it easier for everyone to be heard. Many ideas and suggestions came forth, which were drawn onto a map. These ideas were included in the development plan for Klitmøller/Vorupør. The third phase involved creating the development plan based on the two previous phases. In this phase, land use was heavily discussed concerning nature and landscape to better understand where development could happen and where it was not allowed (Arkitema, 2020). This shows that *"there is always a mindset of thinking about how [development] impacts nature"* and the desire to *"limit [development] to a few areas so [there are] other areas of untouched nature"* (Haurum, 2021).

The newly created development plan was then presented at a public mayor meeting in the two towns. Anyone could join these meetings, where there was a discussion about aspects of the plan the attendees were for or against (e.g., parking). Afterwards, these results were presented at a political meeting in Thisted Municipality,

where it was finalised and accepted (Arkitema, 2020). In turn, this planning process illustrated a similar complex, collaborative practice to the multi-regional level, where those creating the plan tried to include relevant actors within the planning process and decision-making.

As a result, it is seen that local contexts shape their planning processes in a similar way to the multi-regional process. There may be some variation in the exact actors included in the process, but the mindset behind the inclusion is similar. This could lead to conflicts as some issues may not be addressed within the plans, or some stakeholders may not have been included in the collaborative practices. Consequently, these conflicts and any underlying power dynamics will be addressed in the analysis. However, before conducting the analysis, the research design and methods must be discussed.

Methodology 3

In this chapter, there will be a description of the methodology of the research design and the philosophies of social constructivism and critical realism behind the research. This will lead to a description of the methods of document analysis and semi-structured interviews used when collecting the empirical data to answer the research question and sub-questions.

3.1   Research design

This research started with the initial exploratory question of *"How are tourism, mobility, and nature conservation planned for in coastal areas?"* to understand the current mindset of coastal development regarding the three concepts. To start the research and analyse the current scientific discussions and reflections regarding the relationship between the concepts of tourism, mobility, and nature conservation, a literature review was done within the introduction chapter, focusing on document analysis (see below figure 3.1 page 22). Using the first round of interviews, the literature review was narrowed down to two areas of interest that worked as the umbrella for the development of the problem formulation. The first area consists of the knowledge constructed based on how the concepts of tourism, mobility, and nature conservation are planned for when integrated into planning processes for coastal developments. Secondly, there is the focus on how stakeholders' perceptions and interests can influence these planning processes and collaborative practices. The literature review allowed an understanding of the current planning practices regarding tourism, mobility, and nature conservation. This section ended with a focus on the current mindset for how the concepts can be planned.

Due to innate desire for a more in-depth understanding of the phenomena under investigation in a Danish context, the West Coast was chosen as a case study, which can be defined as *"an empirical inquiry [investigating] a contemporary phenomenon within its real-life context"* (Yin, 2014, p. 18). The case study focused on the collaborative planning processes of the Tourism Development Plan for the West Coast, the supplement project of Wayfinding, and the two local plans of Blokhus/Løkken in Hjørring and Jammerbugt Municipalities and Klitmøller/Vorupør in Thisted Municipality to understand the processes shaped by those in power of creating the plans. Blokhus/Løkken served two purposes: this joint destination is a well-known tourist destination consisting of many cultural experiences in addition to nature and provides an opportunity to see how two municipalities work together to create a plan. In contrast, Klitmøller/Vorupør was chosen since nature is a priority as Thy National Park and Cold Hawaii are located within this municipality. In addition, the focus of the Wayfinding project served two purposes as well: to understand the supplemental project to the West Coast Development Plan and to understand how this strategy is trying to improve the mobility on the coast.

First, document analysis and two rounds of semi-structured interviews were conducted within the multi-regional and local plans to see who has power when creating the planning processes. To do this, it was uncovered what type of meetings, projects, interactions, involvement, viewpoints, and mindsets were from those in power in the process of the West Coast development. The case study started by portraying the perceptions of those in power - their observations, interpretations, understandings, and evaluation of the concepts of tourism, mobility, and nature conservation. In turn, these results will help comprehend the type of collaboration - or the type of inclusion of all actors who are affected by or have interest in the planning process - that occurred throughout the creation of the development plans.
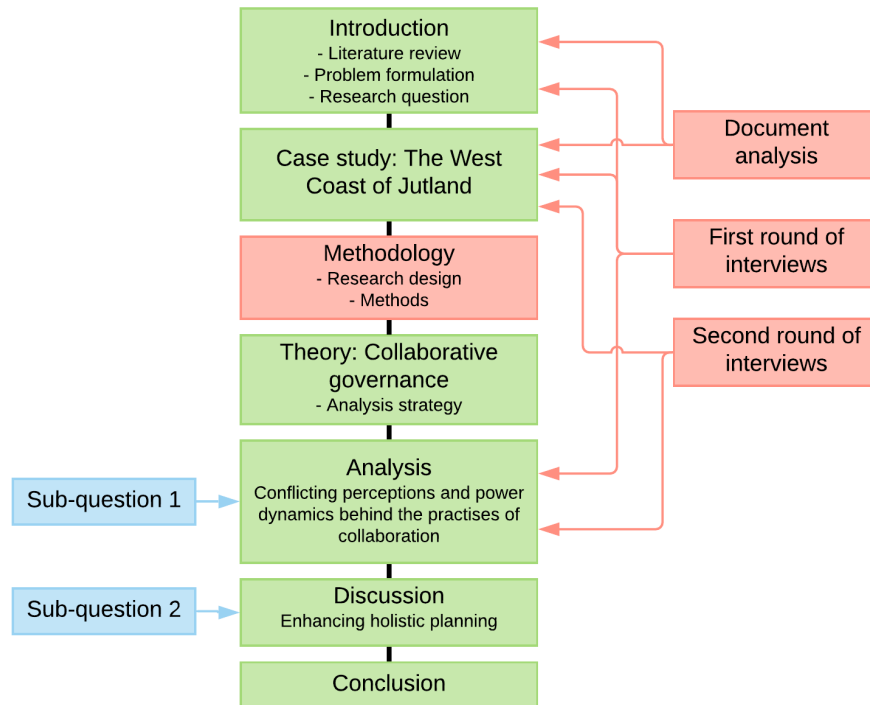
Figure 3.1. Research design.

The initial investigation could not be explained by the existing theories; therefore, an abductive approach was taken to construct an explanation that justifies the hypothesis under investigation (Walton, 2014). In this research, the hypothesis is that the concepts of tourism, mobility, and nature conservation are not balanced by stakeholders responsible for the creation of the new strategy. The first round of interviews unveiled the extent of the problem of balancing the concepts to see if they were planned holistically and comprehensively. The results from the interviews showed how the problem did not lie with taking into consideration the three concepts; however, the problem uncovered was a difference in collaboration between experts from the three fields. Therefore, a new hypothesis based on this difference in collaboration was undertaken. Thus, the new hypothesis is that there is no balance in the way the stakeholders representing the three concepts are involved in the collaborative process. To test this new hypothesis, the perceptions and knowledge constructed surrounding the concepts and the power relations underlying the collaborative planning process were investigated within the real-life context of the development of the West Coast. This case study is also considered as a "critical case", where the research presents a "well-developed" theory, and a case study is chosen to allow a better understanding of the *"circumstances in which the hypothesis will and will not hold"* (Bryman, 2016, p. 62).

The critical case study resulted in a holistic viewpoint and extensive insight into the development plan, allowing an opportunity to work with stakeholders from both public and private sectors and areas of expertise. This also follows the approach of Bryman (2016) regarding abductive reasoning: *"the perspectives of those, one is studying, are the empirical point of departure"* (p. 394). Thus, this investigation tries to uncover the perceptions of those being studied, seeking to find the best possible explanation that justifies the hypothesis (Bryman, 2016). This investigation of the stakeholders' perceptions also reinforces the use of abductive reasoning by the theoretical understanding of the actors' meanings, language, and perceptions when under investigation (Danermark et al., 2002; Bryman, 2016). The study of perceptions helps construct a worldview of the actors involved in and excluded from the planning process of the West Coast and related projects, aiding in comprehending the complex power relations, interests, and collaboration that lie underneath. However,

when following an abductive approach, the research can only construct a plausible conclusion with a remnant of uncertainty and doubt, considering that when studying the hypothesis, it is only possible to obtain an approximation of the best explanation for the problem formulated (Timmermans and Tavory, 2012; Walton, 2014). This uncertainty is further explained by the ontological position of social constructivism, that considers social phenomena and their meanings to be constantly changed by actors and their practices (Bryman, 2016). As such, the conclusions constructed about a hypothesis are never absolute. Furthermore, social constructivism emphasises language and interactions as the way to change practices and what is understood as knowledge. This knowledge is constantly being framed by stakeholders and human activities, sparking continual change (Bryman, 2016). The philosophy emphasises stakeholders' language and rhetoric to see how concepts influence people's perceptions and understandings and how these can be adapted to new realities over time (Ayukawa, 2020). Stakeholders are continuously reshaping reality through knowledge and discourses, presenting concepts in certain ways (Teater, 2015). Therefore, power and interest become key elements when reality is constructed and reshaped by actors. Power is the probability of actors in a social relationship to carry out their perceptions even in the presence of resistance and conflicts (Dreher, 2016). Therefore, the reshaping of reality is also reflected in how collaboration, a social construction in itself, is dependent on a series of experiences and on actors who influence these experiences and relationships between individuals, becoming an iterative and ongoing process (Bryman, 2016). The perceptions of stakeholders included in the planning process of the West Coast Development Plans may have affected how collaboration was practised and, consequently, how tourism, mobility, and nature conservation were planned. Therefore, this focus on understanding the underlying power dynamics and conflicting perceptions within the collaboration between stakeholders and how they affect the reality of the multi-regional and local development plans make social constructivism a necessary tool.

To gain an understanding of these perceptions of how stakeholders look into their environment and coastal areas as part of nature, critical realism becomes another essential tool for these analyses. Critical realism *"acknowledges that knowledge-producing actions can make sense only when the assumption of the existence of an independent material reality is granted"* (Carolan, 2005, p. 396). In other words, this philosophy looks at both physical nature or materials in the real-world and social phenomena to try to understand how social constructs or actions affect this material reality. Critical realism takes the perspective that the social world is transformed and reproduced by mechanisms in daily life (Bryman, 2016). These mechanisms are real but *"are not directly accessible to observation and are discernible only through their effects"* (Bryman, 2016, p. 623). In this research, the mechanism referred to is nature. Nature is a material that exists in the real world; however, in terms of planning, nature is often discussed as a social utopian realm. Plans often discuss the need to protect nature; however, no concrete plans are made to transform this utopian phenomenon into reality.

Bhaskar, an English philosopher of science who initiated the movement of critical realism, brings together both natural and social phenomena when discussing nature. He accomplished this by creating a stratified model of nature with social phenomena occupying a higher level, and complex level and physical structures involved at a lower level (van Koppen, 2017). As shown in figure 3.2 page 24, these levels of nature are divided into three: *"nature", nature, and Nature.* The social level of *"nature"* is characterised by discursive constructs, such as power/knowledge, collaboration, etc. The next level is *nature*, distinguished by the physical materiality, such as forests, coasts, rivers, road infrastructure, etc. The last level is known as *Nature* and refers to nature of physicality and causality, such as mobility patterns, ecosystem processes, and services. All of these levels are tied together and affect each other (Carolan, 2005).
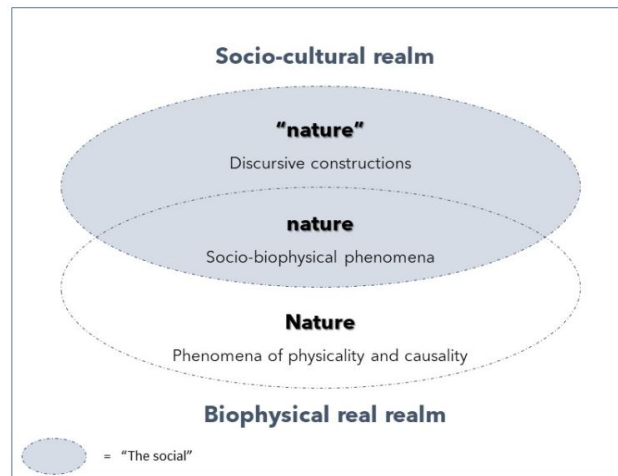
Figure 3.2. *The socio-cultural and biophysical realms of "nature", nature, and Nature.*

In this study, the discursive structures (*"nature"*) to be looked at in the planning process for the development of the West Coast are the underlying aspects of power, perceptions, and collaboration. These social constructs and practices taken in the planning processes (in terms of planning for and prioritising tourism, mobility, and nature conservation) affect the *nature* and landscape of the coast as well as the *Nature* of this ecosystem. As a result, it is seen how each level is tied to and affected by the others. Therefore, it is seen that critical realism is needed to gain an understanding of the social phenomena that impact physical nature and its ecosystem processes and help transform this utopian realm of nature into concrete planning practices. Therefore, this use of critical realism helped understand why nature conservation, tourism, and mobility are not balanced when planning and why some experts have been excluded from the planning processes (Carolan, 2005). These ideas regarding critical realism also reinforce the ideas of social constructivism, explaining how the way actors' construction of knowledge and perception of the concepts being worked with can shape the reality and influence the planning process (Teater, 2015; Ayukawa, 2020). It uncovered how these perceptions can *"co-construct social action and interaction"* (Fairclough et al., 2010, p. 4). In other words, it shows how perceptions are both shaped by and help shape collaborative practices. As a result, the study of actors' perceptions resulted in insight gained into the relationship between interests and power dynamics behind the collaboration of stakeholders from the planning processes.

Based on the approach taken, this research has a theoretical framework surrounding the theory of collaborative governance. This theory has been chosen to understand the interactions between private and public stakeholders on an organisational level. Focusing on the concepts of collaboration, perceptions, and power dynamics help investigate the planning process within the development plan of the West Coast and its effects on local plans. Based on the theoretical framework, the power and interest matrix was used as a tool to interpret and understand the complexity of power and interest of the stakeholders in the planning processes.

Consequently, this leads to the analysis concerning the conflicting perceptions of the interviewed stakeholders based on the two rounds of interviews. The interviews conducted were used to gain an understanding of how the various stakeholders observe, understand, and interpret tourism, mobility, and nature conservation. First, the analysis will start by showing a power and interest matrix based on the planning processes from the perceptions of tourism actors creating the plans described in the case study. The perceptions, values, needs, and priorities of the stakeholders in power have been prioritised, affecting the focus and goals of the strategy and the type of collaboration practised. Discovering this is important since those in power are shaping the process and dictating the direction of the project. Having a focus on stakeholders' perceptions regarding the three concepts, resulted in a comparative analysis of the statements between interviewees, allowing an

understanding of causality (Bryman, 2016). The comparative analysis is used to focus on the similarities and differences within the collaboration between experts of the three fields and to see how the practices vary within the planning process of the two plans. This helped retrieve some of the challenges that Hjørring, Jammerbugt, and Thisted Municipalities faced when adopting the West Coast Development Plan allowing to understand how the three municipalities interpreted the new development plan, and how the perceptions of those in power - the people making and creating the plans - from these municipalities played a role in the adaptation and implementation of the new strategy. This analysis helped determine if there is 'causality' (Timmermans and Tavory, 2012) for how the concepts of tourism, mobility, and nature conservation are planned for and how collaboration was carried out. As discussed by Fairclough et al. (2010), it is important to acknowledge that 'causality' is about what produces change, not about whether observers have registered this change by a *"regular conjunction of cause events and effect events"* (p. 3). Thus, regularities found in a comparative analysis are not enough for the explanation of social phenomena, such as collaboration. Even where regularities are found, they still have to be explained in terms of what produces them (Fairclough et al., 2010). Therefore, when interviewing the stakeholders, it is not enough to register their perceptions regarding the three concepts but instead construct an understanding of the underlying conflicts affecting the practices of collaboration. This is where social constructivism and critical realism tie together. Critical realism looks at the relationship between social phenomenon and reality. Social constructivism is trying to construct an understanding of this social phenomenon affecting reality.

This understanding helped uncover the reasons behind actors' interest in the development plans, and how they view the importance of each concept, which can help uncover the mechanisms responsible for the current practices of collaboration. These perceptions are based on both a first and second round of interviews aimed to compare the statements of the different stakeholders to understand how conflicting perceptions and a lack of comprehensive and holistic knowledge influenced power relations of the collaboration between the different groups of stakeholders. Asking about the interviewee's point of view concerning each concept and how they are and could be prioritised gives an understanding of the actors' conflicting perceptions within the planning processes. This helped determine the key aspects that might be responsible for how mobility and nature conservation are planned differently between the strategic levels. When discovering one of the three concepts is prioritised in the process, then the relevant actors or experts could also be included in the planning processes. The analysis draws out this parallelism or lack thereof, bringing to the attention of those in power that more actors or experts may need to be included. Therefore, the concepts of tourism, mobility, and nature conservation were investigated to understand how each stakeholder perceive them as well as their importance. The analysis focuses on interviewees' conflicting perceptions, allowing an insight into why some stakeholders are missing from the collaborative processes dictated by those in power. Throughout analysing the perceptions in-depth concerning tourism, mobility, nature conservation, and collaboration, the focus was to understand how power, interests, and perceptions are connected. In turn, this showed how collaboration was affected. Therefore, there was a focus on constructing power and interest matrices to understand and show which actors hold the power within the planning processes and which actors do not. As a result, the analysis allowed an understanding of the actions surrounding the planning process of the West Coast Development Plan, answering the first sub-question: *"How have actors' conflicting perceptions concerning tourism, mobility, and nature conservation and their relations of power and interest affected the collaborative planning process of the West Coast Development Plan shaped by those in power?"*.

The analysis leads to a need to discuss how including these actors with little to no power will add to the planning processes of the West Coast. Therefore, the research ends with a discussion, see figure 3.1 page 22, on how the case study can help understand how to plan holistically and more comprehensively for tourism, mobility, and nature conservation to achieve coastal development in the future. In turn, a power and interest matrix will be presented to illustrate ideal roles for suggested actors. This allowed answering the second sub-question: *"How can the case study of the West Coast of Jutland be used as an example for future developments to collaborate and plan for tourism, mobility, and nature conservation?"*. Furthermore, it is explained how

this research adds to the field of holistic planning and further explores what future research can be done to add to this field.

Lastly, there is a conclusion to answer the research question, *"How can collaborative governance practices consider actors' perceptions and the relations of power and interest within planning practices to achieve holistic and comprehensive planning on the West Coast?"*, to show how collaborative governance, including as many relevant actors as possible, is important in having an effective and holistic planning process on the West Coast. In addition, to construct knowledge surrounding this investigation, the methods used to answer the research question and sub-questions must be presented.

3.2   Methods of data collection

Qualitative data was collected under the format of document analysis and semi-structured interviews. Document analysis allowed assessing how and to what extent tourism, mobility, and nature conservation are planned for in coastal areas and how they are integrated into the planning process of the new development plan. The documents used in the literature review identified and comprehended the state of knowledge on the topic of planning for tourism, mobility, and nature conservation with a focus on coastal areas (Farthing, 2016). This allowed an opportunity to generate data on how the social world is constructed related to *"the nature of the research question to be answered in the research"* (Farthing, 2016, p. 136).

Various documents regarding the project were reviewed to gain an understanding of the planning process of the West Coast Development Plan.   The first revision of the West Coast documents showed an opportunity to investigate the case study more in-depth through two examples: Blokhus/Løkken project and Klitmøller/Vorupør project. The documents used to analyse the case study consisted of:

- The West Coast development plan: *"Udviklingsplan for Vestkysten - Fælles ambition for turisme frem mod 2025"*
- The Wayfinding project: *"Vestkysten viser vejen: Konkurrenceprogram: Wayfinding på Vestkysten"*
- The Blokhus/Løkken plan: *"Strategisk, fysisk udviklingsplan: Blokhus/Løkken"*
- The Klitmøller/Vorupør plan: *"Turismeudvikling, Vorupør & Klitmøller: Strategisk-fysisk udviklings-plan"*
- The Cold Hawaii plan specifically focusing on Klitmøller/Vorupør: *"Masterplan 2019-2029: Et helstøbt Cold Hawaii"*

Based on the case study of the West Coast development plan, there was an intrinsic interest to look into the documents listed above. They allowed a more in-depth understanding of the planning system of the West Coast and why particular planning practices came to be developed and implemented. Therefore, there was an interest in the social practices of collaboration to understand who has been involved in the planning processes. Additionally, documents related to the local plans were analysed to represent *"an objective assessment of how well the plan policies"* (Farthing, 2016, p. 138) implemented and adapted the overall West Coast Development Plan.

Furthermore, the document analysis was complemented by interviews with stakeholders involved in the planning processes and with actors that were not involved directly within the processes but had high interest. The interviews were constructed as semi-structured interviews where the interviewer controlled the direction of the subject under investigation, allowing flexibility to create new questions when investigating the practices surrounding the development plans and the perceptions of the interviewees (Farthing, 2016). Semi-structured interviews are a type of qualitative research where knowledge production is made as a construction (Brinkmann and Kvale, 2018a). The interviews focused on people's knowledge, experiences, and perceptions reflected in their language and rhetoric. This allowed a holistic and comprehensive view of the planning processes and the collaboration that took place. From a constructionist perspective, the interviews aimed to obtain precise descriptions of the planning processes in the development plan for the West Coast and the local

plans, or as close as possible to what actors have experienced (Brinkmann and Kvale, 2018b). The answers obtained gave access to the different perceptions of the stakeholders regarding the reality of the West Coast, allowing the construction of the collaborative planning processes based on stakeholders' viewpoints.

Two rounds of interviews were done with key stakeholders based on their role in the multi-regional development and local plans and their expert knowledge regarding tourism, mobility, nature conservation. The different stakeholders were selected from private and public sectors to allow a holistic overview of the planning processes. Stakeholders were split into three different fields: tourism (actors focusing on the tourism industry, tourism investment, and businesses), mobility (actors focusing on the movement of people on foot, bikes, buses, cars, and trains and related infrastructure), and nature conservation (those actors with a focus on protecting nature and making sure rules and regulations are abided by). As the plans illustrate the importance of these three concepts, the interviews were split into these three groups as well. This aided in seeing how the different actors viewed their own field as well as other fields of expertise to see the differences between the perceptions of tourism, mobility, and nature conservation. In addition, it allowed an understanding of how collaboration and communication occurred within the different fields. The stakeholders interviewed are seen below and a more descriptive table of actors, including the reasoning behind the interviews, can be seen in appendix A:

- Tourism representatives:
  - Maria Aaen (Secretary leader at the Partnership for West Coast Tourism)
  - Lisbeth Bilde (Project coordinator for the tourism strategy in Hjørring Municipality)
  - Henrik Jensen (Project leader of the Klitmøller/Vorupør plan in Thisted Municipality)
  - Peter Krusborg (CEO of Destination Northwest Coast)
  - Henrik Lund (Project manager from Realdania)
  - Mai Manaa (Head of tourism at Thy Tourism)
  - Anna Oosterhof (Business and tourism manager in Jammerbugt Municipality)
  - Kira Maria Svankjær (Architect and urban planner at BARK Association)
- Mobility representatives:
  - Kell Agerbo (Team leader of plan and development in Jammerbugt Municipality)
  - Ejgil Haurum (Operations and construction manager in Thisted Municipality)
  - Martin Berg Nielsen (Section leader from energy and mobility in Hjørring Municipality)
  - Linda Bilberg Nyholm (Development consultant at the Partnership for West Coast Tourism)
- Nature conservation representatives:
  - Thomas Wessel Fyhn (Forester from the Danish Nature Agency in Thy)
  - Pia Jensen (Head of plan, environment and industry section of the planning and environmental department)
  - Ib Nielsen (Chairman for the Danish Society for Nature Conservation in Thisted)
  - Søren Rosenberg (Chairman of the Danish Society for Nature Conservation of Jammerbugt)
  - Nina Larsen Saarnak (Head leader of local cases from the Danish Society for Nature Conservation)
  - Anna Sofia Falkentoft (Landscape architect from Kaj Kjær Flora & Fauna)

The two rounds of interviews allowed for an understanding of the planning processes, the different perceptions related to the concepts under investigation, and how the stakeholders were engaged. As stated above in the research design section, the first round of interviews focused on understanding the problem of balancing tourism, mobility, and nature conservation and the lack of communication between stakeholders. The second round of interviews was based on the document analysis done to the documents related to the planning processes of the case study and went more in-depth with understanding the planning processes, the perceptions, and power dynamics, adding another layer of understanding how collaboration was practised in the different processes. Additionally, it allowed investigating the flexibility of the multi-regional development plan when adapting it to the local levels. This allowed a better understanding of how the concepts were differently integrated into the local plans due to how the municipalities perceive tourism, mobility, and nature conservation. Based on the flexibility of the West Coast Development Plan, the municipalities were

allowed to plan based on how they perceive the strategy's 'reality', and this is reflected in how the concepts are balanced and how collaboration was practised.

Following the semi-structured approach, a list of questions was prepared in advance to help guide the interviews. Additionally, all interviews were recorded and notes were taken based on the answers given by the interviewees (see appendix B for interview guides and appendix C for interview notes). However, two stakeholders - the DN regional leader and BARK Association - did not allow to openly share the notes taken and only authorised to integrate the study-specific quotes. Therefore, these two interviews were not included in the appendix.

The interview guides intended to create an outline that contained the subjects and events to be covered and to provide additional questions to obtain more information if needed (Kvale and Brinkmann, 2014; Bryman, 2016). The type of questions and the order varied between interviews, depending on the stakeholders' role in the project. In all the interviews, there was a focus on how the interviewees referred to the events and their perception of the issues related to the planning processes in the West Coast Development Plan, the Wayfinding project, and the two local plans. The interviews were structured with the same questions to get comparable answers (Farthing, 2016; Bryman, 2016). In the second round of interviews, an overall interview guide was created. The guide was adapted to each interview within the second round, resulting in some of the questions not being directly the same as well as the numbering of them. The guides in both rounds of interviews standardised the interviews between the stakeholders allowing to aggregate statements based on the various viewpoints on the subjects being investigated (Bryman, 2016). Having many of the same questions showed differences between the statements given, which helped understand the conflicting perceptions and underlying power dynamics within collaboration in the planning processes.

3.2.1   Limitations

After understanding the methods, it is necessary to see what the limitations of the methods used are. From the eleven municipalities involved in the West Coast Development Plan, this research only analysed three municipalities. This can be seen as a limitation since the stakeholders' perceptions and further adaptation of the multi-regional plan may differ in the other municipalities.

Furthermore, the research would have been enhanced if interviews were conducted with representatives from the organisation of Danish Coast and Nature Tourism on the national level to understanding how power on the national level influenced decision-making since it is an organisation covering all of Denmark regarding tourism within nature.

Additionally, by conducting the interviews with stakeholders representing tourism, mobility, and nature conservation, the main perceptions and power relations within the multi-regional and local plans have been presented. However, it was not possible to interview representatives from all the environmental departments of the three municipalities. Including the perceptions of all of these stakeholders, especially from the local levels, could have given a more holistic understanding of the various perceptions within nature conservation and more insight into how collaboration was practised within each of the municipalities. Therefore, it is not known if there are any other conflicts regarding the West Coast strategy and local plans.

Lastly, a representative from the central office of the Danish Nature Agency was not interviewed due to the impossibility of getting in contact with the actor involved in the multi-regional plan. The Thy Nature Agency representative said during an interview that the central office may have been more involved. However, this was not possible to verify, and it was not possible to gain an in-depth understanding of their involvement.

More interviews could be conducted with additional actors within and outside the planning process, giving more in-depth analysis. However, the interviews conducted still gives necessary insight into the planning processes of the West Coast Development and both local plans; therefore, the data collected and analysed is considered to be adequate to answer our research question and continue to follow the research's theoretical approach.

Theory: Collaborative governance 4

In this chapter, there will be a focus on the theory of collaborative governance and how the concepts of tourism, mobility, and nature conservation can be tied to the theory. Specifically, there will also be a focus on the underlying power dynamics that can occur through collaborative processes. This will lead to an understanding of the research's analysis strategy and how the theory of collaborative governance influences the analysis.

4.1 Tying concepts of tourism, mobility, and nature conservation

According to Ansell and Gash (2007), collaborative governance can be defined as *"a governing arrangement where one or more public agencies directly engage non-state stakeholders in a collective decision-making process that is formal, consensus-oriented, and deliberative and that aims to make or implement public policy or manage public programs or assets"* (p. 544). Connick and Innes (2003) add to this definition, saying that collaborative governance includes *"representatives of all relevant interests"* (p. 546). As such, collaborative governance has been introduced to address complex policy problems in situations where working together is better than acting alone (Purdy, 2012; Visseren-Hamakers, 2018; Hysing, 2020).

When planning for tourism, mobility, and nature conservation in coastal areas, collaborative governance has emerged to implement effective strategies and achieve more sustainable outcomes (Wesley and Pforr, 2010; Valente et al., 2015). On the planning level, decisions regarding tourism, mobility, and nature conservation need to consider collaborative governance conditions. This includes budget restrictions, how political objectives are defined, and how stakeholders view the proposed and implemented changes (Wondirad et al., 2020). Collaborative processes bring benefits, such as enhanced responsiveness of various interests and more deliberation than the traditional governance processes. This could create more effective and flexible policies that are more accepted by stakeholders (Purdy, 2012; Orth and Cheng, 2018).

Collaborative processes can be affected by relations of trust, power struggles, economic aspects, knowledge, and social contexts (Wondirad et al., 2020). The more traditional top-down approach of collaborative governance arrangements is generally set by the government through policy goals and frameworks. This type of collaborative governance is generally decided or substantially influenced by public managers (Hysing, 2020). As a result, this can cause a power asymmetry where stakeholders with the most power can decide and influence collaborative processes, threatening the effectiveness of the collaboration in itself (Orth and Cheng, 2018; Ran and Qi, 2018). Furthermore, even when collaborative governance is acknowledged to be important, literature shows exclusion of local organisations and environmental interests and the predominance of actors with a strong economic interest in tourism, either directly as private investors or indirectly through tax income and job creation (Clement and Standish, 2018). As literature shows that the number of stakeholders included in the process needs to be limited for the process to be manageable, this could result in the exclusion of some important stakeholders where their perceptions are not included in the process from the beginning. These excluded stakeholders could become sources of opposition which could result in resistance to the process' outcome. This also shows that collaborative processes are incorporated into a network of power relations (Medema et al., 2017). When the collaborative process becomes so complex that there is an overlapping of authority, it may reduce the process' efficiency, leading to power struggles and contradictory perceptions of the outcome (Baird et al., 2019).

Power is defined as the ability to influence others' behaviour (Greiner and Schein, 1988), and is present everywhere, flowing in the network of stakeholders contributing to the planning process (Allmendinger, 2017). The concept of power uses knowledge, shaping it around stakeholders' intentions (Foucault and Gordon, 1980). In turn, stakeholders' intentions can be explained as different perceptions or purposes for

actors' actions. Power dictates reality, shaping what private and public stakeholders see as reality (Flyvbjerg, 1998). The knowledge held by the stakeholders in power is considered to be the 'truth' and valued above other stakeholders' perceptions and knowledge (Allmendinger, 2017). In turn, it is necessary to uncover the actors who hold the power since they are the ones shaping the process, discussion, and the direction taken, giving meaning and purpose to the process (Throgmorton, 2003). Therefore, power shapes knowledge and perspectives, influencing stakeholders' perceptions and planning process outcomes and practices (Flyvbjerg, 1998). However, the way power influences planning processes can vary. Purdy (2012) defined three arenas where power affects which stakeholders are involved: the collaborative process, the content, and the outcomes of the process. Actors' inclusion in the process depends on their power regarding decision-making, if they are affected by a decision, and their expert knowledge regarding the project. After deciding on who to involve, the focus becomes establishing the practices of collaboration between actors, determining how the collaboration may occur. Lastly, power affects the content of the process and directs which issues and outcomes the collaboration addresses, determining the direction of the process (Purdy, 2012; Orth and Cheng, 2018).

Current collaborative governance can result from more bottom-up processes *"where one or more public agencies directly engage non-state stakeholders in a collective decision-making process"* (Ansell and Gash, 2007, p. 544). Therefore, collaborative governance has been discussed as a more transparent political environment that facilitates representation and facilitation, where the values and perceptions of non-government stakeholders are included in the decision-making process through deliberation (Wesley and Pforr, 2010; Valente et al., 2015; Fedreheim and Blanco, 2017; Hysing, 2020). In this context, collaborative governance requires opening up the political space between public and private stakeholders towards a shared decision-making process that yields more equitable and efficient outcomes (Wesley and Pforr, 2010; Valente et al., 2015). However, collaborative governance can bring in challenges, for example, problems of transparency and accountability, linked to power asymmetry (Orth and Cheng, 2018; Ran and Qi, 2018). In collaboration, power can be shared between stakeholders, resulting in empowering stakeholders to act upon shared goals when protecting nature and human well-being (Orth and Cheng, 2018; Thomas and Allegretti, 2020). Consequently, collaborative governance emphasises the need to share knowledge and power where the responsibility for the decisions made are shared amongst the stakeholders (Ran and Qi, 2018; Clement et al., 2020). There is a need to balance stakeholders' interests (Bodin, 2017; Orth and Cheng, 2018); however, power might not be balanced between stakeholders, affecting how resources are distributed and which solutions are implemented (Purdy, 2012; Orth and Cheng, 2018; Ran and Qi, 2018). Even if conflicts do arise, they quickly transform to stability. Therefore, power imbalances may still be present within stable power relations as these conflicts have been quickly overlooked, meaning that power relations are often concealed (Flyvbjerg, 1998).

These power relations and conflicts can emerge when there is weak communication among the stakeholders. The relationship between stakeholders is important to avoid long and costly disputes Almeida et al. (2017). However, the fact that each stakeholder has *"different personalities, routines, methods, styles, expectations, attitudes and approaches in solving problems"* (Almeida et al., 2017, p. 98) also represents a strong obstacle to communication. This is where the concept of perceptions become important. Perceptions are seen as people's observations, interpretations, understandings, and evaluations of concepts, which are, in this case, tourism, mobility, and nature conservation (Bennett, 2016; Engen et al., 2019). Perceptions concern actors' attitudes, norms, beliefs, values, motivations, and preferences as well as understanding determinants of behaviours, levels of support and responses (Bennett, 2016). Understanding the perceptions of actors helps *"clarify the contributions of research on perceptions of [tourism, mobility, and nature] conservation to improving adaptive and evidence-based conservation"* (Bennett, 2016, p. 582). Secondly, it enables researchers to understand the reason for support or lack thereof regarding planning for tourism, mobility, and nature conservation (Bennett, 2016). Having positive support allows long-term success of a plan supporting all three topics since those in power have a better comprehension of the local conditions, increasing trust and overall support (Bennett, 2016; Engen et al., 2019).

In turn, collaborative governance could help stakeholders voice these perceptions, opinions, and concerns while contributing to expert knowledge. This allows stakeholders to influence policy formulation, implementation, and management through an agreement and support of a common goal (Kim, 2010; Bodin, 2017; Hysing, 2020). As a result, the main purpose of collaboration is to gather input on public policy initiatives from stakeholders to improve policy, help implementation, and/or gain legitimacy for government actions and influence (Hysing, 2020). Therefore, a collaborative governance framework enables an understanding of the multiple, intertwined relationships and performances of governance instruments, allowing academics and practitioners to develop more realistic, durable solutions, both in the short and long-term (Visseren-Hamakers, 2018).

Furthermore, collaborative governance can also increase resources, enhance social capital, increase capacity, expand institutional knowledge, facilitate conflict management, enhance policy compliance, and encourage experimentation (Clement et al., 2020). Therefore, it can be seen as an integral part of the transformative change needed for a more holistic planning process and development (Visseren-Hamakers, 2018). However, when dealing with tourism development, governments often prioritise economic growth over nature conservation (Andersen et al., 2018). The risk of conflicts is even higher when big investments are channelled into the purpose (Hjalager, 2020). It is when *"the [pursuit] of one part's interest creates disadvantages for others"* (Hjalager, 2020, p. 2) that conflicts emerge. This reinforces the previous idea that stakeholders with more power and resources can influence collaborative and planning processes. It results in stakeholders, who are less powerful in terms of voice or resources, might be excluded from the process even when their interest is high since economic growth is seen as the driving force (Purdy, 2012; Orth and Cheng, 2018). Therefore, when setting the goals for development plans, this perception of economic growth, being an important aspect when working with tourism, will influence the decisions made on who to collaborate with.

Indeed, the tourism industry is economically important for any country's development; however, it has the potential to harm nature. Thus, economic activities in tourism can become objects of conflicts, particularly if there are threats related to climate change, such as flooding, storms, and erosion (Hjalager, 2020). Therefore, there is a need to include practices that consider environmental, social, and economic factors together (Hall and Lew, 2009; Buongiorno and Intini, 2021). The main idea is to protect the landscape's attractiveness and resources through planning that reconciles the development of tourism activities while safeguarding nature and cultural resources (Buongiorno and Intini, 2021). Therefore, conflicts are not only economic in nature but also social (Hjalager, 2020). This emphasises that it is important to include holistic collaboration, including nature conservation, in planning practices (van der Meulen and Udo de Haes, 1996; Robinson et al., 2020). To accomplish this, one must also uncover power relations associated with collaboration to understand how power and interest play a role in making these changes to nature and ecology.

4.2 Power and interest matrix

When dealing with collaborative governance in planning processes, it is important to understand stakeholders' perceptions, power, influence, interest, and how these can impact the process. Identifying the power and interest each stakeholder has can allow the researcher to position the stakeholders in an array of power and interest, called the power and interest matrix, see figure 4.1 page 32. The matrix helps classify the stakeholders, resulting in an understanding of the level of effort that is required for managing their involvement (Junior et al., 2015). However, the matrix does not indicate which stakeholders in the same box hold the most power. Instead, actors within the same box are indicated to have equal power. As a result, after stakeholders are determined to be essential to the planning process, each stakeholder is prioritised based on their perceptions, power, and interest in the project. Some stakeholders may be more interested in the project or process than others. In addition, some may yield more power than other stakeholders, pushing their perceptions of the plan into the agenda. Those with high power and interest can advance or block projects within a planning process (Junior et al., 2015; Every, 2020). Looking at the power and interest of each stakeholder helps understand why certain demands are deemed necessary while others are not involved.

The stakeholders are divided according to; their power level, related to their ability to urge and exercise their influence to achieve specific outcomes (Guðlaugsson et al., 2020); their legitimacy, related to if their actions are acceptable from a social or a normative point of view; and lastly, their level of urgency, related to the efforts that are required at the solicitation of the stakeholders (Junior et al., 2015).
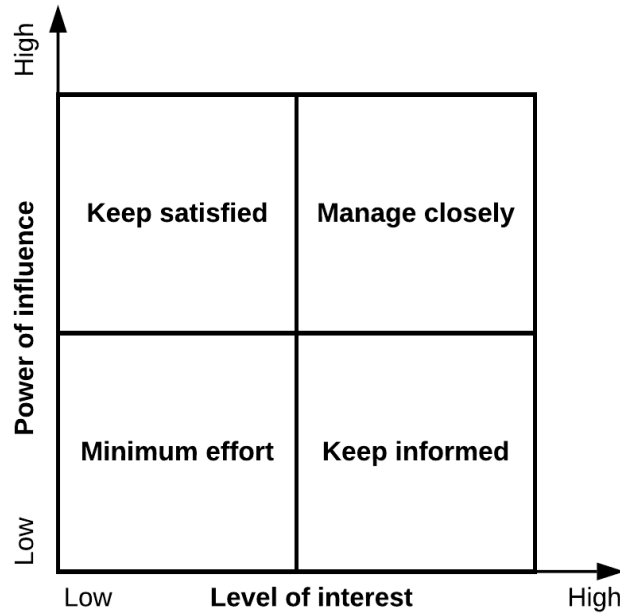
Figure 4.1. Power and interest matrix.

The matrix is divided into four categories according to the stakeholders' power and interest, with power on the vertical axis and interest on the horizontal axis. (Every, 2020):

- **Manage closely:** The stakeholders in this category have high power and high interest. These stakeholders are part of the decision-making process and have the biggest impacts on the process and project.
- **Keep satisfied:** These stakeholders have high power but low interest and need to be part of what is occurring. They yield power even though they do not have an interest in the project, as they can negatively use their power if they are unsatisfied.
- **Keep informed:** Stakeholders in this category have low power but high interest. They are kept informed and oriented to ensure that no issues arise. These can be helpful with details of the project.
- **Minimum effort:** These stakeholders have low power and low interest and need to be monitored. There is no need to use a lot of energy on these as they are not a part of the project.

During the planning process, stakeholders can change their power levels, legitimacy, and urgency, resulting in a change in their classification. Therefore, managing stakeholders requires a continuous monitoring process. This could result in corrections in the project or exclusion of the actions taken as new positions arise (Junior et al., 2015). It also means that stakeholders can change category if they are given more power through the project, which could result in a different outcome of the planning process. As a result, it is necessary to understand the relevant stakeholders' power and interest within the specific project, who is affected by the actions, and who has power to influence the outcomes (Guðlaugsson et al., 2020).

4.3   Analysis strategy

The theory about collaborative governance - defined as a governing arrangement that includes all actors with relevant interests to participate in a collective decision-making process (Ansell and Gash, 2007; Connick and Innes, 2003) - forms the overall theoretical framework for the analysis. In figure 4.2, it is visualised how this theoretical framework of collaborative governance is shaping the overall analysis of *Conflicting perceptions and the complexity of power and interest*, which in this project is called the horizontal analysis.

Horizontal analysis

Conflicting perceptions and the complexity of power and interest

Vertical analyses

Tourism development in coastal areas

Tourist's mobility practices

Collaboration with nature conservation

Impacts on collaborative governance
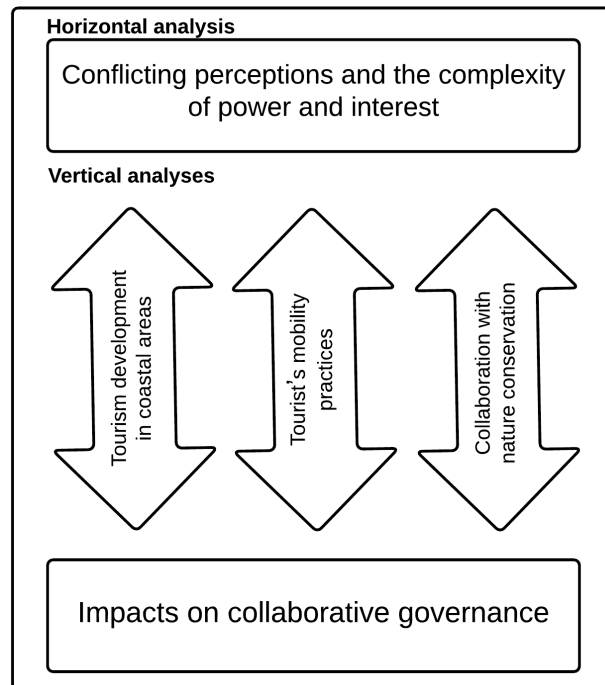
Figure 4.2. The analysis strategy.

As shown by Visseren-Hamakers (2018), it is important to involve stakeholders from all three fields to create a more holistic planning and collaborative process. Therefore, there is a focus on the involvement of stakeholders and how they have been collaborated with. Three areas that are essential in collaborative governance have been chosen and will be investigated in three vertical analyses focusing on:

1. **Tourism development in coastal areas:** This analysis will focus on the conflicting perceptions concerning economic power and using nature as a resource, showing tensions from the various actors included and overlooked in the planning process.
2. **Tourists' mobility practices:** This analysis will focus on conflicts concerning mobility aspects that have been both undertaken and overlooked as a result of the actors included and given power.
3. **Collaboration with nature conservation:** This analysis will discuss the extent of nature conservation and the tensions surrounding the topic as a result of less power given to these actors within the planning process.

All of these vertical analyses are done to see how the horizontal analysis affects the collaborative practices within the West Coast. Consequently, throughout these vertical analyses conflicting perceptions and their impacts are discussed.

Power, or the ability to influence others' behaviour, can influence stakeholders' relations and how much they are involved in the processes (Greiner and Schein, 1988). As more stakeholders are involved, conflicting

perceptions and power struggles can emerge, resulting in some stakeholders having more power to decide and influence the decision-making processes. Therefore, power matrices (as shown in figure 4.1 page 32) will be created to illustrate the complexity of power and interest within the planning process of the West Coast, affecting collaborative practices. This will help lead to the discussion focusing on how to include actors with little to no power, allowing for more holistic and comprehensive planning and decision-making processes that balance tourism, mobility, and nature conservation. The power matrices will be used as a tool to analyse which tensions exist and how various actors are included or overlooked in the planning process.

Based on the analysis strategy, the next chapter will focus on the analysis described above to understand the conflicting perceptions and complexity of power and interest within the planning practices.

Conflicting perceptions and power dynamics behind the practises of collaboration

5

In this chapter, the first sub-question: "How have actors' conflicting perceptions concerning tourism, mobility, and nature conservation and their relations of power and interest affected the collaborative planning process of the West Coast Development Plan shaped by those in power?" will be answered. The chapter will construct an understanding of the conflicting perceptions within the various perceptions regarding tourism, mobility, and nature conservation. Therefore, the focus will be on how stakeholders' conflicting perceptions and their power relations within the processes of the case study have influenced the practices of collaboration of the multi-regional Tourism Development Plan for the West Coast and the local plans of Blokhus/Løkken and Klitmøller/Vorupør. To understand the stakeholders' various perceptions, the two rounds of semi-structured interviews are analysed.

5.1 Conflicting perceptions within tourism, mobility, and nature conservation

As discussed by (Junior et al., 2015) and Every (2020), actors' inclusion in the process depends on their power regarding decision-making, if they are affected by a decision, their interest, and their expert knowledge regarding the project. Some stakeholders can have more interest and power in the process than others. These stakeholders with high power can push their perceptions forward in the agenda, as well as they can advance or block projects. It also means that those in power decide who to involve, establishing the practices of collaboration between actors, and determining how the collaboration occurs (Purdy, 2012; Junior et al., 2015; Orth and Cheng, 2018). The collaborative processes can be affected by relations of trust, power struggles, economic aspects, knowledge, and social contexts (Wondirad et al., 2020). Therefore, it is important to understand how the collaborative planning processes of the West Coast Development Plan, the Wayfinding project, and the two local plans of Blokhus/Løkken and Klitmøller/Vorupør (as described in chapter 2) has been conducted. As discussed by Bennett (2016) and Engen et al. (2019), perceptions concern how people interpret, understand, and evaluate concepts. Therefore, it is necessary to comprehend how stakeholders 'interpret, understand, and evaluate' the concepts of tourism, mobility, and nature conservation to uncover any conflicting perceptions in the planning processes of the West Coast.

When comparing the empirical data obtained from the semi-structured interviews, there are differences in the way stakeholders perceive the three concepts and how they are planned for at the strategic level and local levels of Hjørring, Jammerbugt, and Thisted. Different emphasis was given to the concepts, resulting in various prioritisation when planning for the concepts at the local levels. This can be due to the presence of conflicting perceptions between stakeholders and power dynamics within the collaborative processes, leading to various practices of collaboration depending on if the collaboration is happening on a strategic or local level. Based on the described planning processes, there is a need to show the power and interest matrix to understand how power is distributed between involved stakeholders, see figure 5.1 page 36.

Figure 5.1. Power and interest matrix based on the planning processes. Stakeholders shown with a red colour indicate how they can switch classification.

The matrix shows that those in power are the ones creating the development plans, meaning that the tourism industry (The Partnership for West Coast Tourism and the municipal tourism representatives) is deciding and shaping the reality of the processes. These representatives are located in the 'Manage closely' box. These stakeholders can advance or block ideas within the planning processes, shaping the process, the discussion, and the direction taken, while shaping the reality of what other stakeholders consider to be the 'truth'.

As BARK Association, JaJa Architects, and Lars Bernhard Jørgensen were hired to consult the local plan of Blokhus/Løkken, they are located in the 'Keep satisfied' box, as their involvement is based on the knowledge that they gave regarding tourism. BARK Association and the other organisations have no 'real' interest in the development plan after they finished consulting but has power since they are the ones giving the necessary data regarding tourism in Blokhus and Løkken, illustrating that their interest in the project concerns tourism and economic aspects. Therefore, during the creation of the Blokhus/Løkken Plan, these organisations perceived to be in the 'Keep satisfied' box, but once the plan is complete, the associations shift to the 'Minimum effort' box as they have no power and interest in the overall planning process. If these consulting companies were hired to create additional local plans or help created the multi-regional plan, then their classification might have changed. These stakeholders are a part of what is occurring and yield power, although they are only helping consult two municipalities of Hjørring and Jammerbugt.

Realdania is divided between the boxes of 'Keep satisfied' and 'Manage closely' since they hold economic power. However, an in-depth explanation for the reason for this division will be given in the next section. Additionally, the National Parks and KKFF are within the 'Managed closely' box when planning concerns their properties, as they have high power and interest regarding these areas. However, when planning concerns other areas, these organisations are within the 'Minimum effort' box, as they are perceived to have no power and little interest in the process by those in power. On the other hand, even though the Danish Nature Agency is also in the 'Managed closely' box when plans are about the lands they own, they switch to the 'Keep satisfied' box when it does not concern their properties. The Agency still has power to block projects from happening if laws are not upheld.

Lastly, is the 'Keep informed' box focusing on those actors that have high interest but low power. These organisations are the tourism destination organisations, Danish business, and Danish industry. They are involved in the processes, but it is perceived that these actors do not need to be worked with closely in the

processes. They are informed about the changes that are being made and only involved in the beginning to get their initial perspectives. Another stakeholder who is placed in this box is Destination Northwest Coast, which is an organisation that was established after the creation of the West Coast Development Plan. They are the middleman communicating between the multi-regional and the local levels, where they make suggestions but are not forcing actions to be taken. These stakeholders are kept informed to make sure that no issues arise, and they are able to help with details in the project if needed.

After this brief understanding of how power and interest are distributed between involved stakeholders, it is important to look at how the multi-regional strategy is used by and inspire municipalities when making their local strategies. The development plan does not give specific requirements that the municipalities need to abide by but are leaning more towards being suggestions to follow. Consequently, the Partnership for West Coast Tourism gives flexibility to the municipalities regarding how to interpret the plan and prioritise elements, such as nature, economics, lodging, and mobility practices (Partnerskab for Vestkystturisme, 2018). This flexibility can be beneficial since municipalities can plan using their unique strengths and identities and *"decide their own goals"* (Aaen, 2021); however, it can also have negative impacts as municipalities may not make the same prioritisation regarding economic resources, how nature is perceived as a resource, and how mobility aspects are considered. Nevertheless, those creating the strategy and shaping the planning process of the multi-regional level claim that this gives needed flexibility, allowing municipalities to adapt the plan to fit the local context to consider development needs, restrictions, and the vulnerable nature (Aaen, 2021; Bilde, 2021; Lund, 2021): *"The strength of this plan is it can adapt to the [local] context. There is not one model saying how all of the municipalities should be. There should be this flexibility"* in the plan (Aaen, 2021). As a result, it is necessary to uncover the mindset of the actors associated with the multi-regional development plan and local plans, the discussion, and the direction taken, giving meaning and purpose to the process (Throgmorton, 2003). Relating this to the power matrix, it is possible to see that the power matrix does not fully show the complexity of how power and interest are distributed since there are conflicting perceptions within the concepts of tourism, mobility, and nature conservation that are not shown. In turn, there will be a focus on how these conflicting perceptions influenced the collaborative planning processes while uncovering any underlying power dynamics within the collaborative practices. Therefore, the next sections will try and uncover some of these complexities and integrate the overlooked stakeholders.

5.1.1 Tourism development in coastal areas

Tourism is a social phenomenon that supplies or facilitates tourist experiences to uplift an area that often focuses on profit. Therefore, the tourism industry is economically important for any country's development. As a result, there is a need to understand how economic power could influence the decisions taken and the practices of collaboration.

Economic power

In the multi-regional plan, the economy of tourism is emphasised by Krusborg (2021), the CEO from Destination Northwest Coast, when discussing how there is a need to plan for *"infrastructure, overnight stays, and experience"*, adding to the quality of the touristic experiences that create new jobs and an improved economy. This perception concerning how tourism helps lead to a 'healthy' local economy is a common understanding amongst tourist representatives in power: *"you get rid of tourism, it hurts the cultural life and economy"* (Krusborg, 2021). Consequently, this perception aligns with the agenda of the development plans as the actors in power shape the direction the plans take.

Nevertheless, the planning processes underline that politicians are one of the actors with the power to make the final decisions. It shows that the municipalities needed approval from the city council, and, therefore, they have to balance various interests and give power to specific actors to make changes. If the politicians do not agree with the direction of the project, it may not be approved. It is also through the politicians that

the locals are being heard. Aaen (2021), the secretary leader at the Partnership for West Coast Tourism, perceives that the locals are only needed through politicians:

> *"This is a very high level, so we need to work with the politicians. [...] If you do it well, then you come out with a good product that both politicians, locals, etc. will be happy with. [...] Politicians do not take ownership unless they have influence over it, not if they are just oriented"* (Aaen, 2021).

Consequently, politicians were not oriented or informed about the project to the same degree as other stakeholders, but they were worked more closely with in the planning process to influence and take ownership of the plan. This importance of the politicians was also shared in the local plan of Blokhus/Løkken. From the beginning, politicians were perceived to be key actors to collaborate with: *"Politicians are important and have the power to change things. They represent the citizens"* (Svankjær, 2021). This shows that if the politicians are involved in the decision-making process, the locals will probably support the project. In this case, the power is given to the politicians as they are approving the projects. If they have a different agenda, then politicians have the power to decline the project - aligning with the idea of Flyvbjerg (1998) concerning how power shapes reality. It means that political power can dictate what private and public stakeholders see as reality within the West Coast Development Plan. The knowledge of these powerful stakeholders is seen as the 'truth' and is often more valued than other stakeholders' knowledge and perceptions. Following the ideas by Purdy (2012) of how power's influence can vary depending on the content and the outcomes of a collaborative process, it is possible to infer that, within the context of the West Coast, reality is created about nature being the 'trademark' to achieve the outcome of attracting tourists. Those in power, like the tourist representatives and politicians, in the multi-regional development plan constructed the collaboration where only stakeholders who can help keep this brand are involved. When looking at the local plans of Blokhus/Løkken and Klitmøller/Vorupør, it is possible to see this idea being mirrored: tourism is important for the development of the towns.

In the example of Blokhus/Løkken, this mindset from the multi-regional development plan's principle of 'strategise for investments' is reflected in the municipalities' focus on helping *"owners with business cases to show them how beneficial it is, and how they can economically benefit as well"* (Svankjær, 2021). This shows that there is a focus on the economic gains of tourism with a need to *"look at how tourism and local development can go hand-in-hand and use tourism to uplift local development"* (Svankjær, 2021). Actions to improve the quality of the West Coast cannot be done without money and investments; private owners need to be convinced that changes made to their property will result in financial gains. In addition, municipalities need to make sure to attract investments to their destinations to encourage more tourists to come, resulting in a continuous loop to improve the economic development regarding tourism on the West Coast. This was also emphasised by Bilde (2021), the project coordinator for the tourism strategy in Hjørring Municipality, saying they wanted to prevent the continuous decline of tourism numbers. Working with tourism is about *"getting investments [and] boosting the tourism industry"* (Bilde, 2021) where the industry and the market is the focus of development. Emphasis is put on tourism to uplift the two towns and the surrounding areas to attract tourists. Similarly, the way tourism is perceived by Jammerbugt Municipality is to focus on local development in the towns. A discussion arises about the economic aspect, as the two municipalities *"should have strategised more in their investments and construction rather than just meeting investors' demands"* (Oosterhof, 2021). This shows that the economic aspect had a high priority, resulting in a need to focus on town development when planning for tourism to better organise development (Oosterhof, 2021). Actors' focus on investments illustrates that the economic power is shaping the reality of the West Coast, aligning with the discussion of how power dictates reality. As the economy dictates reality, the economic growth will influence the decision-making process (Flyvbjerg, 1998). This is underlined by Falkentoft (2021), a landscape architect from KKFF, when going more in-depth within the topic of economic power, *"the economy has the*

main role since you always need to find the funding for it. The biggest challenge is not getting the support but the financial backing". In this case, the economy is perceived to be a driving force in planning, and as discussed by Jørgensen (2021*b*), chairman from The Danish Society for Nature Conservation in Hjørring, *"where there is economic interest, then there usually is a conflict with nature"*. Hjalager (2020) emphasises this idea when discussing how the risk of conflicts is even higher when big investments are channelled into the purpose. It is when *"the [pursuit] of one part's interest creates disadvantages for others"* (Hjalager, 2020, p. 2) that conflicts emerge. In terms of the West Coast, the one who has the 'disadvantages' is nature and the actors representing it. Jørgensen (2021*b*) goes even further and states *"if investors come with money, then municipalities are almost ready to bend backwards and forwards to accommodate them"*.

It was further discussed in the interviews that the primary stakeholder involved was Realdania. Realdania has the most power and influence in the decision-making, even on the municipal level, *"since they have the money"* (Oosterhof, 2021). However, many discussed how Realdania also brings knowledge *"that are for the common good"* (Falkentoft, 2021). They uplift the plans and projects (Oosterhof, 2021) while giving them *"a good stamp"* (Bilde, 2021). To fund a project, they have *"some requirements and wishes for the quality and look of the project"* (Nyholm, 2021). As a result, Realdania can use its economic power to fund projects that align with their perceptions and interests and influence the collaboration. This was also discussed by Falkentoft (2021), saying that the power given to the economy is related to the basic need to find the funding for any project and plan. Without this funding, it is up to the municipalities to finance, for example, the Wayfinding project, where they need to take ownership of the project and its planning process (Nyholm, 2021). This underlines that in the Wayfinding project, it is the municipalities who have the power at the local level since they are the ones who need to grant money for the changes to be made. However, apart from being an investor and holding economic power, Realdania still has power to bring knowledge for the common good of the project. Jensen (2021*a*), project leader of the Klitmøller/Vorupør plan, further develops on this role Realdania can have by explaining, *"They have had a balancing role between the residents and the municipalities. [...] They have pushed for a more holistic planning process. [...] Since the project has been very overwhelming, this role has been helpful"*. As Manaa (2021), the head of tourism at Thy Tourism, states, *"It does not matter how much money we have but how you invest it"*, showing that there is more to development than just economic power.

Nature as a resource

From the interviews, it was discovered that some conflicts were present between the economic aspects and nature conservation. Yet, Falkentoft (2021) does not see that there is a conflict between these two aspects. It is seen as possible to balance nature conservation where tourism is seen as the economy: *"tourism is a tool to uphold nature [and] if we boost tourism, then we can also boost ecology"* (Falkentoft, 2021). As a result, if money can boost ecology, nature becomes an intrinsic part of the relationship. Therefore, the power given to the ones with money can be perceived as necessary to create development while considering nature conservation. Consequently, there is a need for expert knowledge within the field of nature conservation that could help prevent negative impacts on nature. As a result, power needs to be balanced between the various stakeholders for all concepts to be planned more holistically and comprehensively.

Though actors in power of creating the strategy see the benefits of having untouched nature due to nature protection and coastal protection laws in Denmark, they still see it as a challenge in creating connections and developing the area (Partnerskab for Vestkystturisme, 2018). This is emphasised by Aaen (2021) when saying that there is a need to *"[protect] the vulnerable nature in the area. [However,] this is difficult"*. The plan does not go into detail about how to protect vulnerable nature, but it goes into detail about how nature is touristically developed and how nature and experiences can be more connected (Partnerskab for Vestkystturisme, 2018). This reflects that the development plan focuses on the tourism industry, where nature is used as a 'resource' for attracting people to the West Coast. The interview with Lund (2021),

project manager from Realdania, further emphasises how nature is perceived as a resource and, consequently, to be *"something that you need to plan for and protect"*. Therefore, the strategy is perceived to have a focus on nature conservation. However, Lund (2021) brings forward the conflict between nature conservation and economic interests. Thus, when prioritising economic gains, tourism is the focus while nature will be under pressure and end up being worn down. Jensen (2021a) further underlines the perception of nature being used by tourism as *"a free attraction. We do not earn a lot of money from this nature, so we want investments where we can earn money year-round"*. This is a challenge when developing a touristic strategy as *"society needs to be lively throughout the year and tourism needs to be good enough to sustain the society, but we also need to protect nature"* (Lund, 2021). This again emphasises the discussion of Hjalager (2020) concerning how economic activities in tourism can spark conflicts when threats related to climate change and nature are present, illustrating that conflicts are not only economic in nature but also social. Manaa (2021) further emphasised that there is a question of if *"we develop for the sake of money or development?"*. The tourism industry is economically important for development; however, tourism can harm nature. As such, tourism could be planned and controlled to not affect nature, including practices that consider environmental, social, and economic factors together (Hall and Lew, 2009; Buongiorno and Intini, 2021). This means when planning for tourism and economic gains, there is a need to have a holistic understanding of how this enhancement of tourism will impact mobility, the environment, and nature. Although the strategy does not give concrete details about how to protect nature, it still emphasises the need to have nature and coastal protection laws in mind. However, without any concrete details, it could lead to conflicts with, for example, nature organisations as it is not stated how nature protection can happen.

For the sake of local and regional development, both Haurum (2021), operations and construction manager from the mobility department in Thisted Municipality, and Manaa (2021) see the need for tourists to have access to nature and make the municipality an attractive place to live and visit. As a result, the development plans need to balance the three concepts of tourism, mobility, and nature conservation to minimise possible negative outcomes while making sure that there is progress and development (Haurum, 2021). Although some stakeholders perceive nature as being a resource for attracting people, there is a need to protect these areas in the future. If this does not happen, it could result in nature being worn down, degrading this 'trademark' of the West Coast. Therefore, conflict rises when looking at money and development. If money is the driving force of development, nature will be used and developed upon as a tourist attraction. Yet, the strategy diverges from this idea when it discusses how there is a need to develop nature to accommodate tourists: *"behind the dunes between Blokhus and Løkken [there] is a unique nature area with protected nature. [...] The area has potential for outdoor activities [and] offers the great nature experiences"* (BARK Rådgivning, 2019, p. 17). Oosterhof (2021), the business and tourism manager in Jammerbugt Municipality, further emphasises this by saying how summerhouses have been built to accommodate the demand for new summerhouses. In comparison to nature, the economic gains are being prioritised, increasing the risk of wearing down the vulnerable nature. This situation further emphasises that *"tourism and marketing are prioritised first, and then comes mobility and nature conservation"* (Oosterhof, 2021), illustrating that the economic aspect occupies the mindset of those in power as the focus is on development. There is a need to make sure that tourists visit the towns and have experiences that attract tourists. If tourists visit the towns and go out in nature, it is still an investment for the municipalities. However, if nature is part of attracting tourists, there needs to be a focus on protecting these areas.

Krusborg (2021) discussed how nature is always present and thought about in their work: *"we want to be green and sustainable, [and] to be on the frontlines of this"*. Again, nature is perceived as the 'trademark' for tourism on the West Coast; therefore, *"to make sure [tourists] come back*, there is a *"need to protect nature"* (Krusborg, 2021). Krusborg (2021) emphasises how nature is important, and how it is *"not something that happens ad hoc but through plans"*. This is further discussed by Nielsen (2021a), the chairman from The Danish Society for Nature Conservation in Thisted, who was not involved in the planning process. Nielsen (2021a) highlights that *"people come here for nature, not the other tourist attractions"*. Therefore, the

development plans need to reflect a balance between tourism and mobility within the West Coast's nature: *"when tourism is controlled, and on the terms of nature, it is good to be able to attract people. It is a balance"* (Nielsen, 2021*a*). In other words, if nature is used to attract tourists, more power needs to be given to those who can help plan for nature conservation.

Influence on collaboration

Based on the above, some municipalities might have given more power to investors instead of nature representatives since economic gains are perceived to be more relevant than other topics (Lund, 2021). Although the collaboration is practised to the limits imposed by nature representatives, *"those in charge might not want to consider avoiding building houses in vulnerable nature. Then they would not get as much money"* (Jensen, 2021*b*). This quote reinforces the idea that economic gains overpower nature conservation and influence who has more power within decision-making processes, dictating who is included and excluded in collaborative practices. As discussed by Clement and Standish (2018), even when collaborative governance through collaborative processes is seen as important, exclusion of local organisations and environmental interests can still occur. This shows that those holding an economic interest together with stakeholders with a touristic mindset are the ones who are part of dictating what other stakeholders perceive as reality.

As a result, actors that are empowered to influence the planning process depend on their economic power. Realdania and the local politicians are included in the planning processes based on their high interest and economic power. However, the touristic stakeholders are the ones dictating the reality of the West Coast and deciding how to use their knowledge and voice their concerns about the project. Nonetheless, the processes are more complex than what the initial power matrix illustrated. Besides economic power, processes can also vary depending on the project and what people are investing in.

When looking at Realdania, they are not only holding the power of what their money is used for, they can contribute with expert knowledge and stir the development in the direction they want. They are able to push for a more holistic process and dictate the reality of the project. Therefore, Realdania could change its position in the power and interest matrix by using its power to influence collaborative practices. In some cases, Realdania could be located in both the 'Keep satisfied' and the 'Manage closely' boxes in figure 5.2 page 42, depending on what power they are given. Most of the time when working with economic power, they are located in the 'Keep satisfied' box; however, if they are given a voice regarding their expert knowledge they move to the 'Manage closely'.

A stakeholder that holds the same type of power as Realdania, is the local politicians. They can influence decisions by funding or denying to contribute funds to projects under debate. Therefore, at the local level, they can switch their classification as their interest in a project could increase, depending on how they perceive the project.
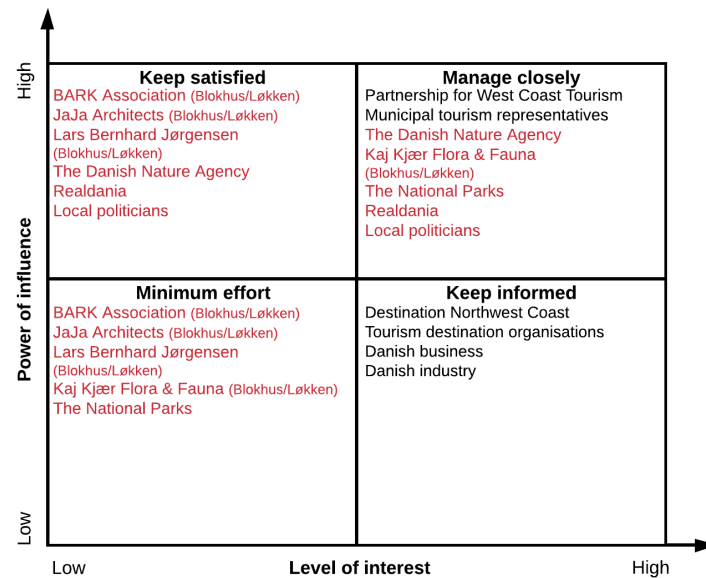
Figure 5.2. Power and interest matrix influenced by economic power. Stakeholders shown with a red colour indicate how they can switch classification.

As shown in the power and interest matrix and discussed above, stakeholders holding the necessary economic power can influence how collaboration is practised. However, when investments are channelled into the purpose of a planning process, there is a higher risk that conflicts might appear (Hjalager, 2020). In these processes, those in power are shaping and defining the reality of the process to achieve their goals by prioritising economic growth over other aspects in the decision-making process. This means that some stakeholders that could be important to collaborate with and involve might not have the power to voice their concern when dealing with tourism development. These stakeholders with an economic background have the most power and resources to influence and dictate the collaborative planning process. As a result, stakeholders with less power are not included, although their interest is high. This could result in conflicts and discussions about how some mobility issues are overlooked and how nature could have a stronger voice. Consequently, the next section will analyse relations between power and interest concerning mobility.

5.1.2   Tourists' mobility practices

Tourism can be seen as the movement of people, and as such, tourism and mobility are intrinsically connected. Aaen (2021) discussed how tourists can have various meanings, such as a person that *"travelled from home for an experience"*, people staying at hotels or in summerhouses either through private use or renting, or people who use their own summerhouse (Agerbo, 2021; Lund, 2021; Aaen, 2021). Further, Agerbo (2021), team leader of plan and development in Jammerbugt Municipality, emphasised that *"it is not only about the tourists, but it is also about those who live there on a daily basis"*. This highlights that, on the local level, emphasis is also placed on the residents to make sure that development in tourism also benefits the locals. Oosterhof (2021) emphasised that if *"tourism increases, mobility also increases"*, showing a need to focus on how tourists move when they are visiting the West Coast.

As Nyholm (2021), development consultant at the Partnership for West Coast Tourism, states, *"mobility has been lagging behind nature conservation and tourism"*, showing that this mindset could change as there is a need for more comprehensive planning where tourism, mobility, and nature conservation are more balanced. The development plan and the creation of the Wayfinding project attempt to give this emphasis to mobility and further connect tourism and mobility. The Wayfinding project is used as a 'solution' to integrate and

have more focus on the mobility aspects and as a way of making sure that mobility does not harm nature. If Wayfinding attracts more people to go out in nature, it can result in worn down natural areas, even if some areas are left out of the trails. However, it does not make any indications of how mobility can harm the environment and nature and, in turn, does not spark a discussion on the multi-regional or local levels to discover solutions to these negative impacts. If the focus was on mobility's negative impacts on nature, it could allow nature to be brought from the utopian realm into concrete practices concerning how to protect nature where development is planned for in a more controlled way. Consequently, it could also be claimed that mobility is further brought from the utopian realm and to reality as more topics concerning mobility practices are discussed. Although nature is thought of through protection, the plan lacks a discussion concerning how nature will be affected and is protected if there is an increase in tourism and mobility. This shows that there are underlying and concealed conflicts between mobility and nature that have quickly been transformed into stability to maintain the reality of the plan and avoid certain issues.

For example, none of the plans go into detail about the mentality of cars and how some modes of transportation are more beneficial for the environment than others. There is a lack of focus on mobility, which was also highlighted by Oosterhof (2021), saying that they did not *"have much focus on [mobility]. We should probably have more of this"*. Therefore, there could be more of a focus on mobility as many tourists come by car and in the 'higher' seasons, resulting in difficulty when moving around (Oosterhof, 2021). The Wayfinding project brings new sustainable ways of tourism; however, it does not consider that people choose the car as the main mode of transportation. As a result, the tourism industry in power is shaping the reality of the West Coast to only focus on sustainable mobility practices. Adding the Wayfinding project helps dictate the discussion in this direction by focusing on creating clear paths with signs for hiking and biking outside. Once again, this emphasises how power can affect the content of the planning process and which issues become a part of the main discussions as pointed out by Purdy (2012) and Orth and Cheng (2018). In order 'to avoid long and costly disputes' concerning the use and space of fossil fuel cars (Almeida et al., 2017), those in power chose to 'ignore' this form of transportation and only deal with other mobility matters present in the Wayfinding project, such as connections through hiking and biking. Though this direction on mobility taken is also an important discussion to have regarding mobility practices in the area, those in power avoided a greater problem as people still drive to this destination and need to park their cars. Within the Klitmøller/Vorupør plan, parking was already perceived as a problem during the summer period. Both Agerbo (2021) and Lund (2021) further discuss this issue related to cars and the need for new infrastructure: *"if we make too much parking for the peak season, then it will just be a cement block the rest of the year"*(Agerbo, 2021) leading to *"a lot of dead places"*(Lund, 2021). Consequently, municipalities use the area they have for parking instead of investing it in other 'high-quality activities' that will attract visitors to the area. As municipalities cannot use this land for touristic activities, development can occasionally come at the expense of nature. Therefore, it is seen that only some mobility issues are being discussed in detail. Although most of the visitors come to the coast by car, it does not mean that they cannot change their behaviour and practices when they arrive. This idea is present when Fyhn (2021), from the Danish Nature Agency in Thy, discusses the need to influence how people behave in nature, *"people need to be taught how they act"*. However, to be able to influence how tourists behave in nature, it is necessary to change how nature is perceived. It is also a discussion on how to do this and where the responsibility lies. In general, this topic about how to change the mentality has been a discussion for many years. If the car is taken away and less prioritised, people are forced to change their everyday lives as well as holidays and pushed to choose other modes of transportation (Freudendal-Pedersen et al., 2017). This conflict also appears when discussing 'crowd management' with Bilde (2021), where the focus is on getting *"people where we want to lead them"*. This is a discussion on how to get more tourists in the 'lower' seasons, showing that there is a need to spread out tourists instead of having more coming during the peak season. It shows that those in power have in mind that more tourists during the peak seasons could have a negative impact in the area. Therefore, it is important to focus on how the movement of tourists is managed when enhancing tourism, which shows that

there is an attempt to make the destinations more structured and organised to direct how and where tourists move. As a result, mobility has to flow and be visible for tourists to know which paths they can use while creating more alternatives for them to move in and around nature (Agerbo, 2021; Nielsen, 2021*b*). Svankjær (2021) also emphasised that *"everyone should not take the same road/route, park their car in the same place"* as this could result in nature being worn down. Consequently, there are many tensions in this discussion as tourists are forced to change how to get to the West Coast. This is not a discussion those in power want to focus on since it could mean fewer tourists visiting.

Furthermore, Nyholm (2021) fears that the physical changes done through Wayfinding will not have an impact on how mobility is perceived and practised. As Wayfinding does not discuss the full spectrum of mobility issues, the project cannot become a solution in itself to change mobility practices. Since tourists often come by car to the coast, changing the tradition of the car being the main transportation entails a change in how tourists move, changing their mentality and behaviour. Therefore, there is a need for a more comprehensive and holistic view of mobility practices. Even when discussing sustainable mobility within Wayfinding, problems are still discovered. Fyhn (2021) emphasised the issue with traffic on some parts of the paths: *"[If] five new paths [...] go on the same path, that means a lot of logos and signs will be on the same mark. This can mean that these areas will have a lot more traffic than they have today"*. This reflects and reinforces the discussion of how tourism and mobility are connected, and if one increases, the other also increases, which could have an impact on nature. Both Høyer (2000) and Wolf et al. (2019) also make the connection between the development of tourism and transport systems and how nature needs to be protected from wear, tear, and disturbing traffic. However, this understanding of the negative impacts is not discussed in the Wayfinding project and development plans. This is also clear when Jensen (2021*a*) emphasised that *"we need to find a solution to mobility if we have more tourists. In areas where tourism has been boosted, there needs to be a mobility guide"*. Additionally, there could be a more in-depth discussion about reflecting the change of the mentality of car traffic and people' behaviour when arriving at their destination. It is important to have this in mind when writing and creating these strategies for how the West Coast can look in the future. It is a question of understanding and thinking about the needs and goals the West Coast sets for the future. This lack of more in-depth and holistic planning, which is also reflected in the plan, results in less emphasis on mobility. Although there is a focus on having an infrastructure in the West Coast strategy that enhances walking and biking, without having any indication of the increase in traffic and the need for more infrastructure, some conflicts and discussions are blocked by those in power. The tourism industry did not involve actors with this expert knowledge and experience of mobility to bring forward suggestions for how to deal with mobility aspects. As a result, conflicts between mobility and nature conservation might have been quickly overlooked, resulting in concealed power relations and imbalances within the collaborative process.

Impacts on the collaboration

Based on the above, it is possible to see that actors such as municipal mobility representatives could be considered to be involved in the collaborative process since they are the ones with more practical knowledge of how mobility can be integrated and practised on the West Coast. If the municipal mobility representatives are divided into three separate focus groups, then the power and interest of these areas are better understood. The first focus group would be municipal mobility representatives focusing on sustainable mobility (for this project, hiking and biking). Due to the inclusion of the Wayfinding strategy, this focus group would be included in the box 'Manage closely' in figure 5.3 page 45, as they have high power and interest when it comes to this topic. In contrast, two other groups, municipal mobility representatives focusing on public transportation and municipal mobility representatives focusing on alternative mobility (for example, electric cars), are perceived to be in the 'Minimum effort' box. As these topics are not addressed in Wayfinding, they have low power and interest. These actors could have gained more power and influence in both the West Coast Development Plan and the local plans if there had been more discussions concerning, for example, public

transportation and alternative mobility. Again, it shows that those in power are represented by the tourism industry where economic power plays a major role. Many conflicts appear when analysing and discussing the mobility practices, which are not fully discussed in the processes as these stakeholders were not able to voice their concerns and knowledge regarding these mobility issues.
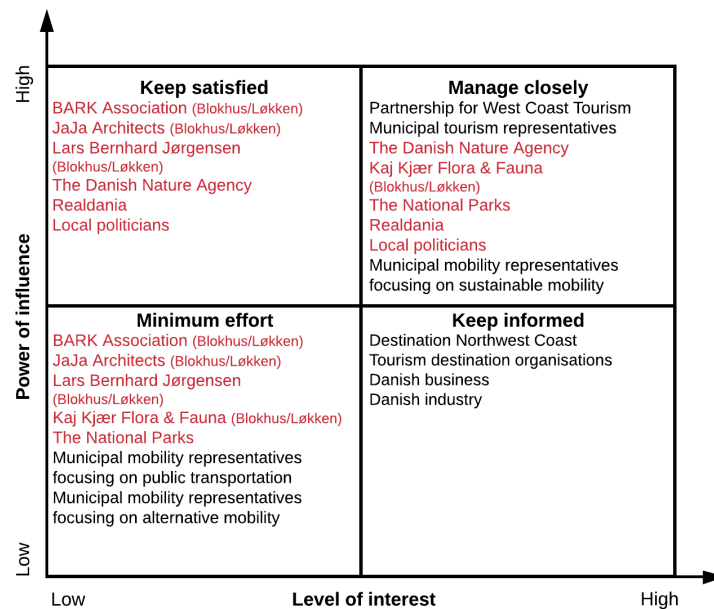
Figure 5.3. Power and interest matrix influenced by economic power and the perception of mobility. Stakeholders shown with a red colour indicate how they can switch classification.

Additionally, there is a need to understand that nature and environmental representatives could also have an impact on these discussions.

5.1.3   Collaboration with nature conservation

This scrutinising of mobility and how it can harm nature results in the next topic to be analysed: nature conservation. When interviewing both Aaen and Nyholm, they stated that the Danish Nature Agency was involved in the process of the West Coast Development Plan and the Wayfinding project, as they are *"the biggest landowner in the West Coast [...], so we need to have their approval to make things happen"* (Nyholm, 2021). This was also emphasised by the Danish Nature Agency saying: *"when you want to do something but it is on the state grounds, then we are involved"* (Fyhn, 2021). However, they were only involved in the discussions of the West Coast when it involved their properties, but for the rest of the project, they were only informed (Fyhn, 2021). In turn, it was further explained that it is important to have their inputs from the beginning to get the project passed. The collaboration happened *"with the Central Agency instead of the local since the Central Agency can make things happen quickly"* (Nyholm, 2021). This highlights that the Danish Nature Agency is considered when planning on state grounds. They have heard about the development plan from the beginning and has been involved to voice their concern if the development concerned their properties. However, they have only been involved through presentations and orientations in both the West Coast Development Plan and the Wayfinding project, meaning that even though they received information, a dialogue was not created. Consequently, common objectives were not established and built around the importance of nature, which is reflected in how there is a lack of a dialogue discussing the impacts on nature. This was also emphasised by Lund (2021) saying that their role was to say no and *"make sure that the regulations are followed. [...] Sometimes this leads to longer conversations if we do not agree with them"*

(Lund, 2021), giving the Nature Agency the power to say no to projects if, for example, protection laws are not complied with. Although it leads to longer conversations, their inputs are valued: *"It is a valued perspective. [...] We need to network with them to understand both sides"* (Lund, 2021). However, it also emphasises that their role is only to observe the planning processes and not to be fully collaborated with. They only come in during the process if there is a conflict with the legislation or if they own property. Involving them in this part of the process does give them the power to decide if changes can happen or not in parts of the planning processes. However, in some cases, there could be more to the discussion than only the legislation, since they could contribute with important expert knowledge for other parts of the project. This allows a more in-depth understanding of how to work in and within nature when planning for tourism and mobility.

This is reflected in how Manaa (2021) perceives it as important to create a dialogue on how important nature is: *"how to do tourism [while] having nature in mind, [and] how to take care of it"*. However, Thisted Municipality understands that there are limitations regarding nature (Haurum, 2021). They acknowledge that *"the development will affect the 'trademark' [of nature], but we just need to minimise this effect"* (Haurum, 2021). Consequently, to minimise the negative outcomes of the plans, nature conservation needs to be more included in the practical strategies for protecting nature (Nielsen, 2021a).

One nature representative who was included and holds the same type of power as the Nature Agency is Kaj Kjær Flora & Fauna (KKFF). These stakeholders were involved as they own many of the properties (Falkentoft, 2021; Oosterhof, 2021). Falkentoft (2021) perceives this as being intrinsic to collaboration in itself as *"collaboration happens when two parts have a common interest and come together. We had something of their interest - land, and they had something of our interest"* (Falkentoft, 2021). These representatives may have this certain mindset as this has been within the tradition of planning. Including them in the planning process from the beginning would change this.

In connection to this, the head leader of local cases from DN was only involved in one orientation meeting about the development plan. The DN leader was informed before the public; however, it was not a meeting for discussions or suggestions. It was emphasised that the DN might not need to be involved further, *"the idea is that nature needs to be remembered [and] development should not be taken out on nature"* (Saarnak, 2021). This shows that nature is not only a resource but could play a bigger role in the development plans. Therefore, it would have been important for the strategies to collaborate with these nature representatives instead of looking at nature in isolation. As discussed by Lau et al. (2019), nature on the coast is highly exploited and vulnerable to change. Therefore, there is a need to protect coastal areas; however, these elements are not considered in the West Coast plans, resulting in concealed conflicts of how to protect the land and which negative impacts tourism and mobility could have on it. Rosenberg (2021) also gives emphasis to the vulnerable nature on the West Coast when discussing the existence of endangered species: *"We have specific bird species that are endangered. They lay their eggs on beaches [...] when there are few to no people and dogs on the beach.*. The local DN representative further discusses how there is not enough information being shared about this and that *"a lot of steps have to be taken and acceptance have to be given"* before this dialogue starts (Rosenberg, 2021).

Therefore, though regulations concerning the coastline were looked at and expert knowledge was considered as important, there are still conflicts of interest and contrasting perceptions regarding the vulnerability of the coast. This is reflected when Jensen (2021a) claimed to place attractions *"close to the coast and in scenically attractive areas"* since tourists want to visit attractive places. In addition, it was discussed that some nature restrictions and regulations were over-the-top: *"in the past, [a camping ground had] been used for agriculture, then there are some environmental conditions e.g. plants that have entered the area which makes it suddenly become a paragraph 3 area"* (Jensen, 2021a). In other words, new restrictions were set in place to accommodate and protect this new plant species, changing the reality of that specific area. Therefore, it was believed including nature organisations, like DN, would change the process and reality of the plans. In turn, this has left many nature representatives out of the collaboration, showing that there might be

some 'worry' due to conflicting perceptions, where some stakeholders might not have the same agenda. For example, Oosterhof (2021) perceives the need to plan for nature conservation to be under tourism, which could also highlight why some stakeholders were more excluded and given less power than others. As nature representatives are overlooked from the collaborative process, it could create conflicts later in the processes. In these processes, nature is perceived to be at the core of the principles and goals of the plan, and it is perceived as the resource to be used when planning for tourism. Therefore:

> *"In development/planning/collaboration processes, we should also see nature as an actor not only a value or a resource. Nature does not have a voice in meetings like we can. [...] Nature does not talk, but it reacts (we see this in climate change, biodiversity, etc.). If we do not include nature as an actor, then the value/resource is lost. Everything we do is in nature. Therefore, nature should be seen as a part of the start of all processes" (Falkentoft, 2021).*

This quote brings to the discussion the importance of giving nature a 'voice' in collaborative processes, bringing it out of the utopian to work more closely with it and bring it to reality. If stakeholders with less power are allowed to influence the planning process, they are able to agree with and support common goals while contributing with expert knowledge (Kim, 2010; Bodin, 2017; Hysing, 2020). It also reflects how sharing the power between stakeholders enhances the creation of more realistic and durable solutions. The quote above by Falkentoft (2021) also unravels the current practices of collaboration where nature representatives are not able to voice their opinions and concerns about the projects. As the West Coast strategy is flexible, it is up to each municipality to decide if actors are included. However, without specific guides and requirements explaining the need to collaborate with experts in the three fields on the local level, all three municipalities unconsciously or consciously excluded actors from the planning processes. This highlights that those in power have a touristic background and mindset. As the development plan focuses on creating development along the coast with nature being the 'trademark', it underlines that these stakeholders manage nature through the protection laws. Only if these laws are not complied with is there a need to take action, underlining that there is no need for concrete elements to be stated in the overall West Coast Development Plan about how to protect nature.

When collaborating with nature representatives, these actors *"usually [participate] through public hearing"* (Krusborg, 2021). Krusborg (2021) further emphasised that *"the moment it becomes more to the 'physical' aspect, it is the responsibility of the municipalities"* to involve and work with the Danish Nature Agency and the environmental departments in the municipalities and only *"if it is necessary"*. This highlights that the tourism industry is aware of the involvement of nature representatives. However, it differs in what extent the stakeholders are involved. When the projects get more specific and 'physical', there is usually more emphasis on involving these representatives as the projects are more concrete, and when the projects involve their properties. This is also confirmed by Jensen (2021b), head of plan, environment and industry section of the planning and environmental department in Thisted Municipality: *"We get more involved when projects become more concrete. [...] This is where we can voice our concerns and be more critical. [...] This comes later on in the process through implementation"*. However, it shows that nature representatives are not involved throughout the full process but in more specific projects. These nature representatives could be more involved to bring the expert knowledge needed to achieve an improved balance between tourism, mobility, and nature conservation. However, in practice, these stakeholders are brought in only for the technicalities and not the planning process: *"The only thing we do is working with the Danish Nature Agency to create parking"* (Haurum, 2021).

On the local levels, Hjørring and Jammerbugt Municipalities confirmed that the local DNs have not been involved (Agerbo, 2021; Bilde, 2021; Oosterhof, 2021): *"We usually will approach them if we see that [the DN] would be interested [...]; however, with Blokhus/Løkken we have not"* (Oosterhof, 2021). Adding to this, Bilde (2021) even stated that DN was not part of the collaborative process since *"they are not controlling*

this area" and is seen as having low to no interest in these plans. This 'exclusion' is perceived by Oosterhof (2021) as the current practice of collaboration, saying: *"They are usually not officially involved"* and that the DN will use their voice if they do not agree with what is being done in the plan. However, a discussion could arise concerning if and how the local DN actors could be collaborated with since collaborative governance states that it is important to facilitate and include representatives of both private and public stakeholders in the decision-making process (Hysing, 2020). In collaborative governance, Clement et al. (2020) emphasise the importance of sharing knowledge and power. There is a need to balance stakeholders' interests, resulting in shared responsibility for the decisions made (Orth and Cheng, 2018). The local DN are able to voice their opinion through hearings, but they might not be able to change the direction or the agenda of the project. Therefore, a discussion could be started concerning how the municipalities will make sure that DN is involved in the hearings, as well as making sure that the municipality considers possible disagreements. Although this can become a long process of involvement, it is important to make sure that all parties are heard. As described for these processes, the power is not equally balanced between the stakeholders, especially the DN, which can affect how the resources are distributed and which solutions are implemented.

This practise of collaboration was also reinforced by Jørgensen (2021b) and Rosenberg (2021), chairman from the Danish Society for Nature Conservation in Jammerbugt. However, as perceived by Rosenberg (2021): *"we want protection before use"*, making nature conservation the priority when planning, where power is more distributed and equally balanced between stakeholders. Jørgensen (2021b) further discusses this planning practice of only collaborating with 'green experts' when decisions have already been made by highlighting how important it is for DN to be involved as quickly as possible: *"that is where we have the best way of making [a] change before things are written down on paper"*. However, this is done *"by [our] own initiatives [when] trying to put pressure to protect nature"* and is based on *"how talented a person is to form relationships with those making the decisions"* (Jørgensen, 2021b). Jørgensen further discusses this aspect of collaboration when saying that DN representatives are only observers, like the Nature Agency, making sure that all regulations are followed. However, as exceptions are always made, they need to judge and make complaints: *"This is more the norm than a rarity [, and] we are not happy with the municipalities making exceptions when it comes to these nature protection regulations"* Rosenberg (2021). These exceptions are perceived by Jørgensen and Rosenberg to be made due to the power held by investors: *"If investors come with money, then municipalities are almost ready to bend backwards and forwards to accommodate them"* (Jørgensen, 2021b). Consequently, *"where there is economic interest, then there usually is a conflict with nature"* (Jørgensen, 2021b). If communication was upheld from the beginning, these exceptions would not be made and conflicts could be avoided. Consequently, the role of the DNs was also discussed by Nielsen (2021a):

> *"The municipality is the main actor making the applications, accepting the applications, planning, and conducting the projects. [...] Our role is to observe and judge. We are on the side-line making sure no exceptions are made".*

This quote underlines that it is the municipality that holds the power in creating strategies and projects. It shows that the municipalities might be concealing conflicts that could occur. If DN is involved, there could be some challenges in implementing their point of view on an equal basis, as the main goal is tourism. Additionally, the DNs do not have the economic power to support their agenda. It emphasises the idea that power is an intertwined network that is always present (Allmendinger, 2017), where tourism and the economy are the forces shaping the processes. In connection, it shows that power affects the decisions and goals of the plans and who to collaborate with from the beginning.

Impacts of collaboration

Within the West Coast Development Plan, nature conservation is not included as a planning tool to make room for development in tourism. If nature organisations are included in the processes, then it is because

they own the land where development is happening. However, without collaborating and involving these stakeholders, it could result in conflicts after the development plan has been approved. Nevertheless, those in power decided not to include these organisations representing nature conservation, resulting in more power given to, for example, investors and local businesses.

Regarding the planning processes, those owning the land are the Danish Nature Agency, the National Parks, and KKFF (in the Blokhus/Løkken plan), and they are only involved if any development concerns their properties. Therefore, they are positioned in the 'manage closely' box in figure 5.4, since they only hold high power and interest in discussions and decisions concerning their property. Yet as discussed in section 5.1, these actors can also change their classifications when the topic discussed do not involve their properties. For KKFF and the National Parks, this means less power and interest; however, for the Danish Nature Agency, this means that the organisation will have similar power but less interest. Despite this inclusion, these organisations are not fully involved regarding their expert knowledge. Therefore, these stakeholders are only collaborated with a few times during the processes. They can only use their power when they own the property under discussion and debate within the plans. In these cases, they apply their power to the same degree as, for example, Realdania. If the decisions made do not apply to the perceptions and directions of the Danish Nature Agency, they can use their power to push more for their perceptions and ideas, illustrating their placement in the 'keep satisfied' box.

KKFF further discussed that the importance of knowledge and how involving experts in the process is important for the foundation of any plan. Therefore, *"it would have been great if we can influence with knowledge"* (Falkentoft, 2021), but it did not happen to a high degree, which is clarified by the absence of local DN representatives. These are stakeholders with high interest in a plan that uses nature as a resource; however, their voice becomes less powerful in a plan where economic aspects are perceived to be more important. This reflects how collaboration becomes a 'complicated' social practice. Collaborative processes are incorporated into a network of power relations (Medema et al., 2017). In this case, collaboration with nature representatives is the 'complicated' practice. Tourism can also become an object of conflict, particularly if there are threats related to climate change or nature conservation (Hjalager, 2020).
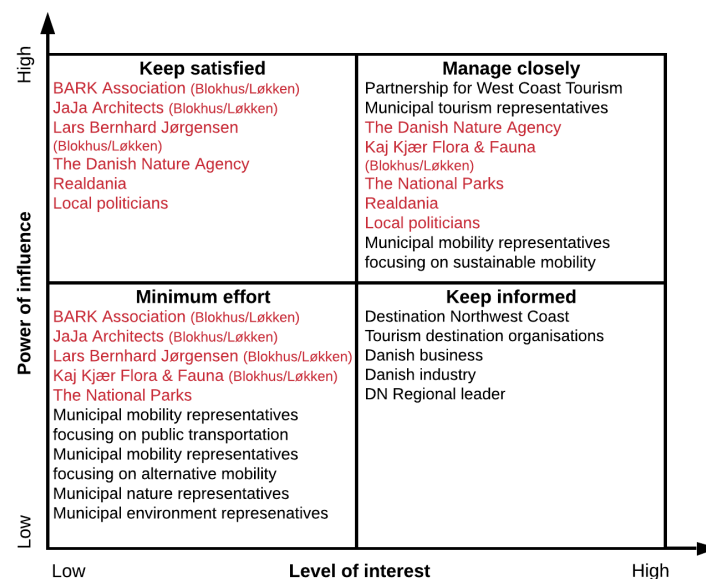

Figure 5.4. Power and interest matrix influenced by economic power, the perception of mobility, and the collaboration with nature conservation. Stakeholders shown with a red colour indicate how they can switch classification.

As stated, the DN regional leader is only informed and orientated about the project. Therefore, DN is

only seen as having little to no power but high interest and, therefore, is located in the 'Keep informed' box. Additionally, in the 'Minimum effort' box, municipal nature and environmental representatives have not been involved in the process but are sometimes approached with concerns relating to specific areas. As a result, these representatives are perceived to have only a little power when tourism representatives consult them about issues regarding nature (Jensen, 2021*b*). In addition, these departments believe they will become a bigger part of the process once, for example, Wayfinding becomes implemented. Yet again, these actors are emphasising that they only expect to be a part of planning processes when decisions have become concrete (Jensen, 2021*b*; Jørgensen, 2021*a*; Nyholm, 2021). This shows that they are only approached after some decisions have been made by stakeholders of tourism.

5.2   Complexity of power and interest

As presented above, local organisations are seen as important since they were included throughout the process by some stakeholders. Haurum (2021) emphasised that they *"usually start with the associations since they usually point us in the right direction"*. This illustrates that the municipalities are aware of the importance of bringing in outside experts to form a holistic development plan and, therefore, share power with other stakeholders. Despite this awareness of the need to bring outside experts, there was a lack of involvement of mobility and nature representatives and their perceptions regarding tourism, mobility and nature conservation.
Collaboration is perceived as important to those actors in power. In this incident, the Partnership for West Coast Tourism does not have the resources to communicate within the municipalities; therefore, the contact person from the municipality is the key actor on the municipal level. The contact person within each municipality needs to make sure that they are involving all relevant actors and having all the background material to give to the partnership (Aaen, 2021), aligning with the idea that *"all stakeholders who are affected by or care about the issue"* are involved in the process (Chrislip and Larson, 1994, p. 556). This is also reflected in the Wayfinding project, where the involvement of the municipalities is perceived as important. The municipalities contribute with expertise and knowledge, and *"they know more specific information about their areas"* (Nyholm, 2021).

Looking at those in charge of creating the West Coast Development Plan, the process resulted from a bottom-up approach with the municipalities. Therefore, most of the responsibility lies on the municipalities, giving them the flexibility and power to decide who to involve and to what extent. It is up to them to decide who holds more power in decision-making (Aaen, 2021). Additionally, Realdania stated that the collaboration between the municipal departments is important *"to make this plan a realisation"* (Lund, 2021). Here, there could be some conflicts regarding communication and collaboration, especially between the departments. Some departments might not have the same way of collaborating and priorities. As Lund (2021) explains, the collaboration between municipalities varies based on the organisation of the municipalities' departments. For example, *"in some municipalities, the environmental departments are not under the same umbrella as the tourism department"*, meaning that there could be rifts and battles in deciding *"who is in charge of the plan"* (Lund, 2021). Lund (2021) emphasises that *"this is a pity. Residents also get tired of this planning process when the plans are not implemented, seeming more like municipal entertainment than making a difference. Therefore, the collaboration between municipal departments is key to making this plan a realisation"*. This shows that the bottom-up process of collaborating with the municipalities is at the core of implementing the West Coast Development Plan. However, some municipalities might have fewer resources to make sure that all actors are heard. The municipalities might also view the West Coast strategy differently as they have various perceptions on how to implement the strategy and the concepts of tourism, mobility, and nature conservation. It emphasises that some stakeholders will hold more power than others in this involvement.
These power dynamics within the collaborative practices were also discussed by Jensen (2021*b*) and Jensen (2021*a*), underlying that it is not only clear between stakeholders from different institutions but also within

the same organisation where there is a need to have *"good collaboration between the business department and the planners* (Jensen, 2021*a*) since *"the person most involved is the business and trade department"* (Jensen, 2021*b*). Even within the same organisation, this discussion of who to collaborate with is important. The same organisation has various departments and perceptions that could influence collaboration and decision-making. However, it turns out that the approach taken by the municipalities on the local levels is a top-down approach since some actors are not considered in the collaboration. Not all stakeholders are heard and given the power to push for their agenda.

To be able to adapt the strategy to the local contexts, there *"is not one model saying how all of the municipalities should be"* (Aaen, 2021). When looking at the local plans, the municipalities had the responsibility to involve all relevant stakeholders based on the principles of the West Coast strategy. Oosterhof (2021) further discussed how collaboration was perceived to be fundamental for the development of the local plan: *"It is always important to have a broad involvement. [...] If we do not do it from the start, then you will meet conflict later on."*. This shows that the municipalities also see collaboration as key in making changes. It highlights the understanding that collaborative processes bring benefits, like an increase in resources, enhancement of social capital, increase in capacity, expanded institutional knowledge, enhancement of policy compliance, and encouraged experimentation (Clement et al., 2020).
Overall, collaborative practices attempt to make sure it creates more effective and flexible policies and strategies. Further, it was discussed by Valente et al. (2015) that these collaborative processes help open up the political space between public and private stakeholders to create a more shared decision-making process with more efficient outcomes. As stated by Connick and Innes (2003) about collaborative governance, there is a need to involve *"representatives of all relevant interests"* (p. 546) where it is better to work together than alone (Hysing, 2020). When discussing collaborative governance, it is emphasised that knowledge and power in decision-making processes can be shared amongst stakeholders (Ran and Qi, 2018; Clement et al., 2020). In the West Coast Development Plan, stakeholders with various interests are engaged; however, they are having a tourist interest in the creation of the plan. When involving various stakeholders, it indicates that the development plan is flexible in how the eleven municipalities implement it as each destination is unique and needs specific requirements. Although the strategy is flexible, there are still some overall requirements that need to be met, but how they are met can vary, making it possible for the municipalities to focus on their strengths. Nevertheless, if these municipalities see the importance of collaboration, they could also give more power to actors outside of the field of tourism and economic interest.

Regarding this, the power and interest matrix (shown in figure 5.4 page 49) shows that most power is given to actors with economic backing, underlining that power is not equally balanced between stakeholders. The development plans were created by those in power - actors creating the strategy with a focus on tourism. These stakeholders in power decided who to involve and which interests to be prioritised. As a result, these stakeholders hold the power to shape the reality perceived by private and public stakeholders. This underlines that those in power can decide the practices of collaboration, including the agenda, goals, and frameworks, and they are able to decide on who to involve. As stated by Allmendinger (2017), power is present everywhere, emphasising that it is a network surrounding stakeholders and planning processes. In every planning process, some stakeholders will hold more power than others. However, it is possible to even out the power each actor has. This means that stakeholders can change their power levels, legitimacy, and urgency and, thereby, change their classification in the power and interest matrix. This was also discussed by Junior et al. (2015), underlying the need for continuous monitoring of the process. If stakeholders change their classification, it could result in corrections in the project and even exclusion of actions taken as new ones arise.

Actors involved within and outside the municipalities in charge of tourism have praised the collaboration, as they have been able to raise their opinion to favour the tourism industry. Additionally, actors perceived by those in power from tourism to have little power and interest are not involved. This shows that the development plans are not discussing the negative impacts of mobility and how it can harm nature. Therefore,

some knowledge might not have been fully communicated and have been excluded to push for more benefits and economic outcomes of tourism. An example could be that nature is part of attracting people, seeing nature as part of economic growth and not as something that might need protection. This would result in a change in how nature is perceived, where nature is given economic power, allowing its representatives to be part of the powerful stakeholders. Furthermore, those actors with high power are aware that mobility will increase together with tourism. Therefore, the conflicting perceptions have impacted the collaboration to not equally include all three fields of tourism, mobility, and nature conservation. This reinforces that power imbalances are present within stable power relations where conflicts are concealed, as they are not discussed and touched upon. These intended or unintended exclusions show that actors outside tourism do not have the money to back what they favour. This proves that the economy is the catalyst of the decisions made, showing why tourism is being more prioritised, as this is where the money is made. As a result, these actors are not able to influence policy formulation, implementation, and management. Therefore, the first sub-question, *"How have actors' conflicting perceptions concerning tourism, mobility, and nature conservation and their relations of power and interest affected the collaborative planning process of the West Coast Development Plan shaped by those in power?"* has been answered.

In turn, the next chapter will discuss how including these excluded actors could have benefited and shifted the power balances in the planning processes. This would take these complex plans to the next step of a more practical and tangible way of enhancing tourism while taking care of the increased levels of mobility that can negatively impact nature. This will help in understanding how to apply this experience to future planning processes to consider the three concepts of tourism, mobility, and nature conservation together, and to balance power and collaborate with the three fields, resulting in a more holistic and comprehensive planning process.

Enhancing holistic planning 6

This chapter will discuss how adding to the conversation of mobility as well as the inclusion of more actors within the fields of mobility and nature conservation can benefit planning processes. In turn, an understanding will be constructed of how improved collaboration between actors in tourism, mobility, and nature conservation can lead to more holistic and comprehensive planning processes and inspire future developments. This will answer the second sub-question: "How can the case study of the West Coast of Jutland be used as an example for future developments to collaborate and plan for tourism, mobility, and nature conservation?". Lastly, insight will be given to how this research contributes to the field of holistic planning as well as ideas for possible future studies of Tourism Development on the West Coast.

6.1 Shifting power relations

Based on the previous chapter, it is shown through arising conflicts that despite attempting to address mobility issues through the Wayfinding project - focusing on connecting destinations through sustainable mobility - the actors in power have not addressed the major issues of fossil fuel cars, public transportation, and how mobility can negatively impact nature. As discussed by Aaen (2021) and Bilde (2021), most visitors come to the West Coast by cars and buses. Consequently, these are topics that could be addressed and discussed through more in-depth conversations with the mobility actors already included in the planning process and by including more stakeholders focusing on mobility. Additionally, as the analysis uncovered, those in power in the collaborative planning processes of the multi-regional and local plans are actors within tourism in charge of making the development plans. As seen and described by interviewees, the list of actors to be included in the planning processes is long, making it difficult to choose which stakeholders to include in the collaboration (Aaen, 2021). In addition, planning processes are complex, and it can be difficult to determine when actors could be involved and to what extent, depending on their role, power, and interest. Those in power need to balance between various interests. When deciding on the stakeholders to involve, actors in power also decide who to empower and give a voice to. Therefore, stakeholders' involvement can vary in the process as well as what they can contribute with. The complexity of this collaboration, the relation between power and interest, and its impacts within the West Coast were seen by using the tool of the power and interest matrix, shown in figure 5.4 page 49. Those in power have included many of the relevant actors within the planning processes with a focus on tourism, making the plans praised and respected by those involved and even by some actors lacking power (Aaen, 2021; Jensen, 2021*b*; Saarnak, 2021). Yet, there are still some actors who feel left out, especially those giving a voice to nature (Jørgensen, 2021*b*; Nielsen, 2021*a*; Rosenberg, 2021) or those who could have enriched the plans even further. In turn, this supports the hypothesis that there is no balance in the way the stakeholders representing the three concepts are involved. In terms of the ideas concerning the three concepts, there is a balance; actors want to plan for tourism, mobility, and nature conservation. Nevertheless, there is no balance between concrete strategies and collaborative practices. Tourism is the priority within the plan where only some strategies from mobility are included, and no suggestions concerning the 'how' within nature conservation are given. Additionally, this is reflected in the collaborative practices where there was no balance in the involvement of stakeholders representing the three fields. Therefore, this chapter will dig into these topics concerning mobility and nature conservation. It will be shown how they are connected and how actors shaping the planning processes and making the plans could change their collaborative practices to involve these two aspects more holistically and comprehensively.

6.1.1   Uncovering mobility

As previously seen, one of the main conflicts analysed is concerning mobility. Though the Wayfinding project is a beneficial way of addressing the connectivity and sustainable mobility of the West Coast, it does skip over essential issues concerning mobility to be addressed, including the high use of fossil fuel cars, the strengthening of public transportation, and a discussion of how mobility can negatively impact nature. The only enhancement to cars and public transportation discussed in the West Coast Development Plan is when it is said that, *"The connection between the airports and the West Coast needs to be worked on in [the] form of, for example, public transportation, shared cars, [and] shuttle services"* (Partnerskab for Vestkystturisme, 2018, p. 41); however, no details besides this general statement is given. As stated by Flyvbjerg (1998), even if conflicts arise, they are quickly shifted to stability, meaning that those in power are trying to conceal the conflicts. This can be seen when looking at how mobility has been addressed. By skipping over these major problems, the conflicts are not confronted and can even be forgotten. As such, mobility can be discussed from the critical realism perspective, helping to look at both infrastructure along the coast in the real-world and social phenomena affecting this material reality. As power shift and more power and voice is given to actors with knowledge about mobility ((*"nature"* in figure 3.2 page 24 within critical realism), there will be a positive impact on the protection of physical infrastructure along the coast (*nature*) and the mobility patterns associated with it (*Nature*). As discussions about public transportation, car use, and negative impacts to nature come about and improvements are made, changes will happen to the physical infrastructure of coastal areas as well as mobility patterns to reflect this. As a result, the municipalities have the flexibility to avoid these heavy topics within planning. Nevertheless, some interviewees were aware of the problem in their own municipalities. Bilde (2021) explained that Hjørring Municipality:

> *"recently talked with residents and politicians about better public transportation between the towns. This is a challenge. Most of our guests come via car, and there has not been a need for public transit to that degree. The bus system is not strong enough to not have a car. Cars are too cheap and people want freedom, so it is almost an impossible battle. Maybe we need to focus on cycling - like with electric bikes - or GoMore and making these more visible. Maybe combine this with the public transportation".*

In turn, these three issues are thought about in terms of planning; however, no concrete solutions have been found or decided upon yet. Additionally, the development plans do not make it clear that these topics need to be discussed, risking that some municipalities might avoid them altogether. Therefore, the West Coast Development Plan and the local strategies could discuss the need to find solutions to enhance public transportation to and within the West Coast so visitors can avoid or lessen their use of fossil fuel cars. This will help address the issues concerning traffic and environmental consequences of fossil fuel cars that the plans avoid discussing, as well as empower these mobility representatives more throughout the processes. However, as stated earlier by Freudendal-Pedersen et al. (2017), changing the use of the car means a change in people's mindset during the holidays and everyday lives. At this point, people might not support the lack of using cars when going to the coast. It might not be a problem with the residents, but it could result in tourists not visiting. In turn, this would result in a need to change the mentality of the use of cars and how people travel to the West Coast.

Furthermore, the plans need to have sections discussing the negative impacts an increase in mobility (due to an increase in tourism) could have on nature, resulting in more awareness and concern for nature and sparking a discussion concerning mobility projects' impact on nature when implemented on the local level. By starting this conversation, the tensions concerning mobility brought forth in the analysis could be avoided, leading to a more holistic and comprehensive plan that ensures mobility issues are fully addressed. This inclusion of the three additional mobility issues in the multi-regional development plan will spark local levels to include these topics of mobility within their planning processes as well. Including additional mobility actors that focus on these topics of public transportation or alternative modes of transportation, like North

Jutland's Transportation Company (NT), Danish State Railways (DSB), or The Danish Electric Vehicle Alliance (DEVA), could also aid in tackling many of these issues through their innovative ways of thinking, resulting in an enriched collaboration to help find alternative solutions to these concealed mobility problems.

6.1.2 Utopian to reality: Nature

As tourism and mobility can have negative impacts on nature, improvements concerning nature conservation within the planning processes can also be made. As seen within the previous power and interest matrix shown in figure 5.4 page 49, those in charge of creating the plans with a touristic background have high power and interest throughout the planning processes. When looking at this matrix, the only organisations giving a voice to nature is the Danish Nature Agency and KKFF (on the local level of the Blokhus/Løkken plan). However, through in-depth interviews and as stated in the analysis, it was discovered that these actors were mainly included because of their land ownership in contrast to their knowledge of nature. The regional leader of DN was included in the process but only to be orientated about the plan right before it became public, giving no time to confront any issues that may have arisen. Despite this type of involvement, this actor was still content with the plan and the organisation's role within it. However, this contrasts with the perceptions of other nature representatives who were not included, like the local DNs of the three municipalities. As discussed, they believed that many local nature issues were skipped over and too many exceptions to the legislation were made. Consequently, local DNs wanted to play a bigger role in the planning processes; they wanted to be included rather than be addressed with the rest of the public, taking their own initiatives to spark changes in the plans (Jørgensen, 2021b; Nielsen, 2021a; Rosenberg, 2021). These nature organisations could be included to share their knowledge about nature, making sure nature conservation and the 'how to' is discussed more in-depth within all the plans. As nature is the West Coast's 'trademark', actions need to be taken to make sure the quality of nature that attracts tourists to the area in the first place is still there after further tourism developments have been made. Therefore, the plans need to discuss more in-depth how the 'trademark' remains a priority and how to plan for its protection, while improving tourism. Having the nature representatives' expert knowledge on this topic would aid in further balancing the three concepts of tourism, mobility, and nature conservation beneficially without losing the main purpose: enhancing tourism development and the quality of the area. This would help ensure that local plans are inspired to include actors with a nature background in the planning process as well.

To accomplish this, there may need to be a change of how the collaboration is within planning, taking nature away from the utopian into the reality of planning practices. As Aaen (2021) indicated, including everyone on the multi-regional level can be complicated, confusing, and difficult; therefore, they have a contact person on the local levels to help with this organisation and communication. Nevertheless, the structure of the local departments can vary depending on the municipality, meaning that the environmental and nature departments are not under the same umbrella as the tourism department. In these cases, it is difficult to know who is in charge of implementing the West Coast strategy and when there is this split. The environmental departments might not agree with the tourism aspects (Lund, 2021). This shows that there could be a lack of in-depth communication between other departments in the municipality. However, by including these departments in some of the conversations, more support for the plans could be gained, meaning the plans could become long-lasting suggestions referred to during development processes in the future. Overall, it would mean that these plans have a lasting impact. Consequently, there could be more formal procedures of communication demonstrating how to have this collaboration within the planning processes. This is where experience from the Covid-19 period could be beneficial. As Aaen (2021) discussed, during Covid-19, more municipal workers were included due to digital meetings; this is an aspect outside of current planning practices that can be included: having digital meetings as well as physical meetings. Instead of having the multi-regional level communicate only with the contact person and hoping that the contact person includes all the relevant local actors in the fields of tourism, mobility, and nature conservation in the discussions and planning processes, the multi-regional level could take an extra step to ensure the inclusion of these

previously excluded actors. Having the contact person form groups with actors within each of the three fields and from both the municipality and outside organisations - like local DNs - can allow all stakeholders to voice their opinions, bringing expert knowledge to the discussion. As a result, these stakeholders will be given more power in decision-making, allowing for a more comprehensive and holistic planning process. In turn, the knowledge shared may be discussed at the multi-regional level. Further, during the meetings with actors from multiple municipalities, one actor from each of the three fields could be in attendance to voice concerns for the plan. This would allow local organisations, like DN, to be included in the planning process from the beginning, giving power and voice to nature. Jørgensen (2021b) also emphasised this by saying that the beginning of the process is where nature representatives are more able to make changes instead of later when decisions have already been made. It gives these overlooked stakeholders power to not only be heard during hearings but allows them to be on the same level as tourism. In addition, it would allow environmental and nature departments to be more included in the conversations and decision-making as well, enhancing communication between departments on the municipal level. This change is able to be reflected at both the municipal and the multi-regional levels. Nevertheless, it does need to be noted that the municipalities are different in size and structure, adding to the collaborative process's complexity. Consequently, due to the size of the municipality, the contact person might either chose to include actors based on who they know or how to make the project or the planning process work. However, by attempting to include these insightful actors from the beginning, those in power from tourism will help avoid conflicts concerning collaboration, discussed in the previous chapter, later on in the planning process since the stakeholders are included in the decision-making and collaborative practices. In turn, the already well-written plan can become even sharper, satisfying even more actors within the community and protecting the quality of the area and nature. By making this procedure clear on the multi-regional level, local levels will also reflect this collaborative process to include actors within the three fields of tourism, mobility, and nature conservation.

Nevertheless, it is necessary to point out that the current collaboration within the planning process of the West Coast Development Plan has already positively impacted some municipalities; the departments of some municipalities have already been enhanced in comparison to before the planning process began. As Jensen (2021b) from the environmental department in Thisted Municipality stated:

> "We have learned to collaborate more due to this [process]. [Those in power have started] to understand our perception and we understand [theirs] more after this collaboration. It is all about balance. I think this has helped us in the long run, so we will collaborate and discuss projects more [on the local level]".

However, by improving the collaboration even more and including more relevant actors within mobility and nature conservation and practising collaborative governance, nature will shift from the utopian and into the reality of planning practices. Nevertheless, it must be acknowledged that including these additional actors could be more time-consuming. However, as the plans stand without concrete strategies or a discussion regarding the impacts tourism and mobility have on nature, nature conservation remains in the utopian realm. Nature conservation is discussed within the plans, but there is no substantial information discussed or actions taken to make these ideal situations more pragmatic and a reality. This is where a critical realism perspective can be helpful to look at both physical nature in the real-world and social phenomena to try to understand how social constructs or actions affect this material reality. As power shift and more power and voice is given to actors with knowledge outside of tourism and in nature (seen as *"nature"* in figure 3.2 page 24 within critical realism), there will be a positive impact on the protection of physical nature (*nature*) and its ecosystem (*Nature*). In other words, even giving a little more power to nature representatives in the planning processes will help bring conversations in the plans concerning nature conservation out from the ideal or utopian into an area that is more pragmatic, so concrete actions can be taken to keep this praised 'trademark' of nature, bringing the idea of nature conservation into reality.

Nevertheless, this is not to say that all power should be shifted to nature representatives since these plans are still tourism development plans. Therefore, the tourism representatives are the ones facilitating the planning processes and writing the plans. Yet, more power can be given to actors within nature and mobility, balancing the three concepts more to make sure that the plan is holistic and comprehensive. This could help avoid conflicts with these actors later on due to negative impacts on nature on the West Coast. As discussed by Purdy (2012) and Ran and Qi (2018), if power is unequal between stakeholders, it affects the distribution of resources and which solutions become implemented. This means that the plans would steer away from holistic planning for more of a focus on touristic development. Therefore, giving more power to the actors within the other two fields of nature conservation and mobility during the beginning of the planning process could solve this issue by balancing the three concepts more comprehensively. With this added support, these multi-regional and local plans could be used by more departments and inspire other coastal areas around the world to develop the coast for the benefit of everyone while protecting nature.

Therefore, based on the interpretation of the collaborative practices within the planning process, the power and interest matrix could look as figure 6.1.
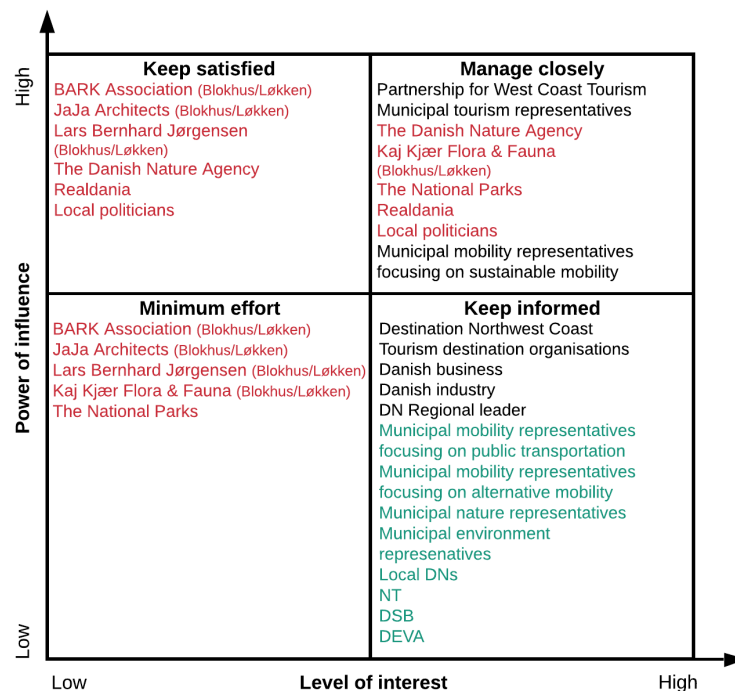
Figure 6.1. Power and interest matrix. Stakeholders shown with a red colour indicate how they can switch classification.. Stakeholders shown with a turquoise colour indicate new positions of some of the stakeholders and new stakeholders.

Stakeholders in the 'Keep informed' box need to be kept informed and oriented throughout the planning processes. These actors can be helpful with details of the project. Therefore, the actors in figure 6.1, shown in turquoise, are placed in the 'Keep informed' box. The plan is still a Tourism Development Plan, and, therefore, the tourism representatives ought to be the actors within the box 'Manage closely'. However, these other actors can help start a discussion concerning topics within mobility and nature conservation that have not been discussed. These stakeholders can inform tourism representatives of innovative ways to start discussions and come up with solutions if kept informed throughout the processes.

Consequently, despite the main focus on enhancing tourism to help develop and strengthen the West Coast, concepts of nature conservation and mobility could be fully addressed as well. This leads to an overall

enhancement of an already beneficial Tourism Development Plan, inspiring the municipal levels to reflect these actions taken. These improvements to collaboration within the three fields and the inclusion of these topics within the written documents of the Tourism Development Plans - on the multi-regional and local levels - could lead to more holistic and comprehensive planning processes by improving the collaborative governance that has already been established. In turn, other coastal areas around the world could learn from this change in collaborative practices concerning tourism, mobility, and nature conservation within the plans and become inspired to create a planning process that reflects the lessons learned from the West Coast. Therefore, the second sub-question, *"How can the case study of the West Coast of Jutland be used as an example for future developments to collaborate and plan for tourism, mobility, and nature conservation?"* has been answered.

6.2   Contributions to holistic planning

In addition to this research, other experts, such as Almeida et al. (2017), Andersen et al. (2018), and Buongiorno and Intini (2021), have studied holistic planning with a touristic focus in nature and coastal areas. Buongiorno and Intini (2021) look at planning for tourism and mobility in natural protected areas of the Apulia region in Italy, finding that when touristic experiences and transportation activities are properly planned for and regulated, touristic attractiveness will increase in an area without negatively impacting nature's value. Andersen et al. (2018) investigate sustainability in coastal tourism development in Denmark by analysing the conflicts that occur when ten coastal tourism development projects in Denmark are exempt from Danish regulations restricting development in coastal zones. They discover through these conflicts that economic development trumps environmental concerns, illustrating a lack of holistic planning. Lastly, Almeida et al. (2017) study holistic planning in the Troia-Melides Coast in Portugal by analysing the conflicts and communication between actors in tourism development, natural resource management, and land-use planning, focusing on the relationship between the environment and tourism.

Unlike these other studies, this research combines all of these topics – tourism, mobility, and nature conservation - under investigation to study a different case in Denmark: The West Coast of Jutland. Instead of solely focusing on conflicts and communication between actors within tourism and the environment, like Andersen et al. (2018) and Almeida et al. (2017), this study also includes the concept of mobility when discussing holistic planning in coastal areas. This research also takes one step further by understanding the reasoning behind the conflicts by analysing actors' conflicting perceptions within the three fields and their importance, helping to understand the actors' mindsets. This aids in comprehending why certain decisions have been made by those in power and the reasons for the opposition from stakeholders with less power in the planning processes.

Furthermore, this research adds to the field of holistic planning in nature and coastal areas by using the theory of collaborative governance, which is defined as a governing arrangement consisting of public and private stakeholders on an organisational level that comes together in a formal, collective, and consensus-oriented decision-making process to help implement public policy or programs (Ansell and Gash, 2007). In this research, this theory is used as the theoretical framework to understand who could be included in the collaborative practices to involve as many relevant actors within the planning process as possible. This idea will be further touched upon in the next chapter when answering the research question.

6.3   Future Work

After understanding how this research has contributed to the field of holistic planning, it is important to look into what future work can be done to further enhance it. To further improve the collaboration between the three fields of tourism, mobility, and nature conservation in the planning process within this case study, another project could focus on the ideas of communicative and collaborative planning. Unlike collaborative governance (which focuses on the level containing collaboration between organisations), these

two planning practices focus on public participation on the local level. As interviewees discussed the use of public participation within the West Coast planning processes, it is clear that this is an important topic to tackle on the local level.

Additionally, it was also discovered, during an interview with Jensen (2021b), that the environment, focusing on pollution, noise, and waste, was not included in the planning process of the West Coast. The environmental department is often divided into two: one part of the department focuses on the environment (pollution, noise, and waste), and the other focuses on nature (Nature 2000 areas, biodiversity, etc.). This project solely focuses on the nature aspect. Studying the environmental side would have been a separate project. However, it would be interesting to look more into the environmental point of view about the development of the West Coast. By looking into the environmental aspect, another way to address the issue with fossil fuel cars could have been discussed, for example, the need for electric cars within either the overall development plan or through the local plans. As Nielsen (2021b) from the energy and mobility department in Hjørring Municipality says, *"most people come by car, so we need an infrastructure that supports this. We also need to support the aspect of the electric cars"*. Aaen (2021) discusses the difficulty of establishing an electric charging network, brushing it off as a national problem. However, tackling this problem concerning mobility and fossil fuels cars is an opportunity to spark changes that are often passed off from one department to another. By doing this, the West Coast Development Plan and the local plans provide an opportunity to address these pressing problems related to mobility, helping shift the use of fossil fuel cars to sustainable practices. As a result, suggestions could be given on the multi-regional level to inspire municipalities to take actions within their local plans to make this shift happen. Again, this does not mean that the suggestions need to be a hindrance for allowing flexibility for the municipalities to come up with how to implement this mobility shift. However, it gives the municipalities a push in the 'right' direction, showing possible solutions for them and forcing them to address these complex issues.

To accomplish this awareness in a straightforward manner, the multi-regional level can include a section in the West Coast Tourism Development Plan or the local plans to discuss the need to create infrastructure for new mobility options, meeting future nature and environmental requirements. Nevertheless, the environmental aspect may be further analysed and discussed in future work with development plans on the West Coast.

Conclusion 7

In this chapter, a summary of the findings will be given, reiterating the two sub-questions. Additionally, the research question, "How can collaborative governance practices consider actors' perceptions and the relations of power and interest within planning practices to achieve holistic and comprehensive planning on the West Coast?" will be answered, leading to a concluding reflection on collaborative governance and methods used in this research.

This project started with an initial question of *"How are tourism, mobility, and nature conservation planned for in coastal areas?"* to understand the need to balance these three concepts when planning holistically in the West Coast of Jutland. In turn, this led to document analysis and a first round of interviews with key stakeholders within and outside of the West Coast Tourist Development Plan's planning process. The planning processes showed that it was only after the implementation of the West Coast strategy to local levels that nature representatives could be approached. This resulted in these actors needing to take their own initiatives to voice their concerns about the plans after decisions had already been made. The strategic and local plans also showed that there were no concrete discussions on how to protect the existing nature. Nature was not prioritised, and only issues of sustainable mobility were being addressed. As a result, the overall problem was a lack of holistic planning that integrated and balanced the three concepts of tourism, mobility and nature conservation within the West Coast Development Plan. Additionally, there was a lack of a more in-depth collaboration with expert knowledge pertaining to mobility and nature conservation.

After narrowing down the problem, there was a need to understand the collaborative planning processes of the West Coast Development Plan, the supplemental project of Wayfinding, and the two local strategies of Blokhus/Løkken in Hjørring and Jammerbugt Municipalities and Klitmøller/Vorupør in Thisted Municipality. It was discovered that those in power perceived to have addressed the three concepts of tourism, mobility, and nature conversation in a balanced way, resulting in highly praised collaborative processes from actors included. However, many conflicts were discovered regarding economic power, tourists' mobility practices, and the collaboration with nature conservation. Consequently, power and interest matrices were created, reflecting the power and interest within the planning processes of the West Coast Development Plan and the local plans. As the first power matrix does not reflect the complexity of how power and interest within the case study are distributed, new matrices were developed. These matrices showed how stakeholders were distributed in the planning processes regarding conflicting perceptions within the concepts of tourism, mobility, and nature conservation.

When dealing with tourism development, economic growth is often prioritised over other aspects. Consequently, stakeholders representing tourism have the most power and resources to influence and dictate the reality of the collaborative planning processes. This economic power can result in conflicts when discussing how nature is perceived as a touristic resource. As a result, stakeholders with less economic power are either less represented in the decision-making or not included at all in the processes, although their interest could be high.

Another conflicting perception is the way mobility representatives saw mobility as a concept lagging in the plans. Although mobility was addressed to some degree within the Wayfinding project, major issues, such as public transportation and the use of fossil fuel cars, were not addressed. As these issues were not discussed, the mobility actors did not have power and influence in the processes. Discussions about these issues could result in giving these actors more power throughout the processes. As a result, those in power focused more on economic aspects than on the negative impacts of mobility. Therefore, these mobility representatives were overlooked, resulting in not being able to voice their concerns and bring in important knowledge.

Furthermore, nature representatives felt that nature conservation could be more visible and concrete in the plans. This is reflected in how these representatives were not involved in the collaborative planning

processes. Yet, local DNs, who voice concerns for nature on the local level, have not been included. These representatives were perceived to have low to no power. Those nature representatives included who could influence the planning processes are actors who own property, showing that these stakeholders were seen as more influential regarding their properties. This reinforces the idea that the actors with high power (often high economic power and focusing on tourism development) have influenced the goals, agenda, and frameworks by giving more consideration and power to the tourism industry and the economy. Those in power and responsible for creating the plans and shaping the processes view collaboration as an important aspect in making the West Coast Tourism Development Plan successful on both a multi-regional and local level. In turn, many actors have been included in the processes and have a voice in the decision-making. However, stakeholders with conflicting perceptions were excluded by those in power. This could be due to a fear of shifting the plans in different directions (away from the agenda of economic gains). As a result, the first sub-question, *"How have actors' conflicting perceptions concerning tourism, mobility, and nature conservation and their relations of power and interest affected the collaborative planning process of the West Coast Development Plan shaped by those in power?"*, has been answered.

After this analysis, the second sub-question, *"How can the case study of the West Coast of Jutland be used as an example for future developments to collaborate and plan for tourism, mobility, and nature conservation?"*, was answered. Despite the complexity of the collaboration, the West Coast Tourism Development planning process already has a somewhat ideal collaborative process where many stakeholders are involved. Yet, there are still aspects of this collaboration that can be further improved. The main actors on the strategic level claim, to some degree, that they integrate mobility and nature conservation into the Tourism Development Plan; however, most of these actors are within the tourism or business field, resulting in tourism agendas being more prioritised. By including organisations, like North Jutland's Transportation Company (NT), Danish State Railways (DSB), The Danish Electric Vehicle Alliance (DEVA) and the Danish Society for Nature Conservation, that know how to deal specifically with issues of mobility and nature conservation that have not been addressed, the plans can become further enriched. This could help the multi-regional and local plans include suggestions to address major mobility issues of public transportation, fossil fuel cars, and the negative impacts on nature. Sharing this expert knowledge can aid in taking the utopian desire of balancing the 'use and protection of nature' and make concrete strategies in the plans to make it a reality. The discussion shows that in the future, a formal way of using meetings may be established to improve communication and share knowledge between departments within the municipality and with organisations outside of the government on the municipal level to integrate nature and mobility representatives in a more meaningful way. Making these improvements to the written documents as well as the collaborative practices could inspire future developments to reflect these holistic planning processes, improving collaborative governance in future developments.

This leads to answering the overall research question *"How can collaborative governance practices consider actors' perceptions and the relations of power and interest within planning practices to achieve holistic and comprehensive planning on the West Coast?"*. It was seen that actors have various perceptions, which impacts the way development is planned and organised. However, the power that is given to specific actors allows them to mould reality to fit their ideals when creating the plans. This means that those in power are shaping the agenda, goals, and main content of the plans and the planning process. They can choose who to include and how these actors are included, meaning they dictate and are the deciding votes within this planning processes. The West Coast planning process already has a somewhat ideal form of collaboration, but since actors within tourism on the West Coast hold more power in these planning processes, the Multi-regional Development Plan and local plans of Blokhus/Løkken and Klitmøller/Vorupør focus more heavily on this concept. This is not to say that the other two fields of mobility and nature conservation are not considered; however, tourism plays a bigger part in the processes and in the agenda of making these plans. Since those in power do desire to have a successful form of collaboration and work to try to include many relevant actors, this

oversight could be a result of a need in gaining further comprehension of how complex the planning process of the West Coast is. Yet, it is seen that this complexity can have an immense impact on the outcomes of the plans since issues in the fields of mobility and nature conservation have not been fully addressed. As a result, although nature representatives have complaints concerning the protection of nature, their voice is not powerful enough to have their visions of nature conservation reflected in the plans. It is also seen that mobility representatives are starting to play a bigger role through the Wayfinding project that only addresses certain mobility topics and is still ongoing. Nevertheless, this larger role has come about after the multi-regional plan was completed.

Collaboration is necessary to create a successful and holistic development plan that fits the specific context of a coastal area. Therefore, collaborative governance is key in making a holistic touristic development plan for the coastal area to inspire local plans, integrating and balancing the concepts. Nevertheless, even this theory has its flaws since relevant actors can be overlooked if no reflections take place within the planning processes. It is seen that collaboration relies on a loop of reflections to continuously understand which actors are important to include within planning practices. This can be seen in the West Coast Development Plan as well as the two local plans. Though these planning processes include many relevant actors within the collaboration, actors in power are still missing a few key stakeholders to further improve the processes. This requires continuous reflection on who to include and, consequently, will lead to enhanced collaboration. Continuous reflection is necessary since conflicts can occur during the ongoing process where other stakeholders are needed to share their expertise in an area. By only thinking about who to include at the beginning of the processes, many relevant actors could be unintentionally excluded. If the actors in power creating the planning processes facilitated power in a way that welcomed and included contrasting perceptions of various organisations with expert knowledge in the two other fields at the beginning, collaboration would be shaped in a manner that balances the three concepts. In turn, the already beneficial Tourist Development Plans will be further enhanced, avoiding conflicts between the three fields later on. As a result of introducing these topics and including previously overlooked actors, a collaboration that addresses issues that were previously avoided will be allowed. Therefore, uncovering actors' conflicting perceptions and unveiling relations between power and interest within the planning processes lead to a more comprehensive plan that uses collaboration to uplift the coast and address the three vital concepts of tourism, mobility, and nature conservation.

After answering the overall research question and reflecting on the theory of collaborative governance when studying the West Coast, this research will conclude with closing reflections. When using the power and interest matrix within the analysis, there is a need to reflect on this tool's flaws. It was difficult to place actors within the 'correct' boxes, as their roles may change depending on various scenarios. For example, it was discussed that the Danish Nature Agency typically has high power throughout the processes, and it is the organisation's choice whether to use that power or not. However, on the local level, some exceptions to regulations were discovered. There are some scenarios where the Danish Nature Agency does not have the power to change decisions being made, for example, when new ministers are involved. This complexity in roles was also present with other actors within the planning process. As a result, the power and interest matrix given in the discussion does not represent the ideal placement of actors' roles in all situations within the planning processes, as it was difficult to illustrate and gain an understanding of this complexity in collaborating between so many organisations. Nevertheless, the power and interest matrix is still a beneficial reflection of the collaborative processes within the West Coast of Jutland. Additionally, interviews for this study took place during the Covid-19 pandemic. This became an advantage as more interviews were able to be conducted digitally in comparison to if interviews had been completed in person. Despite this advantage and as a result of the West Coast planning process' complexity, this study did not interview all relevant actors within and outside the collaborative practices. Interviewing more actors within these planning processes, more municipalities within the West Coast, and more organisations with a nature conservation or mobility focus outside of this collaboration would have given a more comprehensive overview on who was being heard

and not being heard, aiding to achieve a more holistic analysis. Conducting these additional interviews would have helped gain insight into how including additional organisations could have helped address the concealed conflicts within the two fields of mobility and nature conservation and to see if other municipalities were dealing with other issues concerning balancing the three fields of tourism, mobility, and nature conservation. Nevertheless, the interviews completed still gave awareness into the issues and oversights within the multi-regional and local planning processes.

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In this appendix, a more descriptive table of the stakeholders can be seen.

Stakeholders

Date	Round of Interviews	Expertise	Plan	Representatives (name and position)	Reasoning
22/02/2021	I	Mobility	Klitmøller/ Vorupør	Eigil Haurum, Operations and construction manager in Thisted Municipality.	A representative from the mobility department in Thisted Municipality within the Klitmøller/Vorupør Plan. Interviewed to help understand the mobility perspective in Thisted.
22/02/2021	I	Tourism	West Coast	Kira Maria Svankjær, Architect and urban planner at BARK Association. [In Power in part of the Blokhus/Løkken plan]	The representative was part of creating the Blokhus/Løkken plan and consulting the two municipalities. This interview will help better understand the planning process of creating the plan.
23/02/2021	I	Nature	Klitmøller/ Vorupør	Ib Nielsen, Chairman for the Danish Society for Nature Conservation in Thisted.	A representative of nature conservation in Thisted giving a voice to nature. This interview would help understand if and how DN in Thisted was involved in the planning process in the local plan.
23/02/2021	I	Mobility	Blokhus/ Løkken	Martin Berg Nielsen, Section leader from energy and mobility in Hjørring Municipality.	A representative from the mobility department in Hjørring Municipality within the Blokhus/Løkken Plan. Interviewed to help understand the mobility perspective in Hjørring.
23/02/2021 and 08/04/2021	I and II	Tourism	Blokhus/ Løkken	Lisbeth Bilde, Project coordinator for the tourism strategy in Hjørring Municipality. [In power]	A representative from tourism in Hjørring Municipality who was a part of the local planning process of the Blokhus/Løkken Plan and was a part of the planning process for the Multi-regional Development Plan. This interview would help better understand the planning processes of both plans as well as the perception of an actor in power.
24/02/2021 and 12/04/2021	I and II	Tourism	West Coast	Maria Aaen, Secretary leader at the Partnership for West Coast Tourism. [In power]	Head of the planning process of the Multi-regional Development Plan on the West Coast. This interview allowed a more holistic understanding of the entire planning process as well as added to the perceptions of actors in power.
25/02/2021	I	Tourism	Klitmøller/ Vorupør	Mai Manaa, Head of tourism at Thy Tourism.	With two municipalities interviewed for the Blokhus/Løkken Plan, there was a need for equal representation for the Klitmøller/Vorupør Plan. Thy also has a nature focus since they are associated with a national park; therefore, it would show how tourism representatives with this focus varied from other tourism representatives outside Thy.
25/02/2021	I	Nature	Blokhus/ Løkken	Søren Rosenberg, Chairman of the Danish Society for Nature Conservation of Jammerbugt.	A representative of nature conservation in Jammerbugt giving a voice to nature. This interview would help understand if and how DN in Jammerbugt was involved in the planning process in the local plan.
02/04/2021	I	Mobility	Blokhus/ Løkken	Kell Agerbo, Team leader of plan and development in Jammerbugt Municipality.	A representative from the mobility department in Jammerbugt Municipality within the Blokhus/Løkken Plan. Interviewed to help understand the mobility perspective in Jammerbugt.
07/04/2021	II	Nature	West Coast	Nina Larsen Saarnak, Head leader of local cases from the Danish Society for Nature Conservation.	A representative of the Danish Society for Nature Conservation in the entire peninsula Jutland giving a voice to nature. This interview would help understand if and how DN was involved in the planning process in the Multi-regional Development Plan.

Stakeholders

Date	Round of Interviews	Expertise	Plan	Representatives (name and position)	Reasoning
07/04/2021	II	Tourism	Klitmøller/ Vorupør	Henrik Jensen, Project leader of the Klitmøller/Vorupør plan in Thisted Municipality. [In power]	A representative from the business department in Thisted Municipality (taken into consideration as tourism for this research). He was a part of the local planning process of the Klitmøller/Vorupør Plan, as well as the planning process for the Multi-regional Development Plan. This interview would help better understand the planning processes of both plans and the perception of an actor in power.
08/04/2021	II	Tourism	West Coast	Henrik Lund, Project manager from Realdania. [In power]	Henrik Lund is a project manager in a foundation that supports projects through financial needs and knowledge. For this project's purpose, he is seen under the umbrella of tourism since there is much focus on the development of the area and enhancing the quality of it. Interviewing Henrik Lund would help understand the company's role in decision-making within the planning process as well as comprehending the perception of this powerful actor.
09/04/2021	II	Tourism and Nature	Blokhus/ Løkken	Anna Sofia Falkentoft, Landscape architect from Kaj Kjær Flora & Fauna (KKFF). [In power in part of the plan]	The representative from this foundation was included in the decision-making of the Path 100 part of the Blokhus/Løkken Plan. An interview with Anna would help understand the purpose of their inclusions and how they contributed to the planning process.
09/04/2021	II	Tourism	West Coast	Peter Krusborg, CEO of Destination Northwest Coast.	A representative from tourism who was a part of the planning process of the Multi-regional Development Plan. This interview would help better understand the planning process as well as the perception of an actor in power.
15/04/2021	II	Nature	West Coast	Thomas Wessel Fyhn, Forester from the Danish Nature Agency in Thy.	A representative of nature conservation in the Danish Nature Agency. This interview would help understand if and how the Danish Nature Agency was involved in the planning process in the local plans.
19/04/2021	II	Nature	Klitmøller/ Vorupør	Pia Jensen, Head of plan, environment, and industry section of the planning and environmental department.	A representative of nature and environment in Thisted Municipality. This interview would help understand if and how the department was part of the planning process of the Klitmøller/Vorupør Plan.
19/04/2021	II	Tourism and Mobility	West Coast	Linda Bilberg Nyholm, Development consultant at the Partnership for West Coast Tourism. [In power]	This representative was the main consultant working on the Wayfinding Project. Interviewing Linda would help further understanding the purpose of Wayfinding as well as better comprehend the planning process of the project. The interviewee would help understand where in the process this project is.
20/04/2021	II	Tourism	Blokhus/ Løkken	Anna Oosterhof, Business and tourism manager in Jammerbugt Municipality. [In power]	A representative from tourism in Jammerbugt Municipality who was a part of the local planning process of the Blokhus/Løkken Plan. This interview would help better understand the planning processes of the plan as well as the perception of an actor in power.

Interview guides with stakeholders   B

In this appendix, the interview guides for the two rounds of interviews with stakeholders can be seen. The first round of interviews is divided into the three groups of tourism, mobility, and nature conservation.

B.1   Interview guide for first round of interviews

B.1.1   Interview guide for tourism

Research question	Interview question	Additional question	Expected Answer
What is the plan for the West Coast strategy/Løkken-Blokhus strategy/Klitmøller-Vorupør strategy?	**1a.** What was the process of creating this tourism development plan?	**1a.** What meetings were you involved in the process? **1a.** Any stakeholder meetings? **1a.** Any meetings with citizens?	**1a.** Talking about the meetings that occurred during the planning process.
	1b. Who are the key stakeholders in creating the tourism development plan?		**1b.** They will give the names of the influential stakeholder in the planning process.
	1c. What role has each stakeholder played in the planning process?		**1c.** They will tell us what role the stakeholders played in the planning process, giving an idea of the relationships and interactions within the planning process.
	1d. How have citizens reacted to the tourism development plan?		**1d.** This will show us if there are any conflicts within the planning process.
	1e. What is the main focus/goal of the West Coast/Løkken-Blokhus/Klitmøller-Vorupør strategy?	**1e.** How do you plan on achieving it?	**1e.** This will show us what the stakeholders wanted to focus on and prioritised.
	1f. What are the biggest challenges/issues/problems at the West Coast/Løkken-Blokhus/Klitmøller-Vorupør?	**1f.** Is it challenging working with that many municipalities?	**1f.** This will show us any issues or challenges with the collaboration in the planning process.

	1g. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?		**1g.** This will illustrate how the interviewee believes the plan will impact the narrative created around the wild nature that attracts tourists.
How is tourism planned for in the West Coast?	**2a.** How do you think an increase in tourism will affect mobility in the municipality? **2b.** What are the biggest challenges when planning for tourism in the West Coast?	**2a.** What are the impacts? **2a.** How do you plan on tackling these issues?	**2a.** It will illustrate how mobility will be impacted by an expected increase in tourism. **2b.** This will illustrate what challenges the municipality have when planning for mobility in the West Coast.
How has nature been taken into consideration?	**3a.** How do you think the increase in tourism and mobility in the area will impact nature in the municipality? **3b.** How do you plan on working with Nature 2000 areas in regard to tourism development? **3c.** Have you done an environmental impact report to see how including shuttle buses on the beach will impact the nature and biodiversity in the area? (Jammerbugt and Hjørring)		**3a.** We believe they will discuss how the nature will be developed in a way that will conserve the integrity of the landscape. **3b.** They will discuss how they take nature into consideration when making the tourism development plan. **3c.** We are expecting that they have not created an environmental impact report.

	3d. Have you done an environmental impact report to see how increased traffic will impact the nature and biodiversity in the area?		**3d.** We are expecting that they have not created an environmental impact report.
	3e. With an increase in tourism, there will also be an increase in the number of overnight stays. How do you plan on accommodating this increase?	**3e.** How do you plan on building new accommodations without taking it out on the surrounding nature?	**3e.** They will expand the existing accommodations, and this will affect the landscape.
How can we connect the three concepts (mobility, nature, tourism) in the planning process?	**4a.** When planning for tourism, how do you take into consideration the mobility and surrounding nature?	**4a.** Was there some type of coordinated planning between the 3 groups? **4a.** How do you prioritise each concept?	**4a.** We are expecting them to be thinking about tourism since increasing tourism is the goal. However, they will only have mild consideration for nature. Nature is there and will not be majorly affected.
	4b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?		**4b.** They will probably say yes.
	4c. Do you think the tourism strategy can be considered sustainable?	**4c.** If yes, how does it ensure sustainability for the surrounding nature? **4c.** If yes, how does it ensure sustainability for mobility in the area? **4c.** If not, what improvements need to be made in order for the plan to become more sustainable?	**4c.** They will probably say yes but stumble after we ask them about nature and tourism separately.

What is the current situation and the future perspectives?	**5a.** Did you see an increase in tourism during summer 2020 as people were encouraged to stay in the country?	**5a.** Did you see any impacts of this? (Ex: Heavier traffic? More people visiting natural areas?) **5a.** Did you have any negative impacts? **5a.** What were some of the positive impacts?	**5a.** They will say they had heavier traffic and more tourists from Denmark.
	5b. What are the expectations for future tourism?		**5b.** They expect an increase the traffic (for buses, cars, foot traffic, and bicycles) and a need to plan for this increase.
	5c. Do you think there are any gaps in the West Coast strategy that should have been addressed?		**5c.** Maybe, but we are curious if they will notice any gap between the connectivity of tourism, nature conservation, and mobility.

B.1.2 Interview guide for mobility

Research question	Interview question	Additional question	Expected Answer
What is the plan for the West Coast strategy/Løkken-Blokhus strategy/Klitmøller-Vorupør strategy?	**1a.** What was the process of creating this tourism development plan?	**1a.** What meetings were you involved in the process?	**1a.** Talking about the meetings that occurred during the planning process.
	1b. Who are the key stakeholders in creating the tourism development plan?		**1b.** Will give the names of the influential stakeholder in the planning process.
	1c. What role has each stakeholder played in the planning process?		**1c.** Will tell us what role the stakeholders played in the planning process, giving an idea of the relationships and interactions within the planning process.

	1d. How have citizens reacted to the tourism development plan?		**1d.** This will show us if there are any conflicts within the planning process.
	1e. What is the main focus/goal of the West Coast strategy/Løkken-Blokhus strategy/Klitmøller-Vorupør strategy?		**1e.** This will show us what the stakeholders wanted to focus on and prioritised.
	1f. What are the biggest challenges/issues/problems at the West Coast strategy/Løkken-Blokhus strategy/Klitmøller-Vorupør strategy?		**1f.** This will show us any issues or challenges with the collaboration in the planning process.
	1g. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?		**1g.** This will illustrate how the interviewee believes the plan will impact the narrative created around the wild nature that attracts tourists.
How is mobility planned for in the West Coast?	**2a.** How do you think an increase in tourism will affect mobility in the municipality?		**2a.** It will illustrate how mobility will be impacted by an expected increase in tourism.
	2b. It is said that most tourists come to the municipality by car and bus. Do you think parking will become an issue with an increase in tourism?		**2b.** This will help illustrate if the municipality sees any possible solutions to parking problems (if any exist).
	2c. How do you plan for mobility in the West Coast?		**2c.** This will give us their strategy for mobility.
	2d. What are the biggest challenges when planning for mobility in the West Coast?		**2d.** This will illustrate what challenges the municipality have when planning for mobility in the West Coast.

How has nature been taken into consideration?	**3a.** How do you think the increase in tourism and mobility in the area will impact nature in the municipality?		**3a.** We believe they will discuss how the nature will be developed in a way that will conserve the integrity of the landscape.
	3b. Have you done an environmental impact report to see how including shuttle buses on the beach will impact the nature and biodiversity in the area? (Jammerbugt and Hjørring)		**3b.** We are expecting that they have not created an environmental impact report.
	3c. Have you done an environmental impact report to see how increased traffic on hiking and biking paths will impact the nature and biodiversity in the area?		**3c.** We are expecting that they have not created an environmental impact report.
How can we connect the three concepts (mobility, nature, tourism) in the planning process?	**4a.** When planning for mobility, how do you take into consideration the surrounding nature and tourism?		**4a.** We are expecting them to be thinking about tourism since increasing tourism is the goal. However, they will only have mild consideration for nature. Nature is there and will not be majorly affected.
	4b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?		**4b.** Will probably say yes.
	4c. Do you think the mobility strategy can be considered sustainable?	**4c.** If yes, how does it ensure sustainability for the surrounding nature?	**4c.** Will probably say yes but stumble after we ask them about nature and tourism separately.

What is the current situation and the future perspectives?	**5a.** Did you see an increase in traffic during summer 2020 as people were encouraged to stay in the country?		**5a.** Will say they had heavier traffic and more tourists from Denmark.
	5b. What are the expectations for future mobility?		**5b.** Will expect an increase the traffic (for buses, cars, foot traffic, and bicycles) and a need to plan for this increase.
	5c. Do you think there are any gaps in the West Coast strategy that should have been addressed?		**5c.** Maybe, but we are curious if they will notice any gap between the connectivity of tourism, nature conservation, and mobility.

B.1.3 Interview guide for nature conservation

Research question	Interview question	Additional question	Expected Answer
How was the Danish Society for Nature Conservation involved in the planning process of West Coast Tourism?	**1a.** How has your organisation played a part in the planning process for developing West Coast tourism?	**1a.** Who in your organisation has participated in the West Coast Tourism planning process? **1a.** What was their role? **1a.** If not, why do you think you have not been included in the process earlier? **1a.** Is it the norm that you are not included in the planning process of the project/come in late? **1a.** Do you want this to change? **1a.** Does this change between the public and private sector?	**1a.** This organisation gave advice as needed to the people in charge of the West Coast Tourism Development Plan.

	1b. Were you involved in any meetings between stakeholders and citizens?	**1b.** If so, what happened at these meetings? **1b.** How have citizens reacted to the tourism development plan? **1b.** Have citizens voiced any concerns? **1b.** If so, what are these concerns?	**1b**. Will most likely say they were only minimally involved.
	1c. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?		**1c.** This will illustrate how the interviewee believes the plan will impact the narrative created around the wild nature that attracts tourists.
	1d. How have ideas of biodiversity and nature conservation played into planning for West Coast tourism?	**1d.** Were Nature 2000 areas and other protected areas taken into account during the planning process?	**1d.** Will discuss how biodiversity and nature conservation will be negatively impacted.
	1e. Do you see any issues concerning nature conservation that an increase in tourism in the area can lead to?		**1e.** Will say yes and begin to discuss effects to biodiversity.
	1f. Have any environmental impact reports been created during the planning process?		**1f.** Will say there have not been environmental impact reports.
How can we connect the three concepts (mobility, nature, tourism) in the planning process?	**2a.** When planning for nature conservation, how do you take into consideration the changes in tourism and mobility?	**2a.** How do you prioritise each concept?	**2a.** We are expecting them to have a strong opinion about the changes being made to tourism and mobility since it will impact the surrounding nature.
	2b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?		**2b.** It is possible, but it is not being done.

	2c. Do you think the tourism strategy can be considered sustainable?	**2c.** If not, what improvements need to be made in order for the plan to become more sustainable?	**2c.** We think they will say no since it negatively impacts the surrounding nature.
What is the current situation and the future perspectives?	**3a.** Was there an increase in the number of visitors [in the protected/natural areas] during summer 2020 as people were encouraged to stay in the country?		**3a.** Will say they had heavier traffic and more tourists from Denmark.
	3b. What are the expectations for future conservation actions?		**3b.** Will expect an increase the traffic (for buses, cars, foot traffic, and bicycles) and a need to plan for this increase.
	3c. Do you think there are any gaps in the West Coast strategy that should have been addressed?		**3c.** Maybe, only if they were involved in part of the planning process.

B.2 Interview guide for second round of interviews

Research question	**Interview question**	**Additional question**	**Expected Answer**
What was the planning process for West Coast/Wayfinding/ Blokhus-Løkken/Klitmøller-Vorupør development plan?	**1a.** What was the process of creating this tourism development plan?	**1a.** What meetings were you involved in during the process? **1a.** Any stakeholder meetings?	**1a.** Talking about the meetings that occurred during the planning process.
	1b. Who were the key stakeholders in creating the tourism development plan?		**1b.** Will give the names of the influential stakeholder in the planning process.

	1c. What role did each stakeholder have in the planning process?		**1c.** Will tell us what role the stakeholders played in the planning process, giving an idea of the relationships and interactions within the planning process.
	1d. What are the biggest challenges/issues/problems at Blokhus-Løkken/Klitmøller-Vorupør/in the Wayfinding project?		**1d.** Will show us any issues or challenges with the collaboration in the planning process.
	1e. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?		**1e.** This will illustrate how the interviewee believes the plan will impact the narrative created around the wild nature that attracts tourists.
	1f. Do you think there are any gaps in the Blokhus-Løkken/Klitmøller-Vorupør/Wayfinding strategy that should have been addressed?		**1f.** Will probably say no but could come up with somethings that were missing.
What are your perceptions about the concepts of tourism, mobility, nature conservation?	**2a.** In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?		**2a.** Will tell how they plan for tourism and what they focus on.
	2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?	**2b.** If tourism increases, do you think the mobility in the area will increase? **2b.** How will it impact the area and nature?	**2b.** Will discuss sustainable mobility.

	2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?	**2c.** Can you plan for this? **2c.** How do you plan for this?	**2c.** Will discuss the need to protect nature.
	2d. How do you work with these three concepts in the plan? (prioritise)	**2d.** Tourism and mobility are concepts that are planned for. Do you think this is also true for nature conservation? **2d.** Are these three concepts planned equally (in general) or is nature conservation something that one tries to achieve by planning for tourism and mobility?	**2d.** Will talk about how tourism is used to uplift the other two concepts.
What are your perceptions of how the collaborative process was developed?	**3a.** What do you think of when you hear the concept of collaboration?	**3a.** Do you feel the planning process has been a great example of collaboration?	**3a.** Will say yes as they think they included all stakeholders that were important. However, they might think that it could have been better.
Which impacts did stakeholders have on the planning process?	**4a.** We are just wondering, if nature associations, such as the Danish Society and Nature Conservation (DN) and Kaj Kjær Flora & Fauna (KKFF), were involved in the planning process as well?	**4a.** If not, why have you not included all actors in the planning process, to begin with, like nature associations? **4a.** If so, when were they included in the process? **4a.** What did they contribute with? **4a.** Do you not feel that their knowledge would have stir development away from any negative long-term consequences?	**4a.** Will answer if these organisations took part in the planning process and their role.
	4b. Do you think it would help avoid some type of "protest" or prevent more negative outcomes if expert knowledge were integrated from the beginning?		**4b.** Will say yes but they do involve these actors if the local projects.

	4c. Do you think it would have resulted in different outcomes/a different plan?	**4c.** If yes, what would the different outcome have been? **4c.** If no, why were they not included in the planning process?	**4c.** Will tell why they did not include nature stakeholders and what the other outcome would have been if they had been included.
	4d. What type of influence did Realdania have on the planning process?	**4d.** Do they have the final say since they are almost the bank of the project?	**4d.** Will say that they had a big part to finance the project.
How will the development impact the landscape?	**5a.** How do you plan on working with Nature 2000 areas in regard to tourism development?	**5a.** If it has been planned for, why has this not been mentioned in the tourism development plan?	**5a.** Will discuss how they take nature into consideration when making the tourism development plan.
	5b. Local planning: We are aware that some municipalities have plots of land reserved to build summerhouses in the future. Do you have this as well?	**5b.** Do you plan on building summerhouses on these plots? **5b.** Do you plan on leaving natural areas out? **5b.** Do you plan on using some of them to build summerhouses? **5b.** If they say they will build summerhouses on all of them: Why have you chosen to do this? **5b.** Do you not feel this will degrade the quality of nature within the area?	**5b.** Will most likely say that some will be used to build summer houses where others will be untouched.
What was the planning process of the Wayfinding project?	**6a.** Why was Wayfinding created/What was the purpose of it?		**6a.** Will say that the project came about to enhance local sustainable mobility.

	6b. Who was a part of this process?		**6b.** Will give the names of the partners involved.
	6c. How do you think mobility will change?		**6c.** Will say that the mobility will become more sustainable.
	6d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?	**6d.** If they say it will not have a negative impact: How do you know it will not? **6d.** Discuss DN's perspective and see what they say. What their response will be to this contrasting perspective?	**6d.** Will say that the app will help the increased tourism be less negative to the natural areas.
Extra questions for Anna Oosterhof (Jammerbugt Municipality)	**7a.** Why did you choose to have a focus on the economic/business aspect within the Blokhus/Løkken Plan?	**7a.** In your article, you also talked about an Advisory Board. **7a.** Who was part of this? **7a.** What was their role?	**7a.** Will give a reason for these focuses. Maybe the area needed a "boost" in their economy.
Extra questions for Nina Larsen Saarnak (The Danish Society for Nature Conservation)	**8a.** In your email, you say that you do not have a concrete role in regarding tourism development, mobility, and nature along the West Coast, but have you been involved in the process to a small degree?	**8a.** Have there been some projects where you have been involved in the beginning of the process? **8a.** Do you usually have to take your own initiative to voice your ideas? **8a.** If not involved in the process, would you like things to change?	**8a.** They have not been involved in the process at all. They have to push for their opinions to be heard.

Notes from interviews C

In this appendix, the notes from the two rounds of semi-structured interviews will be presented. The research questions for the interviews are marked in italic, and the interviewer's questions are marked in bold.

C.1 First round of interviews

C.1.1 Maria Aaen, Secretary leader for the Partnership for West Coast Tourism

What is the plan for the West Coast strategy?

1a. What was the process of creating this tourism development plan?

- We go back to 2015.
- Development team:
    - The West Coast was seen as a growth driver of Denmark.
    - Also called it the 'gold coast'.
    - Some municipalities came together since eyes were on the coast.
    - We have something special.
    - 11 municipalities - Tønder to Frederikshavn.
    - Decided to work together to create the Partnership for West Coast Tourism.
    - One of the initiative was a collective tourism development plan for the West Coast.
- Minister of Trade and Industry made the first strategy for Danish tourism.
    - Before it had spread over many ministers.
    - Part of it was the development of the coast.
    - We are a stately financed association under the minister.
    - We are kind of the ministers operated for the general Danish tourism for the West Coast.
- In 2016, Realdania and some of the municipalities gave money to start the work.
- Also the three regions.
- We had a bottom-up process with the municipalities so they could apply it to their areas.
- We pointed out a control group.
- We pointed out a national following group.
    - The group is made up of representatives and ministries.
- Communal civil service (working group).
    - With key actors in the municipalities.
    - For example: Development manager, trade and industry manager, planning manager, and tourism manager.
    - There were about two to three key players within each municipality that were in charge of the preparation of the plan with us.
    - We were the project leader to the planning.
- This took a year with workshops and development progress.
- This was inspired by the Ireland project called Wild Atlantic Way.
- We then presented the plan to all the towns.
- We made an analysis first to see where we are at, especially seeing the coast under one.
- This is the first time we have looked at the whole West Coast of Jutland as one.
- We look at the challenges, initiative they wanted, how they wanted to prioritise their resources, etc. to make it applicable for them.
- Then the minister said it was done.

Any meetings with citizens?

- We have not have citizen meetings.
- We decided not to do that because it is so high up and a holistic plan.
- Many of the municipalities have had meetings with their citizens.
- But most of these meetings have been after when it comes to specific local projects and tourist development plans.
- We have had meetings with some of the bigger actors, like associations (Trade associations, rental industries - hotels, summerhouses etc.), Danish trade and industry, etc.

1b. Who are the key stakeholders in creating the tourism development plan?

- Municipalities.
- Some green organisations were not in the process, but it is not something they complained about after.
- The boss of DN came out and said it was the best work for tourism planning that she had ever seen despite not being involved in the process.
- I do not think they needed to be in the process.
- Another product would have come out of it.

1c. What role has each stakeholder played in the planning process?

- We had two day workshops.
- We were 30 to 40 people.
- We had three workshops.
- We had big maps and tried to share knowledge.
- On the maps, show what was important.
- Challenges.
- The political strategies and desires.
- The municipalities tried to communicate this on their levels and tried to get the plan accepted.
- Presenting the challenges, etc.
- They were and still are very important.
- I use them to try and make changes.
- I do not have the knowledge of who is in charge of what on the municipal level.
- Our municipal contact can then get in contact with the correct individuals.

1d. How have citizens reacted to the tourism development plan?

- You need to take this level out.
- Do not really work with them.
- This is a very high level, so we need to work with the politicians rather than citizens.
- We cannot ask a half million people.

1e. What is the main focus/goal of the West Coast strategy?

- Seeing the West Coast as one.
- We have chosen to look a lot at physical planning of tourism to see what earlier tourism has not been good at.
- There were a lot of municipalities that had not planned for tourism.
- What happens with tourism is it fills in the gaps.
- It is not good for tourism, economy, and even nature since it is not well planned.
- We need to figure out where we want our tourism and where it makes sense for the guests and nature and plan for it.
- There needs to be a physical development where there has been made space for it.

- This is the new method.
- Earlier: Competence development.
- Earlier: We needed to sell more and market more.
- That is the new strategy that we are trying to do.
- Planning since it cost a lot of money.

1f. What are the biggest challenges/issues/problems at the West Coast?

- Protecting the vulnerable nature in the area.
- This is difficult but something we have to do.
- We also have to take climate change into consideration which can make the development more expensive.
- Some places do not have much space for development, so you also have to be careful.

Is it challenging working with that many municipalities?

- It is.
- You have to be good at handling the process.
- Need to take the time.
- If you do it well, then you come out with a good product that both politicians, locals, etc. will be happy with.

1g. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- That is not the plan.
- West Coast Tourism has been discussed and conducted for many years.
- This would happen because of bad planning.
- I believe that some of the old vacation centres are examples of this.
- This development plan is meant to uplift the quality of the area.
- We do not want more guests in week 29 and 30.
- We want more guests in the winter or in April.
- So no more guests during the summer.
- We want to sustain the economy and just bring positive things.
- Shops and restaurants would not be in these places without tourism on the West Coast.
- We want to bring benefits, and to do that, we just need to do the right thing.

How is tourism planned for in the West Coast?

2a. How do you think an increase in tourism will affect mobility in the municipality?

- I do not know what it means for CO_2 admission.
- Congestion and worn nature depends on planning.
- It is a question about good planning.
- We are conducting a project about Wayfinding.

    - Showing the guests where they should go, so they do not go in these vulnerable areas.
    - We are nudging them to go to the places we want.
    - If we just tell them they should not go there, then they might not listen.
    - We need to tell them what to do through signs, apps, etc. to provide a good experience and preserve the environment.
- Cars:

    - We do not have an electric charging network for electric cars.
    - This is something that is difficult to solve.
    - It is a stately problem.

2b. What are the biggest challenges when planning for tourism in the West Coast?

- There are always challenges when you have to work across municipalities, fields, and associations.

How has nature been taken into consideration?

3b. How do you plan on working with Nature 2000 areas in regard to tourism development?

- We want to concentrate the development in places where we already have services and infrastructure not in places that are untouched.
- This plan does not specify what should be made where.
- Each place has to decide their own goals.
- 8 or 10 vacation places have their goals and strategic physical plan.

    - Some say they do not want more guests.
    - Some want more places for overnight stays.
    - Buildings towers.
    - Better shopping culture.
    - More hotels and short vacation options.
    - Offer alternatives to summerhouses.
    - Extending the season.
    - Most places have a limit to the summerhouses.
    - Some areas are trying to build summerhouses in places that have already been reserved.
    - But this is not our responsibility, but it is the municipalities.
    - Much of the responsibility lies on the municipalities.

- We are trying to get more tourists in the 'lower' seasons not in the 'high' season.
- There are no more summerhouses available during the summer.
- A lot of people do not rent out their summerhouses.
- This happened in 2020 where many Danes did not rent out their summerhouse.
- A lot of summerhouses have also been bought.
- The question is does the Danes who own summerhouses become part of the tourist state.
- We might have trouble to reach our tourists mark if the Danes do not rent out or use their houses.
- Is it about cyclists?
- We have a booming outdoor tourism right now due to Covid-19.
- People try to be out and far away from other people.
- We do not know what that means yet.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

4b.   Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- I think you can plan for tourism in nature areas.
- It would mean something for nature if tourists are there all year.
- We cannot avoid that.
- We can make the West Coast a nature reserve, then no one can live there, come, etc.
- Some communities live off of tourism, so that is not going to happen in Denmark since you would completely remove these communities.
- It would be sad that we all had to live in Copenhagen if the rest have to be a nature reserve.
- We can combine them but there are still limits.
- Limiting where you can walk would also be sad.
- Tourists usually stay on the trail.
- The locals, who use the areas more, are the ones who usually stray from the trail.
- There is an issue with mountain bikers, but you solve that problem by making a trail for them.

- The Danish Nature Agency saves a lot of money since they do not have a budget.
- They cannot make trails, signs, or public toilets anymore because they do not have the budget and this is a problem for us.
- These are the things that help control the tourists' actions.
- They end up leaving the responsibility with the municipalities, who do not have the budget for it.
- The Danish Nature Agency has rethought their budget to focus on the areas around the bigger towns where more citizens live.
- They prioritise their resources where they are more residents.
- That is fair, but then you cannot be mad when tourists deviate from trails and onto vulnerable nature.

4c. Do you think the tourism strategy can be considered sustainable?

- It is sustainable.
- It was made before sustainability was the buzzword.
- It was something we talked about but not something we did.
- In 2020, during Covid-19, now the sustainable agenda is booming.
- I believe we should not write about it, but we should just do it.
- In our update of the document, we will put sustainability in our title because it is.
- In the update, we will talk more about it.

    - Sustainability in the plan will become clearer.
    - Green transition will fill more.
    - Settlements and year-round jobs need to be a part of it.
    - Digitalisation.
    - No new initiative will be made, since we are still realising the previous ones.
    - A lot of initiatives have been done.
    - We will evaluate our progress.
    - The plan is still running until 2025.

What is the current situation and the future perspectives?

5b. What are the expectations for future tourism?

- I think outdoor tourism and nature tourism will increase.
- People have more money now due to Covid-19.
- People want a high quality vacation now.
- Better services.
- If you bike, you want to be told where to bike.
- They do not want to map it out themselves.
- West Coast Digital.

    - Developing an app that will try to do this for people.
    - We will try to figure out what the guest do.

C.1.2   Mai Manaa, Head of tourism at Thy Tourism

What is the plan for the West Coast strategy/the Klitmøller/Vorupør strategy?

1a. What was the process of creating this tourism development plan?

- It is very political.
- I have been hired about a year ago.
- Thisted Municipality has been a part of it.
- How they have coordinated with the tourist that I do not know.
- We have different levels.

  – I am the local level.
  – Then we have different destination levels, like the Northwest Coast (who is going to implement the development).
- Director of the Northwest Coast - he is in Aalborg.

What meetings were you involved in the process?

- I have not been involved in meetings.

Any meetings with citizens?

- Every time we have new projects, then we have meetings with citizens.

1b. Who are the key stakeholders in creating the tourism development plan?

- The local actors are the most important ones involved.
- The ones who live there.
- The tourism industry and the trade industry should also be involved.
- We need to have a holistic viewpoint on tourism, since it has an ugly reputation.
- In tourism, we want to go from product tourism to transformative tourism, especially in regards to more sustainable and green tourism.
- The actors are talented at what they do well, and as a private actor you do not always look at the trends and collaboration.

  – Sustainable tourism development.

  – How do we work together.
  – How do we make it green.
  – How to make it economically beneficial.

1d. How have citizens reacted to the tourism development plan?

- Of course there have been concerns.
- There are always concerns.
- And we hear this at the meetings.
- They are afraid of a negative spiral, where everything is about the economy.
- We are afraid of growing.
- I have not experience a person saying "wow this is super touristy, I think I want to live here".
- Living there is also an important thing to think about.
- It is about baby steps and chance.

1e. What is the main focus/goal of the West Coast strategy?

- Authenticity.
- The local mindset.
- I could have people come in and do crazy things, but this would ruin the authenticity of Thy.
- Trivial pursuit.

  – Løkken is a blue cheese but I want us to be a fine green cheese.

1f. What are the biggest challenges/issues/problems at the coast in Thisted Municipality?

- Everything is in the comfort zone.
- Everything is very similar in Denmark.
- Nothing is different.
- This has a financial benefit.

- But this similarity is kind of boring.
- That is why identity is so important.
- I want all municipalities to work with their own identity.
- I do not want things to be easier, but I want things to be better.
- I want to see a difference in a vacation in coming to Løkken and Thy.
- If you want everything, then you go into a shopping centre.
- There are not enough hands for that.
- People come to Thy.

    – We have places that do not have WiFi.
    – We have places that people do not often walk on.
    – Two cars, two incomes.
    – Here you do not work because you have to but because you want to.
    – We live cheaper.
    – It is more free.
    – There is this romanticising of the land.

1g. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- Yes.
- If we start having another mindset and control tourism, then it is different.
- The question is do we develop for the sake of money or development?
- Tourism can ruin an area quickly if it is not controlled.
- Make new paths in the fall.
- We make these decisions.

How is tourism planned for in the West Coast?

2a. How do you think an increase in tourism will affect mobility in the municipality?

- What is an increase in tourism.

    – We can see the summer of 2020 was the craziest summer we have had in Thy.
    – Shoulder seasons or dead season have a high index count.
- Peaks are during the summer.
- But I hope that tourism will be more popular than it currently is during the off-season.
- So we have more services, learning etc. during that time.
- We can do this by working together, improving communication, working on behavioural design, etc.

2b. What are the biggest challenges when planning for tourism in the West Coast?

- There is never enough money.
- Gathering people is difficult since there are so many.
- I have a lot of actors and a lot of people interested that needs to be involved.

How has nature been taken into consideration?

3a. How do you think the increase in tourism and mobility in the area will impact nature in the municipality?

- It will impact it if the tourists leave more of a print when they leave.
- We need to have good behavioural design.

    – To make sure our guests are behaving well.
    – Walking in the correct places.
    – This is our responsibility to make this happen.

3b. How do you plan on working with Nature 2000 areas in regard to tourism development?

- Of course.
- The national park board is really in charge of this.
- When we go out and make some campaigns, then we make brochures and eight trails to make sure we do not send tourists into these vulnerable areas.
- This outdoor tourism is not new, but it is booming.
- We need to better inform people about nature's importance.

3e. With an increase in tourism, there will also be an increase in the number of overnight stays. How do you plan on accommodating this increase?

- Our overnight capacity is not as large as other areas.
- There are pros and cons to this.
- It brings money to the municipality, but it can also have a depopulate potential.
- We need to think 2040 and 2050 to make sure what we do is sustainable for the area.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

4a. When planning for tourism, how do you take into consideration the mobility and surrounding nature?

- Prioritisation:
    - I cannot answer this.
    - I do not sit with tourism and nature and make all the decisions.
    - We are a lot of actors who have to make these decisions.
    - We help each other out and try to do our best to work together.
    - I would not say we have a prioritisation list yet.
    - But we have already started so well.
    - It is all about collaboration and communication.

4b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- Yes, it is about building a metaphorical bridge.
- There are some people that do not really know the difference in nature.
- We are dealing with a group that does not know if the nature is vulnerable.
- We cannot jump in the dunes.
- We need to inform the people in an interesting way that we cannot jump on the dunes or they will disappear over time.

4c. Do you think the tourism strategy can be considered sustainable?

- I do not know how high a factor this can be considered sustainable.

If yes, how does it ensure sustainability for the surrounding nature?

- We have consultants who come in and helps us.
- It is a very new word.
- For use, it means that we give a little more back than is taken.

If yes, how does it ensure sustainability for mobility in the area?

- It is impossible not to do it.

- We live in it, so we see the impact it has.

What is the current situation and the future perspectives?

5b. What are the expectations for future tourism?

- Wonderful Copenhagen showed there is something to earn money on tourism in Denmark.
- We had cruise and hop on and hop off bus.
- This is an outdated way of doing tourism - shopping and drinking.
- We do not want too many, so there is a long line and nature becomes worn.

5c. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- Gaps in sustainable tourism:
  - There are plenty since we are in the beginning.
  - Sustainability brings about so many mindsets, and it is not so concrete or defined yet.
- We need to go on a much higher level with sustainability.

Richer municipalities vs. poor municipalities when it comes to sustainability.

- *"It does not matter how much money we have but how you invest it".*
- It is getting greener, but we are still in the beginning.
- We are not at the finish line of sustainability yet.
- We have big ideas in a heavy industry.
- It is about mindset.
- Of course if a municipality has more money, then they do have more opportunities.
- But it is about how you use the money.

C.1.3 Martin Berg Nielsen, Section leader from energy and mobility in Hjørring Municipality, and Lisbeth Bilde, Project coordinator for the tourism strategy in Hjørring Municipality

What is the plan for the West Coast strategy?

1a. What was the process of creating this tourism development plan?

- It was a long-term process.
- The municipalities along the coast were involved.
- We had different workshops.
- We worked with development principles.
- It was politically accepted in the municipality.
- 11 municipalities were a part of this.
- The individual municipalities are working to achieve these goals.

  - Making strategic development strategy.
- Løkken/Blokhus:

  - Realdania has been a strong partner in a lot of ways.
  - Giving money.
  - Supporting the development plans.
  - Giving more money to realise projects in this strong vacation spot.

What meetings were you involved in the process?

- There have been workshops halfway between Skagen and Tønder.
- I cannot remember how many.
- Workshops.
- Tourism people, planners, mobility people.
- Depending on the agenda.

1c. What role has each stakeholder played in the planning process?

- Hjørring Municipality
  - 3 actors were the main spokespeople from the municipality:
    * A planner,
    * Lisbeth Bilde,
    * At that time the head of tourism development.
  - Tourism development to focus on marketing aspects.
  - What do we need to take into consideration.
- All municipalities had their specific people with us.

1e. What is the main focus/goal of the West Coast strategy?

- The history goes back to 2016 to national tourism and tourism in Denmark needs to be prioritised in another way.
- The West Coast joins, saying we need to take this into our own hands instead of Copenhagen.
- So the West Coast municipalities joined forces and made this association.
- The goal was to increase tourism because our tourism numbers were declining.
- So we needed to work together to solve this problem.
- At some point we were in Ireland - 'Wild Atlantic Way' - did have tourists.
- We were inspired by this project.
- First, it is about having better products and mobility.
- The West Coast needs to be the biggest magnet.
- We already have the summerhouses, but we need to do better.
- The plan will be updated here this year.
- Sustainability is a big principle that captures people's interest.

Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- How you move in nature has a limited impact on nature.
- We have a lot of focus on freeing and protecting nature.
- Rubjerg Knude.
  - Sustainable tourist.
  - We try to have a mobility that does not wear down the nature.
  - We want tourists year-round and this is something that will also protect nature.

How is mobility planned for in the West Coast?

2a. How do you think an increase in tourism will affect mobility in the municipality?

- The way we work with it is more visible, connecting the West Coast and wanting the tourists to see this.
- This is why we have this Wayfinding application/app.
- How will a route from Tønder to Skagen go? Will it take into consideration nature as well as viewpoints?
- We have bike paths and routes as well as public transit.
- We have one public transit route that goes from Skagen to Fårup Sommerland, and we want to improve this route.

- Most people come by car, so we need an infrastructure that supports this.
- We also need to support the aspect of electric cars.
- The first part is to get the mobility to flow and be visible.
- The second part is what Nielsen discusses.
    - Not a lot of people fly to Jutland for vacation.
    - So we need to look at the mobility of how to get around in a more sustainable way.
    - We need to use the hiking routes, which has come in focus after Covid-19.
    - Many of these routes are not known about.

2b. It is said that most tourists come to the municipality by car and bus. Do you think parking will become an issue with an increase in tourism?

- No.
- Lønstrup is having an issue.
- The municipality is continually making sure that there is enough parking.
- The parking areas may not be allowed to be in places where people want to park.

How has nature been taken into consideration?

3a. How do you think the increase in tourism and mobility in the area will impact nature in the municipality?

- I am not sure what you are fishing for.
- What we are working for is having quality.
- This quality includes this aspect of sustainability.
- There is a limit, at one point our towns cannot take more.
- We want to increase tourism but spread that out throughout the year and not in one season.
- Here after Covid-19, we are the second tourist place in the country.
- There are a lot of overnight stays in our summerhouses.
- We want to have this happen again.
- We need to have this part of our planning.
- In Løkken, we have worked since 2012.
    - New towers, new products, etc.
    - The tourism influences the fact that we should make the area more attractive.

3b. Have you done an environmental impact report to see how including shuttle buses on the beach will impact the nature and biodiversity in the area?

- You cannot do anything without these environmental impact reports.
- So yes, we have had these reports.
- There are many things we want to do, but cannot do it without private firms.
- In my many years of tourism, there have been many things I cannot do due to economy.
- With local plans, we also do this impact reports.
- There are a lot of law requirements in regards to that.
- With the Wayfinding app, we do not know if there will be any physical signs.
- We cannot just put things up, we have to get acceptance if it is private or state roads or routes.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

4b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- Yes.

4c. Do you think the mobility strategy can be considered sustainable?

- We have worked a lot with energy renovations in the summerhouses and are insulated.
- We are looking into waste management as well as making sure it is sorted well.
- For example, eat lunch in public - making sure there is places to sort it.
- The less trash cans there are on the beach, the less trash there is on the beach.
- Sustainability is about a lot of different things - energy, waste, electric cars.
- Emphasise on the Wayfinding app.

    - Can say you are now in a place that is interesting.
    - Should we have a lot of routes or a few that are well maintained?
- In the West Coast, it is a lot about this visual and sights associated with mobility.
- Trying to get more people to take a trip to Løkken/Blokhus.
- They would say that yes.

    - This idea of sustainability is something that has been discussed in our municipality for many years.
    - We have the protect and use aspect of the plan.
    - We talk a lot about more seasons.
    - Get guests to cover over a longer period.
    - The main part is about nature.
    - We have so much nature and almost nothing else.
    - We do not need to make new sustainable methods, but we need to protect our nature and maintain the sustainability that we already have
    - We do have focus on sustainability in the municipality.
    - The sustainable aspects are always involved in our plans.
    - When we made West Coast planning.
    - If we live in tourism, then how do we maintain it?
    - We need to make sure that we have towns that function where residents can live and tourists can visit.
    - We are also observant of the sustainable goals.
    - The plan is very high up.
    - We have new destination associations who are those who develop tourism in the area.
    - Try to incorporate these ideas in regards to nature.
    - How do we get all of this to work together - this is in our West Coast plan.
    - We want more all year businesses - this can also be considered economic sustainability.
    - Nature sustainability.
    - We are trying to establish strong partnership and that is something that is very prioritised.
    - Everything we do play into the sustainable goals.
    - Look at sustainability, there are vastly different ways.
    - They were interested in nature and nature conservation.
    - We are also talking about wind energy in regards to tourism.
    - We need to make sure that we construct it correctly.
    - Everything is a part of this sustainability.

If yes, how does it ensure sustainability for the surrounding nature?

- We need to work with sustainability in the planning.
- In half a year, we will see how this will happen.

What is the current situation and the future perspectives?

5a. Did you see an increase in traffic during summer 2020 as people were encouraged to stay in the country?

- The types of tourists we got last year were younger than what we usually had.

5b. What are the expectations for future mobility?

- I think we will see a focus on this idea of travelling closure and more locally.
- We want to focus more on nature travelling.
- We will have more Germans and Norwegians.
- We need to make sure there is this quality and protection of nature since this is what people come for.
- There will be less flights.
- The Danes were the ones that took over last year.
- We are in competition with Poland and other coastal area, but it is not nature to the same degree that there is a focus on.
- This last year has caused Danes to uncover the beauty of the Danish coast.
- So we will probably have more Danes.

5c. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- Yes some.
- We recently talked with residents and politicians about better public transportation between the towns.
- This is a challenge.
- Most of our guests come via car, and there has not been a need for public transit to that degree.
- The bus system is not strong enough to not have a car.
- Cars are too cheap and people want freedom, so it is almost an impossible battle.
- Maybe we need to focus on cycling - like with electric bikes - or GoMore and making these more visible.
- Maybe combine this with the public transportation.

Extra questions:

How have you included/worked with the DN?

- They are always working on the side-lines.
- They were not involved in the planning process.
- They are involved when natural areas are involved.

How do you plan for Nature 2000 and take that into consideration?

- We need to separate these two.
- We are not down in the details.
- We cannot do anything in these areas.
- There are limits in the coastline.
- We see this in different ways, like in Rubjerg Knude Lighthouse.
- In Løkken, we have done projects related to hotels with satellites in the dunes.
- Did not work out because of economy.
- The planning law always gives boundaries.

C.1.4 Ejgil Haurum, Operations and construction manager from the mobility department in Thisted Municipality

What is the plan for the West Coast strategy?

1a. What was the process of creating this tourism development plan?

- In the municipality, then you are a part of little but not everything.
- The local actors.

- They are focusing on this.
- One of the big projects is a cycling project where 30 million kroner were used to make 100 km from the north part of the municipality to the south.
- A lot of people reap the benefits of this.
- Realdania are looking to uplift and develop Vorupør and Klitmøller.
- Develop buildings, like the lobster house - a surfer club and ornithological association.
- Want money to improve the area where they market fish.
- There was no clear strategy at first.
- It was a wish from Klitmøller to have a development plan.
- This was done and now we have a development plan 2.0.
- What has changed?

    – We need to make a holistic plan.
- We got Denmark's first national park called National Park Thy.
- It has lifted the brand of the area.
- People may not know Thisted, but they know Thy.
- We need a centre with satellite areas in the surround area.
- The purpose of people coming is to go out in nature.
- We have set a lot in motion.

    – Harbour bath.
    – A lot of people use this.
    – Some drama involved in this.
- What has the mindset been?

    – If something needs to happen for the municipality, we need to sell this area as the coolest place to be.
- The strategy has come over time.
- Strategy for Cold Hawaii.
- We have limitations in regard to nature.
- We cannot expand too much.
- Locals want to expand, but lawfully we cannot do that.
- In the fjord, we have Cold Hawaii Inland.

    – We are trying to make it the best.

What meetings were you involved in the process?

- We have had a lot of meetings with them.
- We need to make sure they are in agreement or else there will be a stop to the project.
- The first thing the investors will ask is how is this going to happen and how are the people responding, so we need to know this.
- The State Museum of Art is come out of Copenhagen and to Røget Købmandsgård.

    – Make this place more interesting.
    – We are still working on this.
    – We have had many meetings with the locals on how this should be developed while still being authentic.
- The locals are also involved from the beginning.
- It has been a little difficult with Covid-19, but we have tried to make it digital.
- New people have become involved due to this.
- Usually it is only elderly, but now the young are also involved in the meetings online since they can do things at home while be involved.
- We will continue with these digital meetings after the pandemic.

1b. Who are the key stakeholders in creating the tourism development plan?

- Locals.
- Businesses.
- Associations.
- Usually start with the association since they usually point us in the right direction.

1c. What role has each stakeholder played in the planning process?

- Either we make the plans or;
- Architects and consulting companies - to write the plan.
- However, they involve various actors to advice on what is going on and to hear if there are any complaints/backlash.

1d. How have citizens reacted to the tourism development plan?

- Some locals believe it is taking too long.
- Some people have the idea that when it is approved, improvements will happen the next day.
- This does not happen.
- We need to find funds and it can take a while before that happens.
- These people are usually the people who are not a part of the association.
- Cleaning up of harbour bath. Many do not like it and others do.
- Thy National Park Centre was a requirement by the funders.
- It is hard to understand the effects until actions are taken.

1e. What is the main focus/goal of the West Coast strategy?

- Need to be attractive to live and travel to.
- Make sure the authenticity is not lost, but also to make sure that there is progress and development.

1f. What are the biggest challenges/issues/problems at the West Coast?

- It is the sum of everything.
- Some believe some of the development that has been done is wrong.
- Some might not want to have more access to nature since they are afraid what it could do to biodiversity.
- The challenge is to be one of the most attractive areas on the West Coast.
- We are competing with other areas and other municipalities.
- Therefore, we try to make a complete package with experience and nature.

1g. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- It has.
- The question is how much or how little will it impact it.
- Due to Covid-19, more people are using nature.
- Articles are showing this is a problem for the wildlife in the area.
- So the development will affect the 'trademark', but we just need to minimise this effect.
- It is definitely a balance.
- We need access to nature.
- This means there is a need for parking, etc.
- We want to do this, but we really need to limit it to a few areas so we still have other areas of untouched nature.

How is mobility planned for in the West Coast?

2a. How do you think an increase in tourism will affect mobility in the municipality?

- Mobility is coming to the municipality and leaving again.
- Route 26 and 11 are the big roads for us.
- There is a big political wish to have three lane roads - all the way up to Thisted.
- We know we will not have a highway.
- It is important to have mobility to come to and from work.
- Morsø Municipality and Jammerbugt Municipality commuting to and from Thisted.
- Infrastructure in regard to network and data.
- Politicians are trying to make this happen.

2b. It is said that most tourists come to the municipality by car and bus. Do you think parking will become an issue with an increase in tourism?

- This is already a huge problem.
- We could see it this past summer, especially in the museums.
- We need to find solutions.
- I think tomorrow, at the municipal council meeting, our politicians will allocate 5 million kroner for infrastructure in Nørre Vorupør.
    - It is a recognition that the National Park Centre opens with a minimum of 50,000 visitors. So more parking needs to be done as there will not be enough parking.
- Last year, we tried to have shuttle buses and you can drive free with municipality support.
- Many were happy with it, but the politicians decided not to do it anymore.
- Now it would hang on the locals to rent a bus.

2d. What are the biggest challenges when planning for mobility in the West Coast?

- Give space to making charging stations for electric cars.
- The Norwegians are driving electric cars, so we need to make sure this is solved in 2021.
- Other than parking, this is the biggest problem.
- Making parking garages.

How has nature been taken into consideration?

3a. How do you think the increase in tourism and mobility in the area will impact nature in the municipality?

- The only thing we do is working with the Danish Nature Agency to create parking.
- The very attractive areas have limited parking.
- We need to educate that people can have as good of an experience in this other less known area so we spread people out and have room for the cars.
- There is still a lot of space.
- We do not have a plan of where new parking places should be.

3c. Have you done an environmental impact report to see how increased traffic on hiking and biking paths will impact the nature and biodiversity in the area?

- Every time we make hardcore road infrastructure changes, we make these environmental impact reports.
- For all of our projects, we have a procedure to look at what effects these projects will have on the environment.

- Making a bike path where you take a little of the protected nature will also result in an impact report to see if the new infrastructure will be worth it or if it should be moved to another area.
- There is always a mindset of thinking about how it impacts nature.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

4a. When planning for mobility, how do you take into consideration the surrounding nature and tourism?

- It is difficult to prioritise (especially in an election year).
- Politicians want to show what they have done for the area.
- In the end, it is politicians' decisions that are final.
- When there is an uncertain about prioritising, then politicians choose projects that are already organised on this background.

4b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- Can we make road infrastructure more sustainable.
- Cradle to cradle.

4c. Do you think the mobility strategy can be considered sustainable?

- Yes we try.

What is the current situation and the future perspectives?

5a. Did you see an increase in traffic during summer 2020 as people were encouraged to stay in the country?

- It is a weird year.
- If you take the stats from the Danish Road Directorate, then there is less traffic than other years because we are staying home.
- However, I do believe we have an increase in motor vehicles on our roads.
- This will continue to happen in 2021.

5b. What are the expectations for future mobility?

- It will continue to increase by 3 to 5 % a year (this is just my guess).
- Today, it is now usually to have two or even three cars in our area.
- Students buy micro cars is cheaper than taking the bus or train.
- Public transit is therefore suffering.
- Danes will definitely travel more in Denmark.
- Summerhouses were ripped from the West Coast and this will continue to happen.

Do you think there are any gaps in the West Coast strategy that should have been addressed?

- I cannot say that.

C.1.5 Kell Agerbo, Team leader of plan and development in Jammerbugt Municipality

What is the plan for the West Coast strategy/the Blokhus/Løkken strategy?

1a. What was the process of creating this tourism development plan?

- I have been a planner here for 20 years.
- I have been a part of the Blokhus plan.
- The report has been divided in two.
- Setting the West Coast in one plan.
- There is a map with quite places and places where more things are happening.
- The processes are always difficult.
- Since they talk to so many municipalities, then it takes a while before they reach back to our municipality, but I think it has been a good process.
- There has been pressure to not only plan it but also see the political change.
- The politicians seem on board, so that has been great.
- Løkken/Blokhus:
    - There has always been competition between the two towns.
    - Making maps: if Løkken was on it, then Blokhus was not on it.
    - That is how deep the competition went.
    - Path 100 to get connected.
    - Now both towns are on the map.
    - Thought about first doing individual identities, but decided to work together.
    - Workshops.
        * Have been professionals, hotel owners, etc.
        * People who have property and have influence.
        * Not too much citizen involvement.
        * Only a few citizens.
    - Planners, tourist, and industry chiefs have been involved in the development of Blokhus.
    - It is all about industry.
    - Nature associations have not really been involved in the planning process.
    - There is not a lot of involvement of them.

What meetings were you involved in the process?

- There has been start up meetings.
- Meetings with each municipality.
- Meetings with Realdania.
- Meetings with other municipalities.
- There have been many meetings on many levels.

1b. Who are the key stakeholders in creating the tourism development plan?

- We have been one of the actors the projects had involved.
- The municipalities.
- Hotels.
- Camping spaces.
- Summerhouse associations.

1e. What is the main focus/goal of the West Coast strategy?

- Blokhus and Løkken is an attractive destination.
- Seen together.
- Physical development with shuttle buses, etc.
- The destination is more important than the shuttle buses.
- The mental is more important than the physical aspects.

1f. What are the biggest challenges/issues/problems at the West Coast?

- Space is the biggest issue.
- There is not a lot of room.
- Summerhouse area is very conservative - these people do not want to see more development, they like what they have.
- It is about using the area we have as best as possible.
- Renting percentage is really low if you compare it to other areas.
- Families buy them for their own use and not to rent it.
- This makes a huge difference.
- There is not room for more and we have to use the space we have and be strategic about it.

1g. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- No, I think you have to be careful with how you use the space.
- Use the space we have better than we do today.
- We have a lot of nature up here and have space for a lot of tourists.
- If you do not develop anything on the beach, then it does not matter how many tourists we have.
- It will look the same the day after.
- The dunes have also been there for many years, so we are not worried about our nature being able to handle tourism.
- Nature can also handle mountain bikes.
- We are not worried.

How is mobility planned for in the West Coast?

2a. How do you think an increase in tourism will affect mobility in the municipality?

- The challenge is to make an infrastructure where they do not use their car when they come here.
- We need people to bike, walking, and hiking.
- Cars will still be the main form of mobility to Blokhus, but we need to make sure they do not use it when they are here.

2b. It is said that most tourists come to the municipality by car and bus. Do you think parking will become an issue with an increase in tourism?

- It depends on what you think tourism is.
- If someone parks in the summerhouse, then it is not a problem.
- The 8000 summerhouses.
- In the summer, there is always too little parking.
- If we make too much parking for the peak season, then it will just be a cement block the rest of the year. This would not be good.
- It is not only about the tourists, but it is also about those who live there on a daily basis.
- For us, tourists are also the ones who owns the summerhouses.
- The people from Aalborg are also seen as tourists to us, even if they just come for a meal.
- Many people are working in the summerhouses nowadays, and this is good for us.
- They still shop in the store.

2c. How do you plan for mobility in the West Coast?

- Hiking paths.
- Paths for walking, cycling and riding.
- It takes a while to come down to the beach.
- We do not do a lot for car traffic, but we focus on improving mobility in other ways.

- Infrastructure planning is also about challenges with the mobile coverage, especially during the summer.
- It is a problem since the companies only gain money about half of the year.

How has nature been taken into consideration?

3a. How do you think the increase in tourism and mobility in the area will impact nature in the municipality?

- Makes sure some nature is not touched.
- Nature type also makes a difference.
- Some types of nature will be more vulnerable.
- This is why we make paths, so people will not walk on this vulnerable nature.
- When people go on mountain bikes, they are only on the dry areas, and this is not too vulnerable.
- There is a problem with the dune, but the only problem is that the sand comes up to the summerhouses.
- Other than that it is not a problem.
- Dunes will still be there.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

4a. When planning for mobility, how do you take into consideration the surrounding nature and tourism?

- We just need to make sure the people are directed to the right areas.

4c. Do you think the West Coast Plan/Blokhus-Løkken plan can be considered sustainable?

- I would say they do not have a lot about sustainability in it.
- Like the summerhouses, we need to look at making houses that are more or better insulated and have more sustainable energy use.
- Waste separation is a little difficult in the dune landscape.
- This is something we need to have more focus on.
- Building material will become more local in the future.
- Rising groundwater also presents a problem, and if we need to be more sustainable, then we need to solve this issue.
- But the West Coast Plan is still sustainable.
- Løkken/Blokhus:
  - Not so much in this process.
  - Kind of the same idea as before.

What is the current situation and the future perspectives?

5b. What are the expectations for future mobility?

- I think this plan will set the West Coast as one destination for tourism, like Copenhagen.
- I also think more tourists will come.
- We will use the things we have better, and the quality will improve.
- This means it will be more expensive to be here, but the quality of the summerhouses, restaurants, stores, etc. will improve.

5c. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- The overall plan is good.
- The implementation did not always result in the best way.

- Løkken/Blokhus was not the best.
- It is mainly an idea(s) rather than a strategy.
- The West Coast Plan is more of a strategy.
- Was disappointed with Løkken/Blokhus plan.
- Communities are very different.

    - Some summerhouse communities want to buy the house only for their family to use.
    - Others want to buy the house to rent out to others.

C.1.6 Ib Nielsen, the chairman from The Danish Society for Nature Conservation Thisted

How was the Danish Society for Nature Conservation involved in the planning process of West Coast tourism?

1a. How has your organisation played a part in the planning process for developing West Coast Tourism?

- Thisted Municipality is enriched with nature with Thy National Park.
- There is a lot of protection of the coast in regards to nature protection law.
- It is said we are always on nature's side.
- Our role is to consult the municipality in regard to breaking of regulations concerning nature conservation.
- We can complain if any nature laws are broken or if we are not in agreement of something to the Environment and Food Production minister in Silkeborg.
- DN is very on top of what is happening in the coast since we are trying to protect it.
- It is seen as exceptional how protected our coasts are in Denmark.
- Only old hotels are far out on the coast.
- Nature politic - how to protect nature in the municipality.
- A strategy should include:

    - Goals,
    - Manners of developing and protecting the area.
- The borderline between protection and use of the area.
- We believe that protecting nature is vastly important.
- If there were hotels up and down the coast, then people would not come here, then they would go to Spain where it is warmer.
- People come here for nature, not the other tourist attractions per se.
- Nature would be impacted by increased tourism.
- Look at European countries and cities, like Barcelona, where they are tired of tourists.

    - They are annoyed with tourists.
    - The municipality searches for projects themselves.
    - They are planners and judges.
    - This is a huge problem since they do not have any checks and balances.
    - With mass tourism, it would be a major problem.

Who in your organisation has participated in the West Coast Tourism planning process?

- They are not a part of the planning process, but will keep projects in line with regulations in regard to nature conservation.

If not, why do you think you have not been included in the process earlier?

- *"The municipality is the main actor making the applications, accepting the applications, planning, and conducting the projects".*

- They are the judge and jury.
- So we have to pay attention and critic the projects if we see a problem.
- Our role is to observe and judge. We are on the side-line making sure that no exceptions are made.

Is it the norm that you are not included in the planning process of the project/come in late?

- Often one is heard during the process.
- Some projects they are included in and other projects they are not included.
- It varies per project.

Do you want this to change?

- Yes, I think this is a problem.

1b. Were you involved in any meetings between stakeholders and citizens?

- Not included in meetings.
- Have not been made a lot of meetings.
- Recently, we had a hearing period about the municipality strategy.
  - There were a lot of people involved.
  - The results were nothing was going to be changed.
  - Nothing needed to be changed.
  - It was a formality, but they did not actually take the comments and complaints into consideration.

How have citizens reacted to the tourism development plan?

- There were not many meetings so we have not heard anything.

1c. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- Yes, there is a saturation point.
- Sustainable tourism but people put different meaning to it.

1d. How have ideas of biodiversity and nature conservation played into planning for west coast tourism?

- Sustainable tourism:
  - If it is controlled then it can be good.
  - *"When tourism is controlled and on the terms of nature, it is good to be able to attract people. It is a balance".*
- Biodiversity:
  - They take this into consideration.
  - The green organisations and tourist organisations worked together to make The Green map of Denmark.
  - If you look at the map, then development cannot be done in many potential nature areas.
  - Consideration is taken to nature and to preserving them.

Were Nature 2000 areas and other protected areas taken into account during the planning process?

- In the national park, over half of it is under Nature 2000.
  - We make sure that this is followed strictly.
  - If it is not then we make sure to make a case against it.

- Focus on §3 areas:

    – If people want to build here, the organisation will anchor the case and wins most of them.

1e.   Do you see any issues concerning nature conservation that an increase in tourism in the area can lead to?

- Yes, there is the degree of saturation that can go up to a certain level.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

2a.   When planning for nature conservation, how do you take into consideration the changes in tourism and mobility?

- If tourism increases, then it will increase mobility.

    – Løkken and Blokhus - they have too many people.
    – The reason we have so much nature here is because there has not been tourism to the degree that Løkken/Blokhus has had.
    – We need to lead people to the places that does the least harm to the environment.
    – People are not allowed to walk outside the designated paths created in nature.

How do you prioritise each concept?

- Tourism must go under nature conservation.
- Tourism should not degrade nature and we need to make sure that does not happen.
- It needs to happen in a sustainable way.
- It is important to see what areas are vulnerable.
- Dune plantation is also stronger because more people can come here.
- For example National Park Thy.

    – The development of outdoor life and tourism must take place on a sustainable basis.
    – Vulnerable natural areas must be protected from wear and tear and disturbing traffic and accommodation.

2b.   Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- Yes, but it is something that we need to find out how to best do so.
- There is a tipping point.

2c.   Do you think the tourism strategy can be considered sustainable?

- They have taken this prioritisation into consideration.
- Looking at where routes should go and where routes should not go.
- These tourism plans are not always sustainable.

    – Klitmøller:

        * Route south of Klitmøller,
        * Some coast projects went under the coast and national parks.
        * We fought it but they kept moving forward with the project.
        * The project did not follow the requirements.
        * We became the bad guys in this situation.
    – Cold Hawaii Inland - concrete building - The Lobster house (Hummerhuset).

        * It is really awful that is just my opinion.
        * The idea is totally okay.
        * We do not have any problems with this.
        * Except for it is made with concrete.

– The municipality owns a property where they wanted to build on.

* In an area where they cannot build.
* We said no.
* The municipality are the ones making the decisions throughout all the steps.
* Again no checks and balances.
* Therefore, DN has appealed that case.

– Klitmøller Plan - this works really well.

* Not anything against it.
* We have been a part of this process during hearings.
* Been part of making a path to the East.

What is the current situation and the future perspectives?

3a. Was there an increase in the number of visitors [in the protected/natural areas] during summer 2020 as people were encouraged to stay in the country?

- It has had an impact.
- On the board for the National Park Thy.
- The first time I have heard that it has been too many people.
- You cannot buy a summerhouse here.
- They are all gone.
- The pressure is there, and we can definitely feel that.

3b. What are the expectations for future conservation actions?

- We need to make sure conservation is taken into account.
- You cannot go around this.
- Other associations are involved as well.

    – Biological association and the Danish Ornithological Society.
    – Around 800 members in DN Thisted.

3c. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- **I think the municipality have some talented biologists and planners.**
- **They want to do the best, but it does not always happen.**
- **The politicians may want something different, and then they have to go with that.**
- **It is like the police being the judges as well.**
- **Thisted Web - you can see all the protected layers there.**
- **On Thursday, the Nature Capital Index (Naturkapitalindex) is coming out (an updated one).**

    – **What is the value of nature in the municipality.**

C.1.7   Jørgen Jørgensen, Chairman from The Danish Society for Nature Conservation Hjørring

How was the Danish Society for Nature Conservation involved in the planning process of West Coast Tourism?

1a. How has your organisation played a part in the planning process for developing West Coast Tourism?

- We have kind of indirectly.
- We are not involved in the tourism part of it but with nature.
- We have been involved by protesting.

- In Løkken, the earlier local government wanted to conduct a project to modernise the old hotel.
- A part of it was to make overnight stays right on the dune, and this is something we protested.
- It ended up not happening either.

What was their role?

- We want more roles.
- With nature and possible mobility.
- We want a higher quality of nature than what already exists.
- We need to have a balance where nature is taken an important role.
- We also look at sustainable ways, but this may not be necessarily under tourism.
- Mobility projects sometimes does not align with our beliefs.
- We need transport to be more sustainable.
- We need to move trucks away.
- Tourism would increase traffic for those going back and forth to work, and it would degrade nature.

Is it the norm that you are not included in the planning process of the project/come in late?

- We usually become involved during hearings.
- In these cases, the decisions have already been made.
- We try to become involved as quickly as possible.
- That is where we have the best way of making change before things are written down on paper.

Do you want this to change?

- We do want this to change.
- It is a question on how talented a person is to form relationships with those making the decisions.
- This is a general problem with planning when to involve public involvement in the process.
- Usually it happens when decisions have already been made.
- I have heard before citizens have had windmills in their area. They complained, and the municipality said they could have approached them three years ago.
- Only the rich municipality can have luxuries.
- If investors come with money, then municipalities are almost ready to bend backwards and forwards to accommodate them.

Does this change between the public and private sector?

- Private sector is always about profits.
- But municipality has the intention of helping their residents.

1b. Were you involved in any meetings between stakeholders and citizens?

- We have not been involved in meetings.
- Too early in the process.
- There has been critic on the previous project.

Have citizens voiced any concerns?

- Resident conflicts:
    - Exclusive sauna in Løkken was a huge conflict.
    - The residents want to protect our nature.
    - A few people thought it was a good idea to earn money.
    - The residents did not like it.

1c. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- People come to visit the beach and dunes.
- More people will come.
- The inland tourism last year has compensated for the Germans and Norwegians that did not come.
- But yes, I believe more people will come in the future.
- The West Coast in where we have the most nature.
- I do not see this as a huge problem.
- Nature can take the increase in foot traffic.

1d. Were Nature 2000 areas and other protected areas taken into account during the planning process?

- Yes they have.
- The coastline protection and other restrictions are usually respected.
- If not, we end up protesting it.
- I think with the local government we have no, they would respect these areas.

1e. Do you see any issues concerning nature conservation that an increase in tourism in the area can lead to?

- Yes, but if we make a good plan, then I do not think there needs to be any conflict.
- Where there is economic interest, then there usually is a conflict with nature.
- Our job is to push it up to the inland.
- Having people on the beach is not an issue.
- People usually behave on the beach.

1f. Have any environmental impact reports been created during the planning process?

- There have not been any bigger projects here yet.
- I think they have learned from mistakes maybe 50 years ago.
- Hirtshals:

  - Hotel built on the dune with great view.
  - It is very far out.
  - I wonder how that even got accepted.
- Nørre Lyngby:

  - Concrete tower.
  - None want to live there.
  - This project has not been sustainable.
  - The consequences are that they have made summerhouse with vacation apartments.
  - They have made it a timeshare.
- I have only been here for thirty years, and these mistakes were before my time.
- There was not made any environmental impact reports.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

2a. When planning for nature conservation, how do you take into consideration the changes in tourism and mobility?

- It is about preserving what we have and then improving the quality of it.
- I can see that there is an understanding of the value of nature.
- This is the value of nature in itself and the value of nature for tourism.
- We can see a lack of planning near Vadehavet, we can see high-rises, etc.

- Germans and Danes come to see the nature.
- We have told our politicians this, and they are finally listening.
- It also varies based on the politicians:
  - Some understand it very well.
  - Others think very short-term and more about economic gain.

How do you prioritise each concept?

- Tourism means a lot for a municipality like Hjørring.
- We have thousands of summerhouses.
- Tourism is mainly based on summerhouses.
- The biggest conflict is with summerhouses.
- A lot of them have been built and we are not even done seeing the result of this.
- More are still built.
- In some places, summerhouses have been built in places they originally could not.
- There are some places reserved for building more summerhouses that are currently free.
- Soon, we will see these pieces of land being built on.
- 1967 - these areas have been reserved.
- I see the summerhouse expansion as being our biggest problem since it requires a lot more space.
- You do not have the same nature in the summerhouse area as you do in areas without summerhouses.
- We have cases concerning protected areas, some summerhouses are sometimes built out there.
- They make gardens, front yards, etc. which they are not allowed to do.
- Mobility is not as relevant for us.
- Some of this nature is vulnerable and others are not.
- In this vulnerable area, if people walk on it, you can see the footprints years later.
- If there is too much foot traffic in this vulnerable nature, then the environment and nature becomes degraded.
- It depends on the nature type.

2b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- I think it is possible if you are smart about it.
- Hjørring Municipality and nature politics should do this.
- The politicians have an understanding that nature is important.
- Some when planning for tourism, politicians still take nature into account.
- Put hiking routes in places where it does not negatively impact animals and nature.
- When politicians understand this, then it is possible.
- There is a project in Rubjerg Knude to make a centre.
- The lighthouse move gave a new tourist attraction, people love it.
- Now they want to make a centre.
- We are fighting this, but Realdania is backing this project, so it is hard for us to fight this battle.
- It is put on hold for now, but it will come again in about a year.
- We want the centre to be further inland.
- Realdania want it to be placed where everyone can see it and where they can be advertised.
- I think they will win in this case.
- There is a pattern to nature that need to be fully discussed (all the time).
- I do not mind that nature is discussed.
- I do not agree that buildings and centres should be placed so far out on the coast, it should be further inland.

- I see it is just entrepreneurs that want to make some money.

2c. Do you think the tourism strategy can be considered sustainable?

- I do not know the strategy very well, so I cannot give you a concrete answer.

C.1.8 Søren Rosenberg, Chairman from The Danish Society for Nature Conservation Jammerbugt

How was the Danish Society for Nature Conservation involved in the planning process of West Coast Tourism?

1a. How has your organisation played a part in the planning process for developing West Coast Tourism?

- Both yes and no.
- Right now in Thorup Beach we have.
- This is the collaboration between the municipalities and Realdania.
- **"It is a pity that the municipalities have not reached out to the residents and other groups".**
- So by our own initiatives, we are trying to put pressure to protect the nature.
- We want protection before use - that is what we should prioritise.
- We have some inputs to Thorup Beach - Strategic and physical plan for Slettestrand and Thorup Beach in Jammerbugt Municipality.

  – There has been pressure, especially with Covid-19, from a lot of people coming to visit.
  – There is not enough parking.
  – There are missing guiding lines to guide people in the area.
  – They want to make parking by the dune.
  – We want it to be close to a garden area and fishing house instead of by the summerhouses.
  – We are trying with our input to say where to best place the parking.
  – We have not heard from this organisation about it (the organisation is with Jammerbugt Municipality and Danish Coast and Nature Tourism).
- We have not been involved in any meetings, but this could also be a result of Covid-19.
- But I have heard that there has been a meeting about this strategic plan, but it was a limited group involved (fisheries, etc.).

  – Summerhouse owners contacted us to see if we knew more about it.
  – *"They were interested in a path down to the beach where there had been an increase in traffic because people had been parking along the summerhouse area".*

What was their role?

- Taking the side of nature and speaking up for it.
- Nature does not have a vote, so we have to do it for them.
- We want to protect nature.
- Development means loss of some species, like some bird species.
- These species are about to disappear because of the pressure of people in the space.

If not, why do you think you have not been included in the process earlier?

- There is usually a hearing phase where we come in with our input.

  – This can be about planning in rural areas, nature interests, discussions about what can be allowed for, local planning.
- With this Thorup's Beach case, now there will probably be an allowance within the coastline because of this parking issue.
- For example, during summerhouse hearings, we will also be involved in.

- We emphasise coastal protection.
- The beach and dunes are some of our untouched nature and dynamic.
- We want to keep this dynamic.
- This is one of our cool natural areas.
- We do not want summerhouses by the coast.
- Nørre Lyngby has a lot of summerhouses, and many of them fall into the water.
- This is awful, but we also have to learn from it.
- Many municipalities want to create more summerhouses with a view right by the coastline, but we need to make sure it is far enough away from the coast that it will not fall into the water in the future.
- We try to pressure it during the planning process and do lobbying.
- We could look at the plans and try and give inputs before these hearings.
- It varies depending on the case.

1c. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- There needs to be an overall planning system where the trails and roads get maintained.
- Some hikers and cyclists get nervous if they are allowed to be there because the trails have not been maintained, so it looks like they cannot be there.
- This is a pity.
- There is no maintenance requirement on the various trail.
- As a result, we do not really guide people to the correct places.

1d. How have ideas of biodiversity and nature conservation played into planning for west coast tourism?

- Nature preservation and species preservation is really important.
- We are not happy with the municipalities making exceptions when it comes to these nature protection regulations.
- But this sometimes happens in our municipality.
    - If someone puts a shovel in the ground, then that will be allowed.
    - This is how it is.
- *"This is more the norm than a rarity".*
- They do take it into consideration... that is required by the municipality.
- They need to make sure they take into consideration these vulnerable species if they are unaware of them, but they make exceptions if they are not an vulnerable species.
- We are a big tourist municipality.
- We need to make sure that some of this nature is untouched.
- Balance between protection and use.

How can we connect the three concepts (mobility, nature, tourism) in the planning process?

2a. When planning for nature conservation, how do you take into consideration the changes in tourism and mobility?

- We have specific bird species that are endangered.
    - They lay their eggs on beaches during April and May when there are few to no people and dogs on the beach (during the off-season).
    - Covid-19 and peak seasons come, and people and dogs come to the beach, even some dogs off-leash, and disturb the birds and eggs.
    - These dogs may not be aware of the birds or eggs, but the birds are aware of them.
    - The parents become scare and fly away from their eggs.

- This is a problem as the eggs do not get warmth and die.
- We need to have more awareness about these birds to make sure that dogs are on their leashes.
- This is something that people do not think about, so we are going to make some signage with the information.
- A lot of steps have to be taken and acceptances have to be given before we can put up these signs.
- I do not even know if it will happen.

2b. Do you think it is possible to combine seemingly incompatible policies promoting biodiversity and sustainability on the one hand and intensive use by tourism and mobility on the other?

- We are trying to sell this idea of nature.
- We have clear skies where you can see the stars.
- We need to have lines where we say we cannot have windmills and place the windmills more inland.

2c. Do you think the tourism strategy can be considered sustainable?

- The short answer would be no.
- We want to still allow for exception to these protection regulations.
- If we were not here, then there would not be many fighting against it.

If not, what improvements need to be made in order for the plan to become more sustainable?

- Discussion about nature, biodiversity and climate has momentum now.
- We can see that politicians are also discussing it more.
- We have nature national parks.
- We have all of northwest Jutland here where the coastline is very unspoiled.
    - We should use these national park (for both tourism and nature) to increase the nature experience.
- This can happen with more tools:
    - Natural water level, where you have rainwater in the area where you put large herbivores in which can keep the grass down, so you get light and space for herbs;
    - Place for herbs to bring more insects and birds and increase biodiversity.
- We need to make sure we do not lose species, like we currently are.
- To get more nature, we need more tools.
    - Changing water conditions.
    - Bigger herbivores that can help so this grass gets away.

What is the current situation and the future perspectives?

3b. What are the expectations for future conservation actions?

- I am a positive person, and I think there is more momentum to set money aside to increase the quality of nature.
- I think we will have a better future when it comes to preserving nature.
- Climate and nature is also tied together.
    - CO_2 emissions.
    - Eating more organic.

3c. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- The coast protection.
- We have our towns with a lot tourist attraction.

- We can develop these areas without negatively impacting nature.
- There is a pressure on having activities and events, but we need to remember to still have this quality in nature.
- We need space for both.
- We need to really emphasise nature tourism.

Løkken/Blokhus

- He has not been involved in that.
- We have a hearing about Rødhus vacation centre where they want to add 58 summerhouses.
- What is the size of these area.
- There is more pressure of people going to the beach.
- We need to calculate how many parking places there need to be.
- There is going to be an added pressure to the area.
- We have to say there needs to be some areas that we cannot develop and need to be untouched, so we need to take this out of the plan.
- We cannot expect owners to always be aware that it is vulnerable nature.
- So instead of 58 summerhouse have 25 summerhouses.

Extra notes:

- Where can people drive - we can drive from Rødhus on the beach to Løkken.
- If we stop this, then there would be drama since where do we put the cars now.
- Driving back and forth between the dunes.
- People do not know they are doing something bad or unlawful.
- There is nothing stopping people saying they should not drive there.
- It is about communicating to the people.

C.2   Second round of interviews

C.2.1   Henrik Jensen, Project leader of the Klitmøller/Vorupør plan in Thisted Municipality

What was the planning process for Klitmøller/Vorupør?

1a. What was the process of creating this tourism development plan?

- It is a long process.
- It started with the West Coast Development Plan.
    - A lot of workshops and meetings about how to develop the coast together.
    - With the Partnership for West Coast Tourism.
- After the local processes happened where each vacation destination makes their own plan for local development, we got some resources from the Partnership for West Coast Tourism.
- Half a year process of mapping the area and mapping of how the area should be developed.
- Looking at rules and regulations in regards to the coastline.
- Not only looking at paths (cycling paths, hiking paths) but looking at better overnight experience.
- I was the project leader.
- We have had four resident meetings.
- Municipal board said okay to the plan.
- We have ideas of what these specific landscapes and areas can be used for.
- Especially municipal grounds, like enclosed swimming area on the beach.
- It has been very attractive.

- Previous tourist attractions have not been attractive or strategically located.
- Previous attractions have been in some uninteresting areas.
- Now we are placing them close to the coast and in scenically attractive areas.
- West Coast plan to the local Vorupør/Klitmøller.

1b. Who were the key stakeholders in creating the tourism development plan?

- Realdania.
- The Partnership for West Coast Tourism.
- Municipalities.
- Control group:

    - Municipality - with me as the project leader.
    - Front man for the group was our planning manager in the municipality.
    - Danish Coast and Tourism.
    - Realdania.
    - Consultants are not a part of the group but have been heavily involved in the beginning.
    - Consultants mapped the areas.
- Direct resident planning process through four residential meetings.

1c. What are the biggest challenges/issues/problems at Klitmøller/Vorupør?

- Areas have been included that have had some challenges; however, in these situations, it is worth it.
- For example, areas with Paragraph 3 restrictions (protecting nature).
- It is not just about more paths but attracting more investment.
- How do we attract these important investments? - this is the new mindset (trying to plan for this).
- Having a wide variety of overnight stays.
- We have a short season where people come - we want some investments that are more year-round investments.
- Nature is a free attraction.
- We do not earn a lot of money from this nature, so we want investments where we can earn money year-round.
- How do we make this attractive?

1d. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- We are following the principles from the West Coast Development Plan.
- We want to develop within the town limits.
- I do not see how it can impact nature.
- If more tourists come it could, but the actual project should not.

1e. Do you think there are any gaps in the Klitmøller/Vorupør strategy that should have been addressed?

- The process was very limited time-wise.
- Including residents will become more intense now and will be more prioritised.
- 4 resident meetings are still really good.
- Residents can both be for or against.
- This will be done more with the implementation of the project.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- Used to be about marketing the area.
- Now we are looking more at physical and strategic planning of the development.
- The tourism product is not as strong as the Cold Hawaii Marketing Brand, but we need to have a plan to fix this physical part.
- We have almost no hotel capacity.
- We have some summerhouses, but compared to Jammerbugt not so much.
- We need a more variety of overnight stays.
- Tax foundations and more jobs.
- We have so much nature that I think we can handle more tourists.

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- Need to plan for mobility and infrastructure to handle increase tourism.

If tourism increases do you think the mobility in the area will increase?

- This will give problems.
- 7 to 8 weeks in the high season where it is already jam packed.
- Residents are already worried about having more people.
- We do need to find a solution to mobility if we have more tourists.

How will it impact the area and nature?

- He does not think so.
- If you ask Thy National Park, then they will say it is already a problem.
- We can definitely take more tourism.
- Nature can handle it since we have so much of it.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- Nature can handle it.

Can you plan for this?

- Creating paths connections.

How do you plan for this?

- There are plans in regards to having paths so people do not just wander off in nature.
- This is also in Cold Hawaii.

2d. How do you work with these three concepts in the plan?

- I do not think there is a clear prioritise.
- Klitmøller - looking at the overlap.
- Developing where it is need.
- After the plan has been made, they can then be prioritised, but that happens after the plan has been created.
- Good collaboration between the business department and the planners.

Tourism and mobility are concepts that are planned for. Do you think this is also true for nature conservation?

- Thy National Park has been planned for.
- Tourism is the new thing that is being planned for.
- There has never been a structural planning for tourism.

Are these three concepts planned equally (in general) or is nature conservation something that one tries to achieve by planning for tourism and mobility?

- Nature is being planned for already.
- Tourism as the new concept that is not being planned for before but is now starting to be planned for.

What are your perceptions of how the collaborative process was developed?

3a. What do you think of when you hear the concept of collaboration?

- Municipality does believe there should be inclusion of the citizens.
- The citizens are very responsive regarding what they want instead of the enclosed swimming area by the beach.
- Some did like it and others did not.
- Due to these comments, changes will be made regarding the various projects.
- Involvement of consultants.

    – They were only involved for a few months.
    – They are out of the project.
- West Coast Tourism says that some of the things that residents do not want still needs to be included.
- In some situations, they will still be included.
- We do try to get residents to think of new ideas of what they would rather have and bring ideas to the table.

Which impacts did stakeholders have on the planning process?

4a. We are just wondering, if nature associations, such as DN, were involved in the planning process as well?

- They have not been involved.
- They will not be involved in the planning process later on.
- Maybe when we have resident meetings.

    – Here, they will come on their own.
    – Like other residents, they can come with suggestions.

If not, why have you not included all actors in the planning process, to begin with, like nature associations?

- Did not see that they needed to be included.
- They can voice their opinions during resident meetings.

4b. Do you think it would help avoid some type of "protest" or prevent more negative outcomes if expert knowledge was integrated from the beginning?

- I do not know.
- I think the residents plays a more important role in regards to town limits.
- Including residents helps voice these protests early on.

4c. Do you think it would have resulted in different outcomes/a different plan?

- Yes.

why were they not included in the planning process?

- It would have changed the outcome.
- *"I think you have seen many examples, when the Danish Society for Nature Conservation is involved in something, it changes something in the process".*
- With high probability it will affect anything.
- In relation to projects within the town limits, it is perhaps more the voice of the citizens that gains weight.
- *"I imagine that the citizens' input will be more influential than DN when we talk about projects within the town limits. It is an assessment, but you never know. There may be some animals living there that they have a special agenda for. It is a bit hypothetical, I do not know".*

4d. What type of influence did Realdania have on the planning process?

- They invested in the project with half a million kroner.
- They have had a balancing role between the residents and the municipalities.
- They have pushed for a more holistic planning process.
- Since the project has been very overwhelming, this role has been helpful.

How will the development impact the landscape?

5a. How do you plan on working with Nature 2000 areas in regard to tourism development?

- Paragraph 3 protection area that is the only area that is protected that will be developed on (by a camping area). The only area that is talked about in the development plan as it is the only area that is a subject to protection.
- There (the camping area), I think you have the approach from the municipality that you want to make an effort to ease some of the restrictions.
- *"Nor do you yourself think that it is entirely reasonable that, for example, there is a Paragraph 3 area on this area, I mentioned. In the past, it has been used for agriculture, then there are some environmental conditions e.g. plants that have entered the area which makes it suddenly become a Paragraph 3 area".*
- The regulations for these types of areas seem too much.
- *"The framework gets very randomly limited".*
- I do understand wanting to protect vulnerable nature but not a terrain used for agriculture, where by chance some new plant species emerge.
- *"You could see if it is possible to ease a little. It requires an interaction with state interests. It is not something we can just do, but one can appeal to it".*
- Therefore, some regulations could seem a little out of proportion.

5b. Local planning: We are aware that some municipalities have plots of land reserved to build summerhouses in the future. Do you have this as well?

- Not sure but think that some areas are laid out for summerhouses.
- Do not know how these lands will be used.

What was the planning process of the Wayfinding project?

6a. Why was Wayfinding created/What was the purpose of it?

- Inspired by 'Wild Atlantic Way', a project in Ireland.
- Areas where tourism has been boosted, there needs to be a mobility guide.
- To get the whole coast to become one destination, there is a specific sign design that will cover the entire coast.

- Take Wayfinding in the local context as well.
- Wayfinding will be for the West Coast and specific destinations (not entire municipalities).
- To show tourists this is one destination.
- Create signs for where people should go.
- Get more people to move around in the towns.
- Wayfinding is not only about signage and design, but it is these connections that make a difference.

6b. Who was a part of this process?

- Someone who has made signs or benches.

6c. How do you think mobility will change?

- I do not know if it will impact the infrastructure, but it will impact the mobility.
- For us, I am hoping it will mean that the season will last longer.
- Germans usually stay a little longer in August and September, but we do not really get to see them up here.

6d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- Do not think it will impact nature.

If they say it will not have a negative impact: How do you know it will not?

- It is just my guess.
- Nature is there and is already protected.

Discuss DN's perspective and see what they say. What their response will be to this contrasting perspective?

- Path maintenance:
    - We have the problem that few paths are marked.
    - We would want to make these paths more clear.
    - I think our biggest problem with keeping the tourists on the paths is this lack of signage, so that is something we should work on.

C.2.2 Lisbeth Bilde, Project coordinator for the tourism strategy in Hjørring Municipality

What are your perceptions about the concepts of tourism, mobility, nature conservation?

1a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- From my side, it is about getting investments, boosting the tourism industry.
- Gearing the industry to be tourist.
- Seeing what tourists want to do.
- We want more turnover.
- They need a good service.
- We think about something new.
- Industry and market are the ones we mainly think about.
- Developing the industry and the market.

1b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- We think about Wayfinding.
- Get people where we want to lead them.
- It is a focus on paths and bike paths.
- We have many places where we do not have cycling paths.
- That is what I think about.
- Most tourists do not fly, but they come via car or their own transport.
- Public transport is difficult since where do you put the resources?

1c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- Accessibility.
- Nature is accessible to the tourists.
- But the use and protection is also important as well as how it should happen.
- We always need to balance the use and protection.
- Wants tourists to walk some places.

How do you plan for this?

- We have nature priority in Hjørring where we try to protect it through a balance of protection and use.
- Want the guests to use it as much as possible but in the correct way.
- Nature meeting in Hirtshals.
- Nature was a focus.
- Trying to get the wild nature into people's neighbourhoods.
- Hjørring is trying to brand themselves by being a nature municipality.

1d. How do you work with these three concepts in the plan?

- They are about equally prioritise.
- The principles of the West Coast Development Plan.
- This is evident in the plan if we look at it.
- Point out specific places.
- Our goal is to improve the quality.
- The question is when we have the resources to tackle each.
- Both for the plan and for Hjørring.

Are these three concepts planned equally (in general) or is nature conservation something that one tries to achieve by planning for tourism and mobility?

- Hjørring Municipality always has nature in mind.
- We want to be remembered as a nature municipality.
- So I believe we equally plan for these.

If they answer that nature conservation is: For Løkken/Blokhus and West Coast plans: Why have you not made any concrete strategies to protect the existing nature within the plan?

- It was started before we made the overall West Coast plan, but it builds on the same principles.
- I think we are ahead in implementing the plan.
- You have to think about this in a municipal plan and national nature board.
- These nature organisation cannot do anything about that.
- They are not controlling this area.

- A lot of residents have been talked to.
- Now residents in Løkken and Blokhus are talking together to plan.
- Realdania is financially supporting the plans to give them a good stamp.
- The plan does not go completely in the concrete, since that comes afterwards.
- This spring we are working a lot more on the Path 100.
- We have made a plan for our tourism area.
- We want the path to cross a road, but then it crosses a states road where we have to get permission.
- This adds to the complexity of getting these accomplished.

1e. We heard about some gaps within the West Coast Strategy last time we talked; however, do you think there are any gaps in the Løkken/Blokhus plan that should have been addressed?

- We have projects that have not been implemented, like a hotel in the area.
- The municipality cannot make good products.
- It is private actors who do that, but sometimes the timing is not right or not a good economy for it.
- This plan will probably be here for some years.
- If it is good to live in, then it is also good for tourists to visit.
- 10 years ago, we were all in our own departments and not working together.
- I think we are also better at this today.

What are your perceptions on how the collaborative process was developed?

2a. What do you think of when you hear the concept of collaboration?

- When we made it, the municipalities were involved in the plan.
- When we are evaluating and revising the plan at a workshop in April (9/4/2021).
- **Who is involved in this?**
    - The destination companies (A big part of making things happen).
    - Tourist bureau.
    - National organisations.
    - Planners.
    - The municipalities.
    - Urban planners.
    - Industry development.
    - The Danish Coast and Nature Tourism organisation.
    - Realdania.
    - The Partnership for West Coast Tourism.
- We have been invited to a West Coast top meeting in May (many different people are coming).
    - Different municipalities.
    - Realdania.
    - Mayors.
    - Culture ministry.
    - National figures.
    - The Partnership for West Coast Tourism.
- Some of these actors have very different backgrounds, so some may have a background regarding nature.
- Three environmental workers in Hjørring Municipality, and they are great, but not involved in these larger plans.
- Path 100.
    - Planner from our municipality.
    - Also a planner from Jammerbugt.
    - Landowners - ask to use their paths or property.

Which impacts did stakeholders have on the planning process?

3a. Was Kaj Kjær Flora & Fauna involved in the planning process as well? (Blokhus/Løkken)

- No.
- They supported through financial means, but I do not know how involved they really were.
- Therefore, they get some influence.
- It is the municipality that has the responsibility.
- But if we get money from Realdania or in this case KKFF, then we probably need to abide by some things they say.
- Mainly working with nature board and state roads.

3b. Do you think it would have resulted in different outcomes/a different plan?

- It would not be different.
- I cannot say if we did not have other experts involved that some elements would not change.
- But I hope we are already catching these elements.
- We do have the principle to protect and use nature that we have in the plan.

3c. What type of influence did Realdania have on the planning process?

- They are at these meetings a lot.
- Not all projects, but they are really a part of the West Coast.
- We even have a meeting tomorrow that they will be a part of.
- They were also a part of the control group for the Løkken/Blokhus project.

Do they have the final say since they are almost the financial backing of the project?

- Do not know.
- Usually it is a dialogue.
- They are probably certain aspects they want to see happen.
- They have their own principles they are after.
- They want the best product as possible.
- When I have been there, I have not had that impression.
- They have their finger in a lot of projects though.

How will the development impact the landscape?

4a. In reference to Blokhus/Løkken: We are aware that some plots of land have been reserved to build summerhouses in the future. What are your plans for this area? Do you plan on building summerhouses on these plots?

- We have these.
- We cannot just use all of them.
- We have more summerhouses north of Løkken.
- We cannot just make summerhouses where we want.
- There are still regulations.
- Some of these areas are privately owned.
- Some areas we cannot use due to coastline regulations, etc.
- Meaning that yes some cannot be used.
- The other areas that are not limited by this we will use for this purpose most likely.

What was the planning process of the Wayfinding project?

5a. Why was Wayfinding created/What was the purpose of it?

- Try to see if the existing infrastructure can be connected on the West Coast.
- An app will come out soon.

- This is used to direct people to areas we desire and not in other areas.
- The other aspect is signage on existing roads that will be placed along the coast
- These signs will have the West Coast logo.
- We still want more Germans to come to our coast.
- We want this to inspire them to come visit us too.
- We get a better quality and service - which we need.
- Right now we are focusing on routes and outdoor activity.

5b. Who was a part of this process?

- Seeing test elements in Thorsminde.
- The Partnership for West Coast Tourism in Jutland (a part of Danish Coast and Nature).
- Danish Coast and Nature - national organisation.
- Industry.
- Attractions in the area.
- Depends on the specific elements that are being focused on.
- We are a part of it if permissions need to be given or physical planning needs to be done.

5c. How do you think mobility will change?

- We hope that more guests from Germany will come to the north.
- We have more Norwegian tourists then down south.
- It will hopefully be better for all of us.
- This will support the tourist development in the area.
- The West Coast plan is the umbrella of the project.

5d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- Right now, it is about asphalt roads.
- I do not know what the next step would be.
- If we want more guests, then they will also come in nature.
- This will affect nature, but this is where we need protection as well.

Discuss DN's perspective and see what they say. What their response will be to this contrasting perspective?

- I can see that they would have this perspective.
- We do not do this with the nature organisation.
- We could always be better.

C.2.3   Henrik Lund, Project manager from Realdania

What was the planning process?

1a. What was your role in the planning process of creating this tourism development plan for the West Coast of Jutland?

- I am educated architect.
- Why we are interested in the West Coast? We have a big pile of money on 20 billions.
    - We want to improve the quality of life (all aspects of life) for everybody.
    - The tool to do so is to build.
    - We are one of the main building funds of the country.

- Tourism is not in our strategy, but we do have strategies concerning place potentials.
  - We build on the good qualities, trying to enhance these qualities in the area.
  - This is the aspect that ties us to this West Coast project.
  - Tourism is a goal in itself for us, but it is one of the dynamics that are positively active in these areas.
  - Productivity is increased as a lot of the people living there is affected by tourism.
  - Fishing on the beaches where boats are pulled on the beach is where there is a cross between industry and importance of the area's characteristic.
  - Therefore, this area should be used as an attraction.
  - Rubjerg Knude - function has been lower, but it still has a value (in this case through tourism).
  - Everyone knows Klitmøller - tourism can be seen in a negative light.
    * Fisheries do not like the young surfers coming.
    * Some tourists become permanent residents.
    * They do not want more people to come.
  - This is what happens when the economy becomes a driver.
- Skagen, Klitmøller, etc. - wanting to make a better connection between these areas, which led to the Partnership for West Coast Tourism - make it one destination.
  - We ended up showing the destinations that this would benefit all.
- Market as something connected even though they have their own identity.
- Then we made the plan.
- Need to balance protection and use of nature.
- A little municipality does not have the capacity to think about planning in this way.
- The first dune row - develop the area.
- The municipality needs to control their own development. They should not let the investors stir their development.
- Plan and then find investors fitting this plan.
- Strategic physical development planning.
  - We do not just want an overall and fluffy plan, but we wanted to have a plan showing physical change.
  - Development plan since it is a plan happening over time.
  - These local plans are not fully ready yet.
- Then there is also Rubjerg Knude.
- Attractions - nature, museum, etc.
- We have also developed Wayfinding - digital apps and physical changes - a pilot project will happen in Thorsminde in a few weeks.
- We have bigger investors investing in projects in the West Coast - Danish Tourism Capital.
- We want the plan to be tied to the plan, protect nature, increase jobs, etc.
- We believe in the model that happened in Klitmøller - infiltrate society.

1b. What was your role in the planning process of creating this tourism development plan for Blokhus/Løkken?

- Have supported overall strategy and local strategy.
- We have knowledge about the building and construction environment.
- We have the planning and construction qualifications as well as money to support the project.

1c. What was your role in the planning process of creating this tourism development plan for Klitmøller/Vorupør?

- Supported overall strategy through expert knowledge and financial backing.

1d. During the planning process who did you work/collaborate with?

- We have worked with all 11 West Coast municipalities.
- We have also had some advisors helping us with this process.
- We have used advisors, like architects, engineers, traffic engineers, business experts, tourism experts.
- We want to involve the local residents as well.
- For example, with Klitmøller, you cannot pass anything without the support of the residents.
- We want to reflect this.

1d. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- Yes I believe so.
- Seeing nature as a resource to see it as something that you need to plan for and protect.
- One side: You need more investors - and municipalities see this is the way they should go.
- Other side: nature.

    – If there are too many tourist, then nature will be worn.
    – And we have seen this.
    – The Wayfinding will help with this.
    – We have also planned to make boardwalks to make sure the dunes are intact and the biodiversity is intact as well.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- What is a tourist?

    – We can be tourists in our city when visiting the attractions within them.
    – The classic definition is going another place where you do not live.
    – This idea has expanded a lot.
    – Now we also have the outdoor element.
    – Summerhouses are also used as another home.
- It is also about what you wish as a tourist.
- Is that different from what those who live there want?
- Tourism should build on something local and unique.
- What makes you come is also what is going to make them stay.
- Something that will even attract people to live there.

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- It is a different concept in regards to tourism.
- A lot of traffic comes in the peak season.
- We do not have a good solution yet.
- The residents also become upset by this traffic.
- There needs to be parking by the house, supermarket, the beach, etc.
- You use the car a lot, and there are a lot of dead places.
- We can call these concrete deserts.
- Løkken/Blokhus - trying to get people to travel on their bike.
- Having bikes to rent, paths for them, or even having buses that can be used (shuttle buses).
- Making sustainable mobility an experience for the tourists.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- We focus a lot on this.
- This is a big challenge.
- Nature is under pressure.
- This means the places to build on will be limited.
- Therefore, we also limit where we build and develop to the areas that are already built.
- This would be to protect this nature.

2d. How do you work with these three concepts in the plan?

- I think you have to think about it in a balanced way.
- Looking at climate, social sustainability, etc.
- These societies need to be lively throughout the year and tourism needs to be good enough to sustain the society, but we also need to protect nature.
- Where nature is less vulnerable is where the other two concepts can be prioritised more.

What are your perceptions on how the collaborative process was developed?

3a. Do you feel the planning process has been a great example of collaboration??

- Yes I think we have done great.
- The municipalities have conducted the residential meetings.
- It has been the municipalities' responsibility.
- The local residents are really important.
- How do the municipalities involve the local interests.
- It is all about involving the locals.

Which impacts did stakeholders have on the planning process?

4a. We are just wondering, if nature associations, such as DN or KKFF, were involved in the planning process as well?

- We have involved The Danish Nature Agency and the Danish Coastal Directorate.
    - The National Parks.
- They are involved in the process.
- Their role is often to say no.
- They make sure that the regulations are followed.
- Coast director.
- Sometimes, this leads to longer conversations if we do not agree with them.
- It is a valued perspective.
- We need to network with them to understand both sides.
- We have talked with the DN.
    - There have been meetings in between and their ideas have also been heard.
    - I do not remember when they have been involved.
    - I do not remember how we used them.
    - I have not had meetings with them.
    - I have had meetings with the Nature Agency.
    - It has been overall discussions with them.
- This is a thematic plan focusing on tourism.
- In some municipalities, the environmental departments are not under the same umbrella as the tourism department.
- In those situations, it is a battle about who is in charge of the plan.
- We said that we wanted the municipalities to adapt this plan into the local strategies.

- For the municipalities where there is this split, then the environmental departments do not agree with it. This is a pity.
- Residents also get tired of this planning process when the plans are not implemented, seeming more like municipal entertainment than making a difference.
- Therefore, collaboration between municipal departments is key to making this plan a realisation.
- This plan depends on the municipalities using them in their own strategies.

4a. If so, when were they included in the process?

- We talked with a nature board about Wayfinding.
- They have signage, so we asked how we could combine them.
- We talked about what we could do at the beaches.
- Combining people in one area, like the boardwalks.

What was the planning process of the Wayfinding project?

5a. Why was Wayfinding created/What was the purpose of it?

- There has been the branding strategy for the West Coast.
- Under the Wayfinding project, made maps through digital strategy to be used in an app or webpage.
- This will show the attractions in the local areas.
- The other part is avoiding the areas with vulnerable nature and bringing people to these less vulnerable areas.

5b. Who was a part of this process?

- The municipalities.
- Advisers.
- 2-5% physical changes to the landscape.
- 95% of the project is about organising the project and prioritising (this involves many people).
- There are many systems and actors involved in this system.
- It is a diplomatic and organisation for this project.

5c. How do you think mobility will change?

- We need to make an infrastructure that makes sustainable mobility, like cycling and walking, possible.
- Building a new more detailed service and structure in the area so they can move and travel in other ways.
- We need to boost the benefit of moving around in other ways.
- So moving more on bikes and on foot.

5d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- More people will start going out into nature.
- We have already seen this, especially with Covid-19.
- It will happen - it will impact nature.
- We need to make more attractive paths that make sure that people stay away from the vulnerable areas.
- This is the same with mountain bikers.

C.2.4 Anna Sofia Falkentoft, Landscape architect from KKFF

What was KKFF's role in the planning process?

1a. What was your role in the planning process of the Blokhus/Løkken plan?

- Was not a part of it.

1b. What was your role in the Path 100 project?

- The municipality have been planning to expand it for many years.
- We took contact to the municipality.
- We had land there.
- Want to connect Path 100 to into the nature - connecting where a link was missing.

1d. What are the biggest challenges/issues/problems at the Blokhus-Løkken/Path 100?

- The economy - the main role since you always need to find the funding for it.
- We have Jammerbugt and Hjørring, so we have wealthy municipalities.
- The biggest challenge is not getting the support but the financial backing.

1e. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy/project change/affect this "trademark"?

- The tourists will become more focused in one place and not wander around the landscape.
- This could be good, but the downside could be too many tourists.
- People can still respect nature, but it can still be a problem and put pressure on it.
- Overall, I think it will strengthen the coast.
- I think we need to educate the tourists to respect nature.
- If tourists just arrive at a parking lot and walk to a viewpoint, then they might not respect it that much.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- Economy and ecology must be balanced.
- The tourism is the economy.
- If we boost tourism, then we can also boost ecology.
- Tourism is a tool to uphold nature.

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- It is important for everyone have the chance to get access to nature.
- However, this also counts for nature.
- If you put wide asphalt paths in nature, then this is not good for nature and life there.
- It is better to plan 10 km of path where 2 of them are mobile to find a balance for us and for nature.
- The funds make it difficult.
- I think the mobility of humans can both have a good and bad impact on nature.
- It is about how you plan it.
- It is wrong to separate it in that way.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- We define what we see as nature is being something very specific.
- We try to see it as a whole and not separate.
- We are a part of it.
- We should not say we want birds here and not there.
- We need to support nature in a way where we are also in it.
- Until people do not understand this, then we do need to put fences up.
- People understand that it is not nature that disappears but we will.
- *"In development/planning/collaboration processes we should also see nature as an actor not only a value or a resource. Nature does not have a voice in meetings like we can and cannot participate in Teams communication capabilities. Nature does not talk, but it reacts (we see this in climate change, biodiversity, etc.). If we do not include nature as an actor, then the value/resource is lost. Everything we do is in nature. Therefore, nature should be seen as a part of the start of all processes".*

How do you plan for this?

- We buy land, and then we leave it.
- It is important to find the balance in the area where it can uphold itself.
- The best is just not to do much to it and just leave it alone.
- It is a fine balance of using and leaving it.

2d. How do you work with these three concepts in the plan?

- I think the municipality works for the citizens.
- They are focused on where the path is, if it is mobile, etc. for their citizens.
- My job is helping the municipality to use our land for the path, if we decide where Path 100 should go so we can protect the nature.
- I see it more as a recreation project than a nature project.

2e. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- No.
- If you ask me in a year, I might answer differently.
- I think we have done really well so far.
- I think it is a great project.
- For now, it is impossible to say.
- Now, it is about where it ends.

What are your perceptions of how the collaborative process was developed?

3a. What do you think of when you hear the concept of collaboration?

- Collaboration happens when two parts have a common interest and come together.
- Both leave the table satisfied.
- It is better that it is a completely different solution than what both parties thought.
- For us, we had land.
- The municipality wanted to make the land.
- I think we had a great collaboration with the municipality.

Do you feel the planning process has been a great example of collaboration?

- Yes.

Which impacts did stakeholders have on the planning process?

4a. Do you think you have been included in the process because you own property or more because of your knowledge concerning nature conservation?

- It is mostly because of the properties.
- We had something of their interest - land, and they had something of our interest.
- It would have been great if we can influence with knowledge, but that did not happen to a high degree in the project.

Do you want this to change in the future?

- I think it is always important to have foundation and experts in the beginning.
- Sometimes, it is not a good idea to involve all in the beginning but involve them in the next phase of the project.

4b. What type of influence did Realdania have on the planning process?

- They also financed the project.
- Normally, Realdania had comments that are for the common good.
- Realdania wanted to involve Wayfinding more.

What was the planning process of the Wayfinding project?

5a. Why was Wayfinding/Path 100 created/What was the purpose of it?

- Connect the West Coast with a path to connect tourists with nature.

5d.   What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- It can have and not have an impact.
- It depends on how the municipality handles it and collaborates in the future.

C.2.5   Peter Krusborg, CEO Destination Northwest Coast

What was the planning process?

1a. What was the process of creating this tourism development plan?

- Been a little part of the overall West Coast strategy.
- I knew it was happening.
- It was already ready to be worked with when we opened.
- Now because of Covid-19, the plan will be looked at again.
- Was not a part of the Vorupør/Klitmøller or the Løkken/Blokhus plans.
- One thing is writing the plan, the other is implementing it.
- That is where our job comes in.
- We need to pace our municipalities so we can implement it as far as possible and as quickly as possible.

1b. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- Some have a worry about this.

- Not only about untouched dunes.
- Need coasts that can flourish.
- We need areas and businesses that can create a lively atmosphere, but still make sure that we protect nature.
- This will shine more through after this next meeting of the West Coast Development Plan.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- Tourism for me is a difficult concept to swallow.
- It is about economy concerning experience.
- Who wants to be a part of this?
- It is also about infrastructure, overnight stays, and experience.
- Making attractions that are worth travelling to and visiting.
- With Covid-19, we have seen how important tourism actually is
- When you get rid of tourism, it hurts the cultural life and economy.

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- We want to be green and sustainable.
- We want to be on the frontlines of this.
- We want to make it easier for electric cars to be here.
- We really think about that in our work.
- There are a few places where we need to have a look at crowd management, but most places have not reached this capacity yet.
- The tourists who come do not spend as much money and, in turn, do not get as good of an experience as possible.
- We can handle more guests.
- Even those areas that complain about it in Denmark, I do not think it is necessarily a problem.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- It is very important that we protect nature and have our guests be good guests.
- We live a lot from our loyal guests, those that come again.
- To make sure they come back, we need to protect nature.
- We will have a new app to influence where tourists go.
- Tourists needs to stir away from the top 5 attractions and go to other places.
- We also need to look at waste management because of this.

2d. How do you work with these three concepts in the plan?

- I always want more focus on tourism.
- What you come for is mainly nature.
- We have a lot of respect for that.
- Therefore, it is the most important.
- Then mobility comes after.
    - Does a lot for tourism, trade, and industry.
    - The infrastructure is necessary for commuters and tourists.
    - We need to make it easier to be commuters.

- Nature - mobility - tourism

    – How do we get the tourism that is not outsourced to Poland?

Tourism and mobility are concepts that are planned for. Do you think this is also true for nature conservation?

- We definitely think about tourism and mobility together.
- Infrastructure, mobility, and access are important.
- Looking at traffic and parking.

Are these three concepts planned equally (in general) or is nature conservation something that one tries to achieve by planning for tourism and mobility?

- No, I think we prioritise it in our planning.
- It is our first priority.
- Not something that happens ad-hoc but through plans.

What are your perceptions of how the collaborative process was developed?

3a. What do you think of when you hear the concept of collaboration?

- It is key.
- As written in our strategy, we need to facilitate the actions taken.
- We need to get the municipalities on board, but we cannot do it for them.
- The municipalities need to give approval and find the money.
- Therefore, it is super important that we work well together.

Which impacts did stakeholders have on the planning process?

4a. If nature conservation is something that is planned for, why are the "green" experts/stakeholders not included in the planning process?

- The green stakeholders come automatically in, usually through public hearing.
- If we need to put signs up, then we also need to get approval from the environment departments of the municipalities.
- If coastal protection is involved, then DN and other nature organisations might be included.
- I think they are not included just because of the process. We already have environmental departments within our municipalities.
- There are so many other nature organisation, and they are usually proactive to come to us with complaints.
- Property owners are important since we are using their lands.
- The Danish Nature Agency and environmental departments in municipalities are worked with.
- If it is necessary, then other nature organisations would be involved.

    – Especially if it is an area that has been under debate.
    – Have Nature 2000 and Paragraph 3 areas in mind.

4b. What type of influence did Realdania have on the planning process? → Based on the Wayfinding project

- They have funded the projects, so of course we also listen to them.
- As a municipality, there are some areas where they have to listen to Realdania and other times where they cannot.
- It has been a good collaboration though.

What was the planning process of the Wayfinding project?

6a. Why was Wayfinding created/What was the purpose of it?

- Inspired by Ireland.
- We want to tie the whole West Coast together through signage with specific logos.
- Have viewpoints.
- This is what was thought that worked well in Ireland.
- Realdania was also on board with this.
- There would also be physical maps.
- Thorsminde - trial project of this signage to see how this works.
- If this works, then it will be expanded to the 11 municipalities.
- Then there is the digital aspect - either an app or a website.

    - Beta version of the app will be tested this summer.
    - It will be the most important things the app should do.
    - This is a side project from the Wayfinding project or a support project.

6b. Who was a part of this process?

- Realdania.
- The municipalities.

6c. How do you think mobility will change?

- More sustainable mobility.
- Hiking along the coast will probably be more popular.
- I think it will lead to a more holistic experience.
- It will allow tourists to see more of the destinations.

6d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- No.
- I cannot see how it would.
- You just add signs and maps.

    - Thinking about the physical changes.
- I think it will have a neutral effect.
- I think the data we collect for the app could have a positive impact.

C.2.6   Maria Aaen, Secretary leader for the Partnership of West Coast Tourism

What are your perceptions about the concepts of tourism, mobility, nature conservation?

1a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- 24 km away from home.
- A tourist is one that has travelled from home for an experience, usually through an overnight stay.
- Conventional overnight stays or not conventional overnight stays.

    - Staying in summerhouses (private use or through renting).
    - Hotels.
- People using their own summerhouse can also be categorised as tourists.

1b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- A lot of our guests come to the summerhouses through cars.
- They can easily be mobile and through longer distance.
- They want high quality experiences.
- A lot also use bikes to travel short distances around the area.
- People also walk around a lot on their vacations.

1c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- The most important aspect is to protect our foundation of nature.
- This is what guests come for.
- Therefore, it is really important that we have the coastline that we have.
- If you look from the guests' perspective, they book a trip if there is a good overnight stay in nature.
- For some: it is a good nature experience just sitting in the summerhouse and seeing a hare hopping by.

How do you plan for this?

- Through the development principles.
- Concentrate the development.
- Existing service product.
- If we are to reach the goal set in the national strategy, then the West Coast would need a lot more summerhouses.
- This is not something we would like to do.
- Instead, we are looking at how we can better use and improve the summerhouses we have.
- The development will mainly happen in the towns, like in the hotels.
- New market potential about shorter vacations or extended weekends.
- We are prioritising tourism development in areas that can handle it.
- Then we do not prioritise places where there is no existing development.

1d. How do you work with these three concepts in the plan?

- When you ask me, a person working in tourism, I plan for tourism, but that does not mean we do not include it in some way.
- Then you can ask the National Parks if they plan for tourism, they would probably say that we do not do that.
- We leave the protected areas alone.
- We do not develop in these areas.
- If the local municipalities want to do something, then it will need to go through the usual regulations.
- We cannot just go out and build something.
- Even with a bench, we need to make sure that it is approved.
- It is new that tourism is being planned for.
- What is the best for the guest and the industry.
- Build a hotel 5 km away - this is what used to happen.
- After new investments have been minimal in the areas.
- There has not been a lot of opportunities to build because of this huge focus on nature.
- Tourists do not look only at nature, but also lodging opportunities.
- We are trying to see where development can happen in regards to attraction, investment, and also nature.
- Tourism planning is not a municipal responsibility. This is why the tourism plan is so unique.

- Thisted has made a new tourist political statement.

Tourism and mobility are concepts that are planned for. Do you think this is also true for nature conservation?

- We do not make any nature plan.
- Yes, at the municipal level.

Are these three concepts planned equally (in general) or is nature conservation something that one tries to achieve by planning for tourism and mobility?

- We work with tourism planning.
- We are not allowed to plan for nature, but I believe we include it in a good way.
- The municipalities are responsible for planning for nature.

What are your perceptions of how the collaborative process was developed?

2a. What do you think of when you hear the concept of collaboration?

- It is important to get in contact and collaborate with the correct actors.
- We need to figure out who is important to involve and at what level.

  – Who to contact in the municipality - Is it a director, a planning manager, tourism manager?
  – The answer is all the above.
  – Municipal leaders.
  – Destination organisations - leadership and lower-level workers.
  – Representatives from different unions, organisations, and municipalities.
  – Danish business and Danish industry.
  – There are also some National Parks that should be involved.
  – It is a very long list of people who need to be involved in different levels.
  – Some need to be worked with very closely.
  – Some actors in the municipalities have helped writing the plan.
  – Others help more at a distance.
  – The destination organisations were created after the plan, so it was the previous Tourist Agencies that were a part of making the plan.
  – Politicians are also very important.
- It is very complex in how they are included.
- Politicians do not take ownership unless they have influence over it, not if they are just oriented.
- We asked the municipalities to have a tourism planner, tourist manager, more.

  – 2 to 4 from each municipalities were involved.
  – It depends on the organisation of the municipality.
- Then over half a year we had 3 workshops working on the content of this plan and had a study trip to Ireland for inspiration.
- Two rounds for all city councils.

  – Talk all together.
  – Then vote on the plan.
- Sometimes the municipal director and mayors are included.
- Municipal partners have been following it throughout, making suggestions.
- Have also been involved through implementation.
- We are meeting two times a year.
- We have a lot of participants.
- It depends on the relevance of each group.
- One thing is making a plan.
- The other is the implementation.
- We need to make sure the partners still agree with it.

- The Nature Agency has been in the national following group.

    – Development plan - had 3 to 4 meetings.
    – They have been involved and had inputs to these meetings.
    – In Wayfinding, they were working a lot closer with the plan in a working group.
    – The Nature Agency is the biggest landowner on the West Coast.
    – They have been part of virtual meetings.
    – They have also been involved in meetings with the nature actors, like the National Parks and the Nature Agency, to discuss Wayfinding systems.
    – The National Parks have their own Wayfinding systems, so we want to connect these with the new one coming.

Do you feel the planning process has been a great example of collaboration?

- It has been a fantastic collaboration.
- We just had interviews with all partners, many saying that the collaboration has been fantastic.
- We asked what the collaboration meant to them, and all gave great feedback and uses the plan in their municipal plans.
- We can see that they are working with the plan differently, but that makes sense.
- Løkken has room, so we want to do more development there.
- The strength of this plan is it can adapt to the context.
- There is not one model saying how all of the municipalities should be.
- There should be this flexibility.

Which impacts did stakeholders have on the planning process?

3a. If nature conservation is something you plan for, why are the "green" experts/stakeholders not included in the planning process?

- DN - the director said it was the best strategy that could have come about.
- They have not been involved at all, but they have still been happy.
- Municipal environmental department.

    – The plan department in some municipalities are usually under this department.
    – This depends on the municipality.
    – We do not have the resources to help communicate within the municipality.
    – One key actor is the contact person within the partnership.
    – It is their responsibility to communicate within their municipality to communicate to these environmental departments.
    – It would be too complicated if we had to talk to multiple people within the municipality and could even lead to confusion.
    – Example in Hjørring with Wayfinding where the key contact gave the project to the environmental department (someone who handles path and environmental planning on a daily basis).
    – A working group with about 5 to 6 colleagues from the municipality was made to coordinate for this project.
    – With this example, the key contact comes back with information we give to the working group, they discuss, and the key contact reports back to us.
    – If Covid-19 was not a thing and we could have met physically, then this might have been different.

        * We might have had a workshop with 2-3 additional municipal workers from each municipality, like a developer and path planner.
        * That would have given a better planning process since the municipalities could then talk together.
        * Nevertheless, it might have been better for each municipality since they can include more municipal workers in the conversation.

3c. Last time when we asked about why you did not involve nature associations, like DN, you said that "another product would have come out of it". Can you expand on this answer? What type of product would have been produced?

- I do not exactly know.
- The goal would be something completely different.
- Tourism should result in use and happiness.
- Our goal was trying to reach this national strategy, so the goal would be completely different.

3d. What type of influence did Realdania have on the planning process?

- Gave money.
- Was in the control group.
- We have a really good and close work relation with Realdania.
- They have been really happy about these work principles.
- It works well with their vision and identity.
- They were out with a campaign called: "The West Coast shows the way".

  – The municipalities could get financial help to make their local plans.
  – Increase quality in the areas.
  – Danish tourism capital working with investment projects throughout.

What was the planning process of the Wayfinding project?

4a. Why was Wayfinding created/What was the purpose of it?

- We started with having one destination.
- With one brand - brand guide.
- Put this brand in the physical room.
- A person goes on the internet, sees the brand, learns about the West Coast, and books a summerhouse.
- When on vacation and out in the destination, then they will also stumble upon this 'V' brand.
- This West Coast digital - new project.

  – App or website.
  – This will show the same identity and will help show tourists where experiences are and where to go.
- It is a part of the whole.
- This is to lift the quality of the areas and services.
- Maybe they are inspired to follow a road to Klitmøller and explore other places within the West Coast, not just the area they were in.

4b. Who was a part of this process?

- It is the municipalities and destination organisations.
- Those that work with signage.
- Natural Parks.
- Realdania.
- Coast directorate.
- Road directorate.
- The Danish Nature Agency.

4c. How do you think mobility will change?

- We hope that people will move more up and down the West Coast.
- It will attract people who usually do not come to come to the West Coast.

- A road trip.
- Hiking along the coast.
- To use these routes to tie the coast together.
- The West Coast has become one destination.
- It is not geographically that far away.
- It is just a drive away.
- It is about working together to achieve this one destination.
- When the recreation infrastructure has been made, then there are more jobs, etc.

4d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- No.
- We want this digital app to show where people should to go.
- The paths are currently not well signed or clear.
- We need to make this clear and place the signs correctly.
- We need to place the signs where it is OK for the tourists to go.

C.2.7 Thomas Wessel Fyhn, Forester from The Danish Nature Agency in Thy

What was the planning process?

1a. What was your role in the planning process of the West Coast development plan?

- We are involved here and there, so it is something we hear about.
- When you want to do something but it is on the state grounds, then we are involved.
- We see if we agree with it.
- Orientation meetings where they got the documents/background material.
- The central nature agency is probably more involved.
- They were involved in discussion of West Coast when it involved their properties, but for the the rest of the project, they were just informed.

1b. During the planning process who did you work/collaborate with?

- Municipalities.
- Tourism organisations.

1c. What are the biggest challenges/issues/problems on the West Coast?

- South of Klitmøller.
- Started from a resident proposal but also with the municipality.
- Made a big project about shelters in some more protected nature.
- Trying to see if it is possible.
- We have a biologist to make a screening to see if nature is vulnerable in that area.
- There is a great search out into nature.
- What we want is to make some good facilities e.g. paths instead of scattered surface traffic. It is some of the worst for nature.
- Trying to make sure that nature is protected there.
- We take a stand about the project when people approach us.

1d. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- Yes.

- Some of it is very robust nature.
- There are some areas where we do not want that many people to be.
- Guy setting up a running trail that was really successful in these areas.
- Now more people walk here.
- However, sometimes it is places where we do not want people to go.

1e. Do you think there are any gaps in the West Coast strategy that should have been addressed?

- I do not remember it that well.
- We say yes or no depending on the government and minister.
- If one minister agrees with something, then we go in that direction.
- If another minister wants to go in another direction, then we have to do that.
- Protect and use nature.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- The more people come to an area, the more bathrooms, trash cans, etc. are needed.
- We used to just make small shelters, but now we have to make bigger shelters with water and toilets.
- If these are not made, then the area can look like a mess.
- We have a lot of municipalities that ask about this.
- We have to think a lot about these projects.
- We have to think about the operating expenses for the future. Who needs to take care of this?

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- Klitmøller was a dying fishing village, and now surfers have come, creating a new culture.
- The families that did not surf tried to go out and find new experience.
- Biking routes where some other organisations maintain these routes.
- Go to see the windmills.
- People hike up here as well.
- People have been more high maintenance, but we also have a lot of people hiking up here.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- The balance between protecting nature (free nature, calmness, seeing the stars) and use.
- Bikers - screenings showing if we need to pay attention to some nature.
- Can we actually say yes to a new motorbike route without heavily impacting nature?

2d. How do you work with these three concepts in the plan?

- In our area, we push for nature and the public - those are almost even.
- It is a very fine line.
- For example, we might want to make a path, but it would interfere with a specific species.
- It depends on who you ask.
- Some of my colleagues would say that we are giving too much to the public.
- We have obligations to nature.

What are your perceptions of how the collaborative process was developed?

3a. What do you think of when you hear the concept of collaboration?

- When we have had collaboration with e.g. Jammerbugt, then a representative from the Partnership for West Coast Tourism has been there.
- We have heard about the project right from the beginning.
- We have voiced something when we had something to say.
- Including when talking about logos and signs.
- Especially when it is involving our properties/areas.
- We have been involved enough in the processes.

Which impacts did stakeholders have on the planning process?

4a. If nature conservation is something you plan for, why are the "green" experts/stakeholders not included in the planning process? Have other nature organisations been involved?

- I do not know. Maybe DN, but I am not sure.

4d. What type of influence did Realdania have on the planning process?

- They have been involved.
- I am not sure what type of influence they had.

How will the development impact the landscape?

5a. How do you think the plan will affect Nature 2000 areas in regard to tourism development?

- Balancing the protection and use of nature.
- If we do it in a smart way, then it will not impact it.
- It depends heavily on people's behaviour.
- More tourists mean nature will be more worn.
- Some areas we need to have a more firm hand.
- A bonfire is started in the craziest places as people has seen the TV show: Nak og Æd.
- We are talking more and more about access regulations because of these acts in nature.
- People need to be taught how they act.

What was the planning process of the Wayfinding project?

6a. Why was Wayfinding created/What was the purpose of it?

- We have only been involved through a presentation and orientation.
- With Wayfinding, they were just informed.
- The Central Nature Agency is probably more involved than myself.

6b. Who was a part of this process?

- He does not know.

6c. What was your role in the planning process of the Wayfinding?

- I was not involved, I was just informed.

6d. How do you think mobility will change?

- More traffic.

6e. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- Yes.
- They need to be in places that can tolerate the pressure.
- Five new paths that go on the same path.
- That means a lot of logos and signs will be on the same mark.
- This can mean that these areas will have a lot more traffic than they have today.

C.2.8 Linda Bilberg, Development consultant at the Partnership for West Coast Tourism

What was the planning process of the Wayfinding project?

1a. Why was Wayfinding created/What was the purpose of it?

- The purpose was to make it easier for tourists and residents to find their way to the correct experiences.
- We wanted to nudge guests in the places where nature could handle more guests.
- Businesses and official actors.
- The official brand of the West Coast Brand - the 'V'.
- The guests meet this when they look up the West Coast on the internet - they will see this brand online.
- This will also create more unity in the West Coast.
- There is a lot of tourism in Blåvand, Søndervig, Fanø, Rømø, Blokhus, and Løkken.
    - Sometimes there is too much of the good.
- Wayfinding will show guests other places they can visit, so guests will also be more spread out.

1b. What was the planning process of creating this Wayfinding project?

- It started from the development plan - having the initiative from there. It was one of the initiative in the West Coast Development Plan.
- We had a follow up meeting with Realdania to set these initiatives in action.
- Wanted to start an initiative called "The West Coast shows the way".
    - Set aside a lot of money for strategy and physical implementation of the towns.
    - Money was also set for Wayfinding.
- There was dialogue with the municipalities, the Nature Agency, and the National Parks about how this Wayfinding should look.
- It started November 2019 and has continued throughout 2020 and 2021.
- Competition for advisers and concepts for the Wayfinding project, and one advisor has been chosen.

1c. Who were the key stakeholders in creating the Wayfinding project?

- Nature Agency:
    - They are a huge land owner, so we need to have their approval to make things happen;
    - So we needed their input from the beginning to get it passed;
    - We worked with the Central Agency instead of the local since the Central Agency can make things happen quickly.
- DN:
    - They were not directly involved, but maybe it will be a good idea to involve them in the future.
    - Municipalities may need to pull the local DN to use their expertise about nature.
    - The National Parks and Nature Parks were involved through discussions about nature.

1e. What are the biggest challenges/issues/problems in the Wayfinding project?

- One size does not fit all.
- When making Wayfinding, you have to consider the local conditions.
- Local owners need to allow for changes.
- You cannot just take a concept and implement it. We can have the basic elements but you have to start from scratch.
- You have to work with the people on the local level.
- The Wayfinding concept would have had more of a push if Realdania had contributed with money for Wayfinding to buy these things, and this is not the case.
- The municipalities need to finance this initiative on their own.

1f. How do you think mobility will change?

- In the pilot project of Thorsminde, we have been limited, so we could only work with Wayfinding for people walking.
- The original plan was to work with road signs and have this connected and overall car route for the West Coast where people should drive up the West Coast and enjoy the beautiful and versatile nature.
- We cannot change the road signs and put the logo on there.
- I think the mobility between the destinations will change a little.
- However, I do not think we will see a huge impact yet.
- We are working on a digital app to show people where to go.

    – I think this will show a difference in mobility.

Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark" by Wayfinding?

- We will use nature where we can and protect nature where we need to.
- We will lead people to areas and nature that can handle it, keeping people away from vulnerable nature.
- I do not think it will have a negative impact.

1g. Do you think there are any gaps in the Wayfinding project that should have been addressed?

- We have a need for a place to mark: this is where I need to be.
- When you come to the place, people are uncertain if it is here they should be.
- There should be something at the end indicating: you have reached your destination.
- An endpoint.
- I would have loved the road ways to indicate the brand as well, but we have not been able to achieve this.
- It will be a part of the updated plan for the summer.
- The municipality will work on signing on the roads to indicate the brand.
- We need to work with the environmental minister and transport minister.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- I think local and sustainable development.
- I work with tourism on the West Coast and see that it creates jobs and a good economy.
- I think about protection and use of nature.
- I think it should be hand-in-hand with the recreational infrastructure.

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- There has been a huge tradition of thinking about cars in the West Coast since most of our guests come via car.
- But there is an increasing demand for greener transportation - bikes, hiking, trains, buses, etc.
- This is becoming increasingly considered by the municipalities.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- We focus a lot on protection and use.
- No one has the interest in ruining nature.
- However, we need a balance to have people learn from nature as well.

How do you plan for this?

- We work on different levels.
- A project to show what footprint is left when people walk in nature.
- Mountain bike routes.
    - Want to show the great mountain bike routes in the area.
    - The more of these guests, the more worn out nature there will be.
    - These businesses formed a partnership where they pay money for the maintenance of the routes.

2d. How do you work with these three concepts in the plan? (prioritise)

- Mobility has not been very practical since laws have restricted us.
- So mobility has been lagging behind nature conservation and tourism.
- We do want to plan equally for them.

What are your perceptions on how the collaborative process was developed?

3a. What do you think of when you hear the concept of collaboration?

- The local and owners.
- We do not have money for the municipality.
- Municipalities need to take ownership of the project, especially since they are financing it.
- We have been hit by Covid-19, impacting the process as well.
- A lot of the municipalities have financed and taken initiatives for the project.
- It may have helped if we had physical meetings.
- We need to make sure that the municipalities take ownership, and the project is anchored.
- Municipalities:
    - Representatives from development or planning departments.
    - We have asked to make an international:
        * Development,
        * Planning,
        * Road and park.
    - Including these three departments are really important, since they come with their own expertise and knowledge.
- They know more specific information about their areas.

Do you feel the planning process has been a great example of collaboration?

- Yes.
- We could have probably done even more if we could have met physically through the workshop.
- We have learned from this and hope to make it better in the future.

4a. What type of influence did Realdania have on the planning process?

- Yes.
- They are paying the biggest part of the project of the West Coast plan.
- So they have a say.
- They have some requirements and wishes for the quality and look of the project.
- They cannot compromise some of their wishes.

4b. How do you plan on working with Nature 2000 areas or other sensitive habitats?

- We have municipalities here to decide where guests should be led.
- The municipalities and the Nature Agency (if they own the property) makes the decision.
- Wayfinding is pretty flexible.
- However, every municipality needs to make certain decisions - need to go somewhere, what to avoid.
- The plan is flexible.

  – The backbone is there. The municipalities must decide what to point to.
  – However, each municipality needs to figure out themselves how to do that.

C.2.9 Pia Jensen, Head of plan, environment, and industry section of the planning and environmental department

How have the environment and engineering department been involved in the planning process?

1a. In what capacity have you/the environmental department been involved in the West Coast development plan and Klitmøller/Vorupør plan?

- I am with the environment department.

  – We think in terms of smoke, noise, and trash.
- We have not been involved.
- It was later on in the process when we entered the conversation with Henrik Jensen (project leader of the Klitmøller/Vorupør strategy).
- We have not had a concrete involvement in the process.
- The tourism manager might have started a dialogue with us if something came up, but other than that we have not been involved in the process.
- We get more involved when projects become more concrete. Currently, these projects are not concrete, meaning we have not been heavily involved.
- When things become more concrete and dialogue becomes relevant, then we are involved.
- This comes later on in the process through implementation.
- In terms of projects:

  – Those with money start the conversation.
  – It starts on a higher managerial level and goes down the ranks.
  – We enter before the application is sent in and everything becomes completely concrete - that is where our department adds to the conversations.
  – We move some commas before everything becomes concrete.
- Klitmøller/Vorupør: We are only involved when we are needed in the conversation.
- New outcomes if you were more involved?

  – I do not think it would be in another direction, but some things may change if there is conflict.
  – For example:
    * If a club were to be built, then there might be noise complaints from the neighbours, and this is something that should be thought about in the planning of the project.
  – Those with a nature focus have been a lot more involved (the department - Environment and engineering - is split into two: environment and nature).
    * Paragraph 3 means a lot more involvement.

* We emphasise this more in the local plan as well.
* It has been difficult to stop things from happening under this department as well.
* We cannot plan in coastal zones and dune protection areas.
* There is a potential to develop here, but the limit is still unknown - how much space can be occupied and built on.
* What would the footprint be?
* This is where some challenges are present: when things do not go into detail.

- As a result, this overall plan can lead to challenges when details are not presented in the plan regarding nature and the environment.
- More tourists come, increase in mobility.

  – Henrik Jensen might have a better answer than me.

- The overall plan can lead to a challenge involving the environmental department; projects need to be more concrete before we add to the conversation.
- It is not a secret that the overall West Coast Development plan focuses on tourism.

  – We can point to a map and say to them: *"Have you thought about this area?"*
  – Their response would be no since they are thinking about the overall strategy vs specific vulnerable area.
  – This can present a challenge.
  – Danish Coast and Nature Tourism have a different agenda.

    * May not think in these terms due to that agenda.
    * They are more focused on tourism.

  – In these cases, we may say that this is not possible due to the protection of nature, so conflicts may happen here.

- It can be a problem when the plan does not go into detail
- We still need to think about the limit to nature, that is where we push, especially when laws are not followed.
- The person most involved is the business and trade department.
- We have been involved, but when we are involved there are a lot of limits faced.
- However, we have been slightly involved.
- There are options if we are creative enough.
- Many want as many lodging options as possible to get more money into the area. Consequently, those in charge might not want to consider avoiding building houses in vulnerable nature. Then they would not get as much money.
- Maybe one day, they will be more heavily considered.
- Our suggestions have been considered to an extent.
- When projects become more concrete, this is where we can voice our concerns and be more critical.
- Our department has been involved in some of the dialogue.
- She feels satisfied with the dialogue that has happened.
- However, it could always be better.
- We have learned a lot from it.

  – We have learned to collaborate more due to this.
  – Henrik Jensen starts to understand our perception and we understand his more after this collaboration.
  – It is all about balance.
  – I think this has helped us in the long run, so we will collaborate and discuss projects more.

- Nature focus has been involved, but the environmental focus has not been heavily involved yet.

C.2.10 Anna Oosterhof, Business and tourism manager in Jammerbugt Municipality

What was the planning process for Blokhus/Løkken?

1a. What was the process of creating this tourism development plan?

- It started in 2018.
- It started before the development plan.
- Overall, development plan of the West Coast - Meetings with the tourist department, planners, and businesses (museum owners, etc.).
  - Had workshops with these people from each municipality.
  - BARK Association was the advisor writing this plan.
- Use the structural plan in their own municipality.
- Danish Coast and Nature Tourism - needed to tie the coast together.
- We got a questionnaire asking if we wanted to be a part of it.
- When I was in Hjørring, we said yes to this.
- Løkken:
  - From young to family town.
- Blokhus is also going through changes.
- Then we decided to work together.
- We wanted to add Realdania to it to add to the project.
- Anders in Jammerbugt Municipality.
- Realdania helped finance the plan.
- BARK Association was involved in the local development planning.

What meetings were you involved in during the process?

- Workshop:
  - Different directions for these meetings.
    * Event Development.
    * Business development - had an advisory board.
- We made a big advisory board with a lot of different businesses right from the start.
- Smaller groups were also made.
  - Had activities with the businesses to get to know each other.
  - As a result, there was teamwork without us always being there.
- We had to align two organisations or municipalities that are organised in different ways.
  - It was a challenge to get this teamwork organised as a result of this difference.
  - However, I think it was possible due to the dedication we had.
  - The two towns also have their different cultures.
  - Blokhus became bigger and bigger, and some even say they have outdone tourism in Løkken.

1e. Denmark is widely respected for its environmental standards and unspoiled coastal areas. Will the new strategy change/affect this "trademark"?

- I think it will.
- Cycling path between Thisted and Jammerbugt.
  - We have some conflict.
  - Keep people in the towns other than needing to go running or hiking in nature.
  - There has been a debate concerning if too many people are in nature.
  - They are always people coming on bikes, hiking, and running.
  - We want to put more focus on this.
  - We are well aware that we have to have a balance.
  - I also feel the West Coast Development Plan has this, saying that development should stay in places where development already exists.

1f. Do you think there are any gaps in the Blokhus/Løkken strategy that should have been addressed?

- Yes.
- It ends with a bunch of suggestions.
- We have had meetings with Jammerbugt about investment dialogue, and then we have ideas in hand.
- Some think the plan is just suggestions.
- When seeing the boardwalk in the Blokhus/Løkken plan, then people think that the boardwalks will for sure be a part of the development. However, we should probably have been clear that it was just an option not a requirement. It cost too much money to make the boardwalk in reality.

What are your perceptions about the concepts of tourism, mobility, nature conservation?

2a. In terms of this planning, when you think about the concept of tourism, what important aspects come to mind?

- You should look a lot at the development of the towns.
- Blokhus is a good example.
    - So much development is happening there.
    - A lot of buildings have been made.
    - The municipalities could have been more critical in what they should build.
    - They should have strategised more in their investments and construction rather than just meeting investors' demands.
- Tourism is just as much town development.
- It should be organised and municipalities should be more critical about it.

2b. In terms of this planning, when you think about the concept of mobility, what important aspects come to mind?

- In the plan, we worked with the shuttle bus.
- We also looked at an existing bus route.
- You cannot come directly from Blokhus to Løkken.
- We do not have much focus on this.
- We should probably have more of this.
- The electric car charging stations are also sparse.
- They are constantly being used.
- We also need to think about it in more sustainable terms.
- This is something we should think more about in the future.
- If you look at how many cars there are in the peak season, then it is really difficult to move around.
- We can see that as tourism increases, mobility also increases.
- We want to attract the tourist that is active.
- We are in the middle of trying to improve these soft transportation within Jammerbugt.

2c. In terms of this planning, when you think about the concept of nature conservation, what important aspects come to mind?

- Denmark's map.
- Looking at nature and sustainability.
- We have shown a lot of what we can do in nature.
- So we have to be prepared for this.
- We look at this through Wayfinding.
    - We will also use this to guide people around in nature.

2d. How do you work with these three concepts in the plan?

- We work a lot with tourism.

- And we work equally with marketing.
- A good thing would be to look to see where the money is.
- We work a lot less with mobility than we do with tourism and marketing.
- We need to work on mobility.
- We plan a lot for nature conservation and work with the nature agency.
- 58 new houses are being built in Rødhus, and people may say we are not putting as much focus on nature.
- I think it is prioritised:
    - 1. Tourism and market.
    - 2. Mobility and nature.
- Tourism and marketing are prioritised first, and then comes mobility and nature conservation.

What are your perceptions of how the collaborative process was developed?

3a. What do you think of when you hear the concept of collaboration?

- It is always important to have a broad involvement.
- That also means it is very time consuming.
- I think you have to see it more as an investment.
- If we do not do it from the start, then you will meet conflict later on.
- We see this in some projects and plans now.
- We need to have as many stakeholders involved as possible.
- Need more to less.

Do you feel the planning process has been a great example of collaboration?

- I think we succeeded in getting many stakeholders involved in the process.
- We also had meetings in the areas so the stakeholders could understand the context better.
- So they can understand what is going on outside of their own lives and daily routines.
- So they can understand other stakeholders in the process.

Which impacts did stakeholders have on the planning process?

4a. We have read your article from Byplan Nyt 2019 and it seems that you are a fan of sharing knowledge and ideas amongst stakeholders. We are just wondering, if nature associations, such as DN or KKFF, were involved in the planning process as well?

- Nature Agency:
    - They have been on the side-lines.
    - We have worked with the Nature Agency in establishing cycling paths on their land.
        * Here, we work with them very closely.
        * We always need to remember to have the Nature Agency in mind.
    - We do not have them involved in Blokhus/Løkken.
    - We could have probably included them more when planning for nature, but not in the towns.
    - With the Path 100, they will be more involved.
- DN:
    - We have not included them.
    - We have only had the Nature Agency.
    - We have not had the local organisations involved.
    - They voiced something if they did not agreed with us.
    - We usually will approach them if we see that they would be interested in them; however, with Blokhus/Løkken we have not.
    - They are usually not officially involved.

- KKFF:
  - We have worked closely with them.
  - Private company that owns property.
  - They wanted to be a part of the project and include their land in the Path 100 project.
- It is those who own land that are involved in the planning process.
- Path 100 from Blokhus to Løkken:
  - Talking to landowners.
- We have decided to work with the Nature Agency as the 'voice' for nature.
- DN is not involved in the conversation, so it is actually good we are having this interview.

4c. Do you think it would have resulted in different outcomes/a different plan?

- Yes.
- We are interested that our development matches with the West Coast Development Plan, which also takes into consideration nature.

4d. What type of influence did Realdania have on the planning process?

- They have been heavily involved, especially in the control group.
- "The West Coast shows the way".
  - Looking at long-term solutions in the destinations.
- They thought it was weird that cars could drive on the beach.
- Our concern was what to do with all of the cars.
- Since they have the money, then they also have an influence in what direction the municipalities will go in.
- It is good we have Realdania in the conversation since they uplift the plans and projects.
- They have been a good partner.
- Wayfinding elements and signs.
  - They have helped with this as well.

How will the development impact the landscape?

5a. How do you plan on working with Nature 2000 areas in regards to tourism development?

- We try to avoid these as much as possible.
- We very rarely do something in these areas.
- Especially since it is difficult to do anything there.

5b. Local planning: We are aware that some plots of land have been reserved to build summerhouses in the future. What are your plans for this area? Do you plan on building summerhouses on these plots?

- Yes.
- At some point we have to return some areas to the state to get new lands to develop on.
- If we never get the land developed, then we can switch the land with another piece of land from the state.
- So yes, we are building summerhouses in these areas.
- We do get a lot of conflict if we build houses close to nature areas.
  - In Rødhus, there is a new project with building 58 new summerhouses.
  - Mostly house owners have been complaining about this new development.
- The amount of summerhouses we build depends on the demand.
- Right now, the demand is high, so we are using practically all of the areas.

- Before Covid-19, there was more exchange of land with the state since not a lot of people were buying the land.
- Saltum is being used to build summerhouses to meet the demand.

What was the planning process of the Wayfinding project?

6a. Why did you create Wayfinding/What was the purpose of it?

- To guide tourists where to go on the West Coast.
- An app will also be created to emphasise this.
- Saw this in Ireland.

6b. Who was a part of this process?

- Materialise the market by seeing this specific 'V' logo.
- West Coast Tourism - project leader.
- The 11 West Coast municipalities.
- Realdania.
- After the project was put out to tender, a tourism specialist was attached.
- It was a long process.
- Need to decide on finances, how it needs to look, etc.
- Now the municipalities need to implement it.
- Municipalities need to find the money for it.
- But I think it is a good project and a good idea to implement it.

6c. How do you think mobility will change?

- I hope we can improve the situation with electric cars.
- I hope we will invest in making mobility in and around the West Coast better.
- Develop towns for people to be able to easily come there through public transportation.

6d. What kind of impact do you think the Wayfinding app will have on nature in the municipality?

- We hope it will have a positive impact.
- Want some paths to be more well known (well known as Margueritruten).