

Tourism landscape & sense of place:

The influences of tourism induced place changes on the relationship of residents with their home place



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PREFACE

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ABSTRACT

When tourism is introduced into a place, it becomes part of it and induces changes. These place changes are described by the concept tourism landscape as it comprises all material and immaterial components of the landscape which are added for and connected to tourism. Furthermore, it includes the power relations which are involved in shaping tourism-induced landscape transformations. Since tourism destinations are as well the home of the local community, these place changes can influence the residents which attach meaning to their home place. This thesis aims to demonstrate how residents perceive and experience tourism-induced place changes, and how this influences the way they feel about their home place. This has relevance because tourism has emerged into a popular tool for the regional development. To achieve sustainable outcomes, it is crucial that tourism planners understand and consider the impacts on the local community. The current literature body of tourism landscape focuses on the perspective of the tourists, less attention is given to the local context and the perspective of the residents – even though it is intrinsically part of the concept.

For the data collection, a two-fold, qualitative approach was applied. First, a web analysis and an expert interview were conducted to gain insights into the tourism narrative and place-specific context. Second, interviews with residents were done to find out about their perspective on tourism-induced spatial changes. The interviews were assisted by a pre-selection of photos which represent aspects of the landscape which are important in the eye of the participants. The findings show that the impacts on residents are diverse since tourism induced spatial development adds and transforms material and immaterial landscape elements like the place image and the infrastructure. Furthermore, a new user group is added to the landscape – the tourist. The way residents perceive and experience these place changes influences the meaning which they attach to their home place. The results also show that many different perspectives and demands on the place exist within the local community which makes tourism a field of tension as they can oppose each other. The scale of politics and tourism planning has a crucial position in the institutional system since they bring together different stakeholder, shape dominant discourses, and distribute resources and benefits. Hence, it is crucial that they understand their position within and influences on the local place system.

Keywords: tourism landscape, sense of place, political ecology, tourism development and planning, residents, tourism impacts

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1 INTRODUCTION

“As one of the cogs in the grinding machinery of the Anthropocene, tourism is said to influence us all, in one way or the other.”

(Ren, Bjørst, & Dredge, 2016, p. 286)

Ren et al. (2016) make a big statement here. It is undoubtedly true that tourism has become a fundamental part of today`s society. The emergence of tourism has caused fundamental rearrangements of local practices, and social identities (Prince, 2019). Some tourism scholars argue that these rearrangements have reached a point where it can be said that tourism manifests “itself in every aspect of contemporary life” (Prince, 2019, p. 731) (see Darbellay & Stock, 2012; Franklin, 2004). The consequences of the outbreak of Covid-19 have illustrated this clearly. For instance, it has shown how essential travelling is for the lives of many people and how for granted we take it that we have the right as well as possibilities to do this whenever we want. As Ren et al. (2016, p. 286) fittingly state, “tourism is not only, and never was only about tourism” (Jóhannesson et al., 2015). Tourism is a major contemporary force which influences the way today`s society functions and the public awareness for this is growing.

This also implies that people are not only influenced by tourism deliberately; tourism becomes part of their environment - and therefore lives - when it transforms their home places. As Hughes (1998) states, tourism is intrinsically a spatial phenomenon as it transforms places from within. On the one hand, place changes happen intentionally through active changes in policies and land use (Hughes, 1998). In this way, new infrastructure is for instance added to the material landscape – the same landscape which is also used by the local community. On the other hand, it influences places unintentionally as representations of space change, for instance, through tourist promotions (Hughes, 1998). This means that a new place meaning is added which might interfere with other meanings of the landscape. Tourist also use the same places as locals and, therefore, have direct interactions with them (Amsden et al., 2010). Hence, tourism-induced spatial development can have fundamental influences on the local social system since tourism places are not just temporary host localities for tourists; they are also the living environment for the residents of these places (Amsden et al., 2010; Prince, 2019). The way in which residents perceive and experience tourism-induced changes of their home place has an influence on the relationship they have with it (Amsden et al., 2010).

The interaction between tourism, place-making and local identities has been conceptualized before with the term ‘tourism landscape’ (Stoffelen & Vanneste, 2015). It covers the material and immaterial parts of the landscape which are added, influenced or transformed by tourism.

Within the research field of tourism landscape, the perspective of the tourists has gained much attention in current literature (Gkoltsiou & Terkenli, 2012; Terkenli, 2002; 2004; 2014). This is mirrored in the fact that it is often referred to the 'tourist landscape' – which already puts focus on the tourist just by the choice of name. It is important to mention, though, that the limited focus on the residents is not intrinsic to the concept. As it has been outlined in the paragraphs before, tourism and its manifestation within the landscape of places is not just about the tourist and their characterisation of it. As Stoffelen and Vanneste (2015) point out, there is the need to approach tourism landscapes in a more holistic way by making the place and the local system a central component of the conceptualisation. Furthermore, Prince (2019) argues that there exists a gap in the literature as to how tourism landscapes are experienced and partially constructed by residents, and how this influences the way they give meaning to their home place. This study picks up on this by researching the tourism landscape within the place-specific, local context.

Hence, the main two objectives of this study are to get an in-depth understanding of how tourism becomes part of the local context and how this influences the local community. It is aimed to demonstrate how residents perceive and experience tourism-induced changes, and how this influences the way they feel about their home place. In this way, this study shows a representation of the tourism landscape which does not put the focus on the consumption side but shows the implementation of tourism within the place-specific local context. The main focus of this thesis lies on the residents and their position within the tourism system of a destination. By doing so, the study also aims to give insights for a sustainable, integrative tourism development for tourism planners. Therefore, this main research question was developed:

How does the relationship of residents to their home place change in a context of tourism-induced spatial development?

I tackle this research question with a qualitative case study of the town of Monschau in Germany. This case is fitting for the research aim because it is a popular tourism destination with an estimated number of 260 000 overnight stays and 1.2 million daily visitors each year (dwif, 2019). In contrast, the town has just 12.504 inhabitants (Monschau.de, 2019). When looking at the tourist in comparison to the inhabitant numbers, it is quite likely that inhabitants regularly come in contact with tourism and its impacts on the landscape. I established five sub-questions to link this case study to the overarching research question:

Who is involved in the main tourism development processes in Monschau and which main elements are selected in the supporting narrative?

Which power relations underpin the development process of the tourism landscape in Monschau?

What characteristics/elements of the landscape do residents perceive as part of the tourism landscape?

How do experiences with the tourism landscape and meanings ascribed to it influence the creation and maintenance of sense of place?

How do the main narrative and the different local place meanings of residents match or mismatch?

Additionally, this research has societal relevance because tourism has developed into a massive societal phenomenon. For 2018, the estimations of the UNWTO show an increase of international tourist arrivals of 5 %. In total, 1.4 billion people have been recorded (UNWTO, 2019). Looking at these numbers, it is not surprising that tourism is considered as a development tool for the future economy (Ren et al., 2016). These circumstances make it crucial to find sustainable ways to integrate tourism into the system of places. In present time, tourism is often connected to many negative impacts for the residents of a place - like a reduced quality of living (Cheung & Li, 2019). This shows that the sustainability of tourism is an important current issue. Hereby, sustainable tourism is not about the type of tourism practiced in a place but about the outcomes of tourism in the place-specific context (Knowles, 2019). In order to reach these outcomes, it is crucial to include the perspective of the residents within the planning. To be able to do this it is important to understand how tourism development influences the daily reality of inhabitants and the way they feel about their home place.

The focus of this study lies on this concept because 1) it is an analytical tool which points out the elements and aspects of a landscape which are connected to tourism, 2) it helps to visualize tourism-induced changes, and 3) it has a multidisciplinary character which makes it possible to include different perspectives (Knudsen et al., 2008; Stoffelen & Vanneste, 2015; Terkenli, 2002; Terkenli et al., 2019). It is a complex concept (Terkenli, 2014), which helps to understand the diverse influences tourism can have on a place. In this way, it supports to make sense of the way tourism shapes and transforms places. It makes it also possible to illustrate how residents perceive changes to their home place.

2 LITERATURE STUDY

In this chapter, the scientific base for the research problem is provided through an in-depth discussion of the concept tourism landscape in connection with the concepts place making, tourism ecology and sense of place. It starts with an introduction of the concept tourism landscape. The second part discusses how tourism transforms a landscape and the third part in which way it becomes part of the landscape. In the last section, it is described how and why tourism influences the residents.

2.1 INTRODUCING THE TOURISM LANDSCAPE CONCEPT

In literature, tourism has been widely noted as tool for place making which is the complex process through which people perceive, define, and create a place (Lew, 2017). Lew (2017), for instance, argues that tourism development is fundamentally a practice of place making because it has the intention to influence the place image. The process of place making is characterised by practices and actions of individuals and institutions (Arefi, 2014; Lew, 2017) and can be described as a continuum (Lew, 2017). On the one hand, the construction of places happens intentionally through planned interventions which are primary implemented top-down. On the other hand, places are constructed in an organic way through the actions of the residents (Friedmann, 2010). In reality, the organic and planned processes induced by tourism development happen at the same time (Lew, 2017).

This perspective of tourism development implies that tourism changes the local context. For instance, it changes the landscape of a place (Gkoltsiou & Terkenli 2012; Prince 2019). Tourism and the landscape interact and influence each other (Stoffelen & Vanneste, 2015; Terkenli, 2014; Terkenli et al., 2019). They are related in the way that the tourism landscape becomes part and, thereby, changes the material and symbolic properties of, the prior-existing landscape (Stoffelen & Vanneste, 2015). Generally, the tourism landscape consists of two main dimensions: 1) the landscape and 2) tourism. These two dimensions are interrelated and have to interact at a place in order to form the tourism landscape (Hall & Page, 2014). Hence, the concept 'tourism landscape' deals with the interactions between tourism and the landscape.

Furthermore, tourism development involves mechanisms and processes that influence the structures, and elements of a landscape (Gkoltsiou & Terkenli, 2012). It is also characterised by uneven power relations between the involved stakeholders since some stakeholder groups have more power than others – and, hence, a higher influence on how the landscape develops

(Douglas, 2014). Additionally, tourism infiltrates the different mental layers of a landscape (Stoffelen & Vanneste, 2015). Terkenli et al. (2019) describe the tourism landscape as the type of the landscape which is functionally related to tourism activities. Thus, the tourism landscape covers all material and immaterial aspects, elements and layers of the landscape which are added, influenced or transformed by tourism.

2.2 HOW IS TOURISM A TRANSFORMATIVE FORCE FOR LANDSCAPES?

Landscapes provide the assets and bonds which are the basis for the touristic evolution of a destination. In this way, they indirectly set the framework for tourism development (Stoffelen & Vanneste, 2015). Landscape is a synthetical construct (Antrop, 2006, Terkenli, 2014) which is a geographical medium which is appropriate to analyse the relationship between humans and places (Terkenli, 2002). On the one extreme, landscapes are conceptualised as socially constructed entities which depend on the way they are seen or perceived by people (Greider & Garkovic, 1994). On the other extreme, landscapes are conceptualised as tangible entities which are solely based on their physical attributes and natural processes (Griffiths & Mather, 2000). Most of the social scientists conceptualise landscapes within this continuum, though. Therefore, landscape is a holistic, multidimensional concept which integrates natural, ecological, economic and social spheres (Stoffelen & Vanneste, 2015). In alignment with this, the European Landscape Convention describes a landscape as “an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors” (Council of Europe, 2000, p.2). This definition points out the basic features of a landscape: It 1) refers to the material-physical elements and structures as well as the 2) immaterial values and symbols attached to it, and 3) involves dynamic interactions between human and natural components (Antrop, 2006) through which its character changes over time (Isachenko, 2009; van Eetvelde & Antrop, 2004).

Landscape transformations can be induced by an added touristic landscape function as it can be seen in empirical observations in literature. Through the introduction of new functions and land uses, landscapes are gradually changing (Hartman, 2016). Due to economic reorganisation in an increasingly globalising economy, many rural landscapes, particularly in the Global North, experience a substantial degree of rearrangement in both economic orientation and in the symbolic properties assigned to them by people (Woods & McDonagh, 2011). This rearrangement is based on developments on the demand- and supply-side. First, on the demand side, there exists the demand in society on the side of the customer to consume places (Urry, 1995). Second, on the supply side, rural regions use tourism as a new

development pathway to counteract their spatial disadvantages towards urban areas which are the main places of investments and economic activity (Grimes, 2000). Considering these developments, many rural areas in the Global North are transforming from places of production, centred on agriculture and rural industries, to places of consumption where leisure and tourism become more structuring socio-economic drivers (Hartman, 2016). This influences also the landscape of places. Landscapes are 'leisuring' due to the new functions which means that they are transforming due to touristic activities (Bunce, 2008).

But in which way does tourism concretely influence landscapes? As it has been lined out in the paragraph before, the character of landscapes is influenced by human factors: Through tourism, new users – the tourists – are introduced into the existing landscape (Terkenli et al., 2019). The influence of the tourists is reflected and gets imprinted on the landscape (Terkenli, 2002). It is important to consider the viewpoint of the tourists because they are the ones which are consuming the landscape: for them, the landscape as tourism product is created by tourism officials. Most obvious for the relationship between tourist and the landscape is the visual appearance. Tourism landscapes hold representational aspects for the tourist (Terkenli, 2002). Generally, a long tradition exists between landscape perception and the scenery (Steen Jacobsen, 2007). Since the 17th century, landscape is about the vision and the view on the scenery. Until now, this notion has stayed connected to the term landscape and is part of tourism development and appropriation through the notion of panoramic views (Terkenli, 2014). Since the beginning of the modern tourism, pictures have been a crucial aspect of the tourist experience and are still nowadays (Urry, 2002). The scenic view is an essential aspect within tourism not just through pictures or postcard but also through tourism marketing iconography (Terkenli, 2014).

The tourism landscape is not just representational, though; it also holds relational and affective components for the tourist (Terkenli, 2002). The way tourists perceived the landscape is not just influenced by the sense of seeing: They experience the landscape multi-sensory (Steen Jacobsen, 2007). Terkenli (2004) illustrates the difference between tourism landscape and other spatial units through the difference between seeing and gazing. The way that tourists experience places depends on their 'tourist gaze'. An object or place becomes a tourist product because the tourist gives this specific meaning to it (Urry, 2002). The act of gazing is more than seeing since it is additionally emotionally laden (Terkenli, 2004). This means that the tourism landscape "is filled with intended and unintended meanings for the tourist" (Knudsen et al., 2008, p. 5). Thus, the tourism landscape is a mean of personal

identity construction for the tourists (Bessière, 1998; Urry, 1995). Tourists want to unravel the identity of the destination and its community. In order to create this meaning and understand the destination landscape, they must 'read' the landscape. Hence, creation of place meaning from the side of the tourists is an "important individual and heterogeneous process (Stoffelen & Vanneste, 2015, p. 549)" since each individual person experiences landscapes in a different way (Knudsen et al., 2008).

Furthermore, tourism landscapes are mediums of cultural identity construction (Terkenli, 2014). The meaning-creation through the 'tourist gaze' happens through a judgement process which is influenced by different factors. Hereby, not just previous experiences are a major influence, but also trends, media, and the cultural background. In this sense, the tourist gaze is also a social practice. Different societies and social groups have different tourist gazes in different temporal periods (Urry & Larsen, 2011). Therefore, the experience of a tourist is based on their personal experience as well as their socio-cultural background (Knudsen et al., 2008). Regarding the tourism landscape, this means that "[i]mages and discourses about landscape are reproduced through representation of cultural signs. The tourist assesses the sight based on this representation and may validate the meaning within the predominant discourse (Terkenli, 2004, p. 340)". This shows that it is not about the individual tourist alone. Tourists come with their 'cultural stamp'; tourism has its power as collective activity. Tourism landscapes are, therefore, place-, time- and culture-specific. They represent social and cultural perceptions at specific periods in time (Terkenli, 2004).

Since the perception of landscape is not just individual but also collective, tourism landscapes become similar. Structures and elements are introduced into local landscapes which are alike other places (Knudsen et al., 2008). Nowadays, the collective views are shaped by globalisation and a networked society. Tourism as well is a global phenomenon (Terkenli, 2014). This means that the perspective of tourists is also shaped by global influences, it does not just depend on their national background. Terkenli et al. (2019), for instance, found that people from two different countries have a similar understanding of the tourism landscape – even though they were judging two different types of tourism landscape (upland and seaside). This indicated that there might be an international standard and expectations of the current tourism industry which is imprinted on the landscape (Terkenli et al., 2019). Prince (2019, p. 733) argues that "travel narratives and imageries, constructed and diffused through the authority of travelling eyes, attribute symbolic value to a destination such as that of paradise, wilderness and rural idyll" (see, for instance, Nelson, 2010; Nost, 2013). For the purpose of

tourism, landscape elements are commodified to show a destination image which is recognisable, stable and unified (Saarinen, 2004; Urry, 2002). Within this process, the understanding of the landscape is institutionalized (Knudsen et al., 2008). This homogenisation of meaning often results in a high selectivity regarding the selection of destination images and representations of place meanings which focuses on outsider values (Knudsen et al., 2008; Nelson, 2010; Terkenli, 2002; Urry, 1995). Hence, these reflections show that tourism landscapes are never neutral, but always at least partly the result of power distribution in society as not everyone is in the position to let their vision dominate.

It is important to recognize and be aware of that even when tourism landscapes become similar due to tourism influences (Knudsen et al., 2008), they still depend on their own specific place-based context. As Stoffelen and Vanneste (2015) criticize, a main research theme of tourism landscape studies is the 'placelessness' or stereotyped description of tourism landscapes instead of explicitly referring to "the emplaced material and physical touristic assets of landscapes themselves (Stoffelen & Vanneste (2015, p. 548)" (Saarinen, 2004; Terkenli, 2002, 2004). This is not accurate since the creation of a place depends on intended and unintended actions by different stakeholders which are part of the place-specific network (Lew, 2017). Globalizing developments can be adapted differently depending on the place (Jackson, 2004). Hence, it is also important to include the place-specific, local context and the perspective of the residents which is missing in the current literature body.

2.3 HOW DOES THE TOURISM LANDSCAPE CONSTITUTE ITSELF WITHIN THE PRIOR-EXISTING LANDSCAPE?

The paragraph before has shown that tourism is a force of geographical transformation since it has the power to change the character of a landscape (Hartman, 2016; Terkenli, 2002). Thus, processes and mechanisms of tourism development drive landscape transformation through time. This affects fundamental structural material and immaterial – elements, as well as their interrelations (Gkoltsiou & Terkenli, 2012; Hartman, 2016, Terkenli et al., 2019). Even though tourism landscapes are not 'placeless' and incorporate touristic influences based on their own place-specific context, it is possible to trace common elements and structures. In their interdisciplinary, quantitative conceptualisation, Gkoltsiou and Terkenli (2012) argue that the physical-material setting of a tourism landscape can be assessed by 'composition' and 'configuration' indicators. The former category includes elements which are typical for the tourism landscape and is further divided into percentage of land uses and heterogeneity. The latter points out the spatial concentration of tourism development and is composed of the

attributes and spatial distribution of land cover types (Gkoltsiou & Terkenli, 2012). Thus, this conceptualisation illustrates the visible structural changes which are the result of an emerging tourism landscape. Furthermore, the material elements of a tourism landscape can be summarized in three groupings: Tourist attractions, tourist facilities/services, and the presence of tourists. The combination of these elements differentiates the tourism landscape from other types of landscape (Terkenli et al., 2019).

Both approaches are quite simplified, though, since they do not cover the whole scope of the interactions between tourism and the landscape. As Gkoltsiou and Terkenli (2012) and Terkenli et al. (2019) note themselves, it is also important to include the broader socio-cultural and economic context within the analysis to take account the changing cognitive and symbolic elements of the tourism landscape. In general, the existing literature on tourism landscape lacks consensus and integration (Stoffelen & Vanneste, 2015; Terkenli et al., 2019). Stoffelen and Vanneste (2015) criticise that studies of tourism landscape often miss the complexity and wholeness of the interactions between tourism and landscape. They argue that the literature body can be divided in two main groups: tourism- and landscape-centred approaches. The former focuses on the social constructed, symbolic and more abstract aspects of the tourism landscape, and include physical attributes just to a limited degree. The latter consider landscapes as tangible assets for tourism and mainly reflect on material characteristics. Neither comprises the whole scope of the interactions.

In order to make the conceptualisation more holistic and counter the weaknesses they identified in both strands of the literature on tourism landscapes, Stoffelen and Vanneste (2015) propose to combine the concept of tourism landscape with the concept political ecology. The concept political ecology emerged around the 1970s. One of the first times, it was mentioned 1972 by Eric Wolf who emphasized the need to integrate the ecological context on the local level within the broader scope of the political economy (Wolf, 1972). Douglas (2014) describes the concept as “the study of social relations and the resulting power structures that are produced and reproduced between society and nature (Douglas, 2014, p. 8-9)” (Escobar, 1996). It is about understanding the interactions between environmental and political forces, and how these affect social and environmental changes (Bryant, 1992). Therefore, political ecology approaches are characterised by the goal to understand the dynamics and transformations which are happening in places and “between the different spatial scales as well as stakeholders” (Saarinen & Nepal, 2016). Political ecology adds an ‘interdisciplinary lens’ (Douglas, 2014, p. 8) to the study of human-environment interactions

(Douglas, 2014, Saarinen & Nepal, 2016). It provides analytical means to combine several areas of the field of tourism research in the conceptual and methodological framework (Stonich, 1998).

Even though tourism and the environment are strongly connected, political ecology has been neglected for a long time within tourism research (Rainer, 2018). The concept of political economy, on the other hand, has been used in several studies which deal with environmental conflicts (Douglas, 2014). This approach – as well as political ecology – deals critically with the relationship of economic activities and nature. It focuses on aspects of relative power between social actors and nature and the production of socio-economic environments (Mosedale, 2015). In comparison with political ecology, though, this approach does not provide “a fully grounded theoretical integration of the ecological context (Douglas, 2014, p. 9)” (Stonich, 1998). Political ecology adds a post-structural dimension (Mosedale, 2015). This means that the construction of meaning does not lie solely in the hands of institutions but depends also on the place-specific context and discourses. Therefore, political ecology adds the dimension of deconstructing society-nature relations and highlighting discursive as well as material elements (Mosedale, 2015). Like the concept of the tourism landscape, it deals with material and immaterial aspects of the influence of tourism on a place.

This can be better illustrated by showing the development of the application of the concept within tourism research. In the beginning, contributions dealt with contexts of uneven power relations and focus on tropical island destinations (Gössling, 2003; Stonich, 1998). The first paper which connects political ecology to tourism investigates the relationships between tourism development, water, and environmental health. Political ecology is applied in this way that it is used to identify the various stakeholders involved, their relative power regarding the use of the natural resource, and the distributional outcomes in respect to the quality of water and environmental health (Stonich, 1998). Thus, a political ecology approach is used in this literature as an analytical tool to examine the relationship between tourism and natural resource management, as well as the impacts on the local community (Gössling, 2003; Ren et al., 2016; Saarinen & Nepal, 2016; Stonich, 1998). The concept is linked to the use and access of resources (Saarinen & Nepal, 2016). As Stonich (1998) concludes, one of the most important tasks of political ecology is establishing insights into the interrelations between the major stakeholders. Therefore, the main focus of the examination is an investigation of several actors which are involved in the debate around tourism development versus environmental changes (Gössling, 2003; Stonich, 1998).

In the further development of the concept within tourism literature, the focus stays on destinations which are characterised by uneven power structures, but the scope broadens from islands to countries in the third world (Ren et al., 2016; Saarinen & Nepal, 2016). Saarinen and Nepal (2016) show how political ecology is a helpful approach to understand the kind of power issues, inequalities, conflicts and discourses which are happening within the relations between tourism, environment, and community as well as their changes and transformations. . Political ecology can be used as analytical tool not just for cases with obvious uneven power relations but generally for any tourism destination. When assessing the relationship between tourism development and landscape changes, it is important to consider power structures since tourism-environment-community-relations and their transformations are the products of political processes (Saarinen & Nepal, 2016) – a remark already made above when discussing the institutionalization of collective meaning in (tourism) landscapes. Produced and consumed symbolic meanings of a landscape – as for example for tourism purposes – are inevitably various and contested. People in power positions shape the dominant discourse and distribute the benefits which are connected to the commodification of natural resources (Neumann, 2011).

In addition, Ren et al. (2016) underline that the relationships between tourism, local communities, political processes and the environmental dimension are mediated within a wider and more complex set of social-political-economic-environment relations. “How tourism mobilizes and materializes (or not) in local contexts, then, is as much about its presence as it is about its absence in land use, natural resource management and development debates (Ren et al., 2016, p. 2)”. The shaping of the landscape is influenced by powers structures which are produced and reproduced in the context of tourism. These are based on the material and conceptual understanding which people have of nature and society. In order to understand the connections between tourism, society, and nature the broader social, economic, and political context must be considered (Douglas, 2014). “[L]andscape is not only connected to or impacted by human activity and global power structures, but rather also as an active participant [...]in producing certain forms of landscape, power and agency.” (Ren et al., 2016, p. 11). In short, political ecology complements the concept of tourism landscapes because of its central focus on 1) social relations and the attributes of power of stakeholders and 2) the environmental context (Stoffelen & Vanneste, 2015).

The conceptualisation of Stoffelen and Vanneste (2015) is based on the idea that tourism and landscape form a conceptual continuum. They are connected in a way that it is not possible to

untangle their interrelation. The strict conceptual separation of tourism landscapes in their two dimensions (landscape and tourism) is, thus, a fallacy. The connection is described through 1) the commodification and institutionalisation of the prior-existing landscape characteristics for tourism purposes and 2) the constitutive power of tourism on the prior-existing landscape as a 3) continuous constructionist process which involves power relations. On the one hand, the tourism landscape can be seen as a spatial phenomenon. On the other hand, it is characterised by emplaced social and power relations, as well as constructions. Hence, their approach integrates the currently fragmented studies of the interactions between tourism and the landscape. The tourism landscape is neither situated on the immaterial extreme (tourism-centred studies) nor on the material extreme (landscape-centred studies). This conceptualisation gives a holistic view on the constitution of the tourism landscape within the prior-existing landscape but does not actively include the perception of the residents.

2.4 WHY AND HOW DOES THE TOURISM LANDSCAPE INFLUENCE THE SENSE OF PLACE OF THE RESIDENTS?

In the paragraphs before, it became visible that academic literature body concerned with tourism landscapes mainly focuses on the view of the tourists and how the tourism landscape constitutes itself in relation to the pre-existing landscape. As it was pointed out before, the tourism landscape is not just about the tourists but involves several other stakeholders including the residents of a place. The perspective of residents on the tourism landscape can differ from the perspective of tourists (Mercado Alonso & Fernández Tabales, 2018; Knudsen et al., 2008). Mercado Alonso and Fernández Tabales (2018), for instance, found differences between the perception of residents and the perception of tourists regarding the tourism landscape of Sevilla. This shows that depending on the position of the stakeholder, landscapes can be viewed differently, and multiple realities are present within the same landscape (Timms, 2008). Any view on tourism and landscape is characterised by multiple outsider and insider meanings (Knudsen et al., 2008). Thus, the tourism landscape can have different meanings for different involved stakeholder groups. The ‘reading’ of a landscape takes place not just from the side of the tourist but also from the side of the residents.

Thereby, residents could experience the tourism landscape in a different way than residents. The following differentiation is made to underline the potential difference in experience and meaning making between residents and tourists – of course, in reality, these clear separations are not possible, since tourists diverse meaning to the landscape as the prior discussion has revealed. For analytical purposes, residents can be seen as insiders and tourists, in contrary,

are outsiders. They experience the same landscape differently because they have a different perspective on the landscape (Tuan, 1974; in: Timms, 2008). The experience by the outsider might be guided more by sight, while the experience of insiders might be guided by daily practices and formed social bonds which they connect to the landscape with which they interact daily (Ingold, 2011; Olwig, 1996). This is because the view of an outsider depends on cultural and personal experiences which were created somewhere else, while the worldview of insiders is influenced by the relationship to the livelihood of the place (Tuan, 1974; in: Timms, 2008). For example, a tourist could see the landscape of a destination purely as its natural appearance and in absence of any human influence. A resident of this landscape, in contrast, is aware of the human influences since he or she lives in and depend on this place (Timms, 2008).

Hence, for residents, the tourism landscape is as well a living environment (Amsden et al., 2010). As Prince (2019) argues, the tourism landscape imposes socio-cultural complexities on the local community. It is not possible to separate them from the cultural activities and social lives of the residents of these landscapes (Cunningham, 2009; Daugstad, 2008). Thus, the tourism landscape is a material realm where local practices and tourism dynamics constantly interact – providing an example of the inability to make a strict conceptual separation between landscapes and tourism. In this sense, the landscape is as well a product of actions and practices. Through these, people make and re-make the world around them to build themselves a place they can call home. Tourism contributes to this process. In combination with the changing cultural and natural landscapes, residents must re-negotiate their position in the world (Prince, 2019). This constant re-negotiation can possibly influence the relationship of the residents with their home place.

There are different concepts which describe the relationship people have with places. Hereby, sense of place is the most general one (Farnum et al., 2005; Jorgensen & Stedman, 2001). It describes how people ascribe meaning to a place. Hence, the concept acknowledges that places may have an influence on the construction of meaning (Farnum et al., 2005). As an overarching concept, it is composed of several elements. Firstly, the affective component is represented by place attachment (Jorgensen & Stedman, 2001). This concept describes the positive bond individuals and groups have with their environment (Williams et al., 1992). Secondly, place identity is the cognitive elements of sense of place (Jorgensen & Stedman, 2001). It describes the parts of the identity which are connected to the environment (Proshansky et al., 1983). Finally, the functional aspect of sense of place is described by place

dependency (Jorgensen & Stedman, 2001). This describes the fit between the intended use of a place and actual ability of the place to enable this use (Farnum et al., 2005). All these concepts describe the judgements people make regarding the particular place (Amsden, 2007).

Furthermore, sense of place is a composition of socially constructed and landscape-based meanings (Amsden, 2007). It arises from 1) direct experiences with the landscape as well as from 2) symbols which describe what the landscape represents (Farnum et al., 2004).

Furthermore, it can be created on an individual level as well as on a social, group-based level (Amsden, 2007). Therefore, tourism can influence the relationship of the individual person as well as the relationship of the community to a place. It is also possible that the relationship of a community to the place influences the relationship of the individual person to the place (Amsden et al., 2010). This is represented in the concept of the multi-layered landscape by Isachenko (2009). This concept shows that a landscape consists of material layers like the land use and different mental layers which are all related to each other: individual meanings, collective meanings and political symbols are connected through underlying constructivist processes. Tourism can be seen as an intermediate which influences these relations and, in this way, influences the collective and individual meanings. For example, tourism is added as a symbol of politics for marketing purposes or as a new use of the landscape. In this way, it can have influence on the individual as well as on the collective layer.

Hence, landscapes give context and structure to sense of place (Amsden, 2007; Amsden et al. 2010) as well does the tourism landscape (Knudsen et al., 2008). Additionally, the landscape is also physically and symbolically produced by these place-based meanings the residents ascribe to it (Cunningham, 2009). This shows the strong connection between residents and landscape of their home place. Therefore, a changing context through tourism can influence the sense of place of the residents. The study of Amsden et al. (2010) shows that tourism indeed influences the relationship of residents to their home place. The concept of sense of place is about the interpretations and representations of physical elements and the social dynamics of the landscape (Gieryn, 2000). In this way, tourism can have two influences on the sense of place. First, tourism changes the attributes of a place and in this way influences the representations they hold. As Amsden et al. (2010) show in their research, changes for tourism development in the physical setting have an influence on the feelings residents have regarding their physical surrounding. For example, they see it as problematic that tourists possibility damage the beauty of the natural and urban landscape and that they have to share their favourite places with outsiders. Second, tourism can change the social dynamics of a

place by letting perceived outsiders into the place which can influence the social relations. Amsden et al. (2010) argue that tourism becomes part of the social system. For example, new buildings offer new places for community interactions and can hold symbolic meanings for the residents. Furthermore, the social interaction between the residents are different during the high and low season. Therefore, the sense of place of the residents changes due to changing representations and social dynamics of the landscape.

Additionally, conflicts between local and extra-local stakeholders within tourism development are often about the meaning of place and local resource management (Cunningham, 2009; Stenseke, 2016). As it has been outlined before, tourism-induced changes of the landscape hold power relations (Stoffelen & Vanneste, 2015). Williams and Stewart (1998), for instance, argue that the sense of place of the local people should be included in the natural resource management. In this way, they criticize that the planning officials do not include the side of the residents even if their decisions have an influence on the home place of the residents. In tourism, which as well is about managing resources, the same issue can arise. The people who make decisions have the power to exclude and include stakeholders. The case of Moray in Scotland is a good example for this. The development officials of the region have based their main narrative on whisky. This quite one-sided tourism image has led to the exclusion of the diverse sense of place of the locals and the favouring of specific locations, mainly with big distilleries, within a highly diverse material-physical landscape of the larger destination. Many residents feel not represented in the created, rather homogeneous destination's images and this is one reason why an integrated tourism development is hindered (Stoffelen & Vanneste, 2016). This evoked feeling of exclusion as well as conflicts regarding landscape resources can influence the way residents feel about their home place as well as which opportunities arise to also benefit socio-economically from tourism development in the area.

3 METHODOLOGY

This chapter describes all relevant components and considerations for the research process which were applied to explore the tourism landscape and its influence on the residents in practice. This includes where the data is gathered, how it is gathered and how the gathered data is analysed to come to the results which are presented and discussed in the 4th chapter. Finally, this also involves ethical considerations. This research project aims to study, firstly, how tourism becomes part of a place which includes power structures and underlying constructivist processes and, secondly, the experiences and interactions residents have with the emerged tourism landscape. Therefore, a qualitative research approach is used since this type of research is concerned with social structures as well as individual experiences (Winchester & Rofe, 2016).

3.1 CASE STUDY MONSCHAU

A main objective of this study is to gain an in-depth insight into how the tourism landscape is part of the place-specific local context and influences the residents of this place. Hence, a case study approach is applied since this “involves the study of a single instance [...] of a phenomenon in order to explore in-depth nuances of the phenomenon and the contextual influences on and explanations of that phenomenon” (Baxter, 2016, p. 130). As case study, the German town Monschau was chosen which is situated in the federal state North Rhine-Westphalia (NRW) in the west of Germany, close to the Belgium border. This town is interesting and relevant regarding the aims of this study for two reasons.

First, Monschau is a place with high tourism influence. Within the city region of Aachen, the main city in the area, it is a tourism magnet. In 2019, a consultancy report confirmed that Monschau can be considered as a member of the ‘Champions-League’ of tourism places in Germany (Aachener Nachrichten, 2019). They estimated a yearly number of 260 000 overnight stays and 1.2 million daily visitors (dwif, 2019). In contrast, the town has just 12.504 inhabitants (Monschau.de, 2019). When looking at the tourist in comparison to the inhabitant numbers it is quite likely that inhabitants regularly come in contact with tourism and its impacts on the landscape.

Second, Monschau is characterised by a clear spatial recognizability. It is a small town which is located in a valley (Eifel.info, n.d.). In this way, the place is naturally bounded which gives the place a clear spatial character and confines tourism development to a small area. This clear recognizability could be the basis local identity of the residents as well as for the created

tourism landscape. Additionally, Moschau is connected with the national park Eifel and the nature park High Fens (Monschauerland.de, n.d.). This could add to the recognizability. Furthermore, this connection could result in a tourism landscape that is a combination of clear cultural (the town) and natural (the surrounding natural places) features. This context makes it interesting to study the interaction of the sense of place of the residents and the tourism landscape.

3.2 PROCESS OF DATA COLLECTION

3.2.1 FIRST PART

The data which is needed to answer the research question was collected in a process which consists of two main parts. In the first part, data about the main tourism development processes and tourism narrative is gathered through a document and web analysis of Monschau's official web page and social media accounts, as well as the web pages of the tourism association of which Monschau is part of. The analysis was done through a process of informal, non-structured 'coding' of web pages, where I looked at important reoccurring themes and made connections between the different sources. It is difficult, though, to get all the necessary insights into the tourism development structures and content solely through a document analysis. Therefore, the analysis was combined with a qualitative expert interview. Hereby, the expert is defined by their position due to which they have the relevant functional knowledge necessary for the specific academic purpose (Kaiser, 2014). The expert was identified during the web and document analysis. It is a person with insider knowledge about the organisational structures of the tourism development and the creation of the tourism narrative in Monschau. A semi-structured interview was held via phone in May 2020. In this way, it was possible to include pre-defined content by the researcher but leave the room free to adapt the flow of the interview to the participant (Dunn, 2016). The interview guide can be found in Appendix A.

The meaning of interview data was determined through a stepwise approach as described by Dunn (2016). To be able to do the coding, the interview was recorded and transcribed. In this way, the data could be processed through a latent content analysis, where the transcript is processed regarding specific themes. In the beginning, the codes were based on the aspects which have been considered as important by the literature. During the coding, descriptive codes were added to take account of content which have not been considered before. This is important as the respondent addressed themes which were not considered in the theoretical part but were important for the research subject. After the coding, all the statements which are

connected to a specific topic were reviewed and connections were made between the different themes. These findings of the analysis were compared to the findings of the document and web analysis. In this way, the most relevant components of the main tourism narrative and first insights in the place-specific local tourism context were gained.

3.2.2 SECOND PART

In the second part of the data collection process, further insights into local community structures and the perspective of the residents were gained through interviews with residents. Initially, the plan was to find participants when visiting Monschau in person in April 2020. Due to the outbreak of the Covid-19 pandemic and the resulting exit restrictions in Germany and the Netherlands, I was not able to do this. Hence, I had to find participants through the medium internet. On the one hand., I searched for participants through an announcement in the official Monschau group on Facebook. I started by asking for permission of the group administrators, which I was granted. Then, I created a post in which I requested residents to participate in my study. The post had two components. First, I created a small graphic in which the question 'What does Monschau constitute for you?' had a central position. Also, I stated that I search for participants for my Master's thesis and that the thesis deals with the tourist development in Monschau and how it is experienced the locals. This part aimed to attract the attention of the members of the Facebook group. As second part of the post, I created a longer statement in which I introduced myself and the research topic more in detail. Thereby, I tried to stay as vague as possible. Still, I decided to mention that the research is about tourism since it is an essential part of the research. I must admit that this influenced the selection of the pictures as described in the corresponding section further down. The Facebook announcement can be found in Appendix B.

I tried to keep the sample of residents as random as possible in the light of the circumstances of my study. Due to the acquisition of participants through the internet, some residents were excluded from the beginning. The Facebook group has around 2500 members, which is around 20 percent of Monschau's population. To be able to reach residents outside this scope as well, I decided to contact gatekeepers. These are residents which have a central position in the community and, hence, they are in the position to open-up the entrance to members of the community which are more difficult to reach (Dunn, 2016). I determined the gatekeepers by asking the expert of the first part who gave me a list of people which have central positions in the community. I chose to contact three gatekeepers who fit with the study aim as they

represent different community groups but are not directly connected to tourism. The gatekeepers were important for my research for two reasons. On the one hand, they send an e-mail to all people of their network, which widened the circle of people which are reached by my inquiry. On the other hand, I did interviews with them as participants. Since my goal is to gain insights into the local context, they have a special knowledge as they are highly involved into the community. Hence, they were able to give me further insights into the structures and functioning of the local institutional system, the influence of tourism on the place and the general perspective of the local community on tourism impacts.

In addition to the 3 gatekeepers, I recruited 1 participant through the gatekeepers and 6 through the Facebook announcement. In qualitative research, not the sample size is most important for meaning and validity of the data, but this depends on what kind of information is needed for the research goal and purpose (Stratford & Bradshaw, 2016). Hence, it depends on the characteristics of the study and the case. For this research project, it was 1) important to resemble the different city districts of Monschau as it consists of the city centre and six surrounding villages. Even though the city centre is the place of main tourism activity, also the villages must be represented within the sample to be accurate with place characteristics. The sample contains 3 participants from the villages and 7 from the old centre. 2) It is important to represent different generations as there might be differences between them. 1 participant is from the age span 18-34, 3 from the age span 35-54 and 6 from the age span 55-75. 3) Monschau's population is characterised through a combination of old-established residents and new residents. The sampling consists of 1 participant who moved to Monschau 10 years ago, 1 participant who moved to Monschau as a child and 7 participants who live in Monschau for their whole life. Information about the community structures were gained in the web analysis, through exchange with the participants via Facebook and e-mail, as well as within the interviews. I decided to not give more information about the sample as Monschau has a strongly connected community and, hence, participants could be recognised. After conducting 10 interviews, I detected many reoccurring themes which came up in the interviews. The added value of the last two interviews was small. Furthermore, the structure of my sample represents different scales of the community which is why I decided to do not search for more participants.

As method of data collection, I planned to use a photo-elicitation technique, as applied by Amsden (2007) and Amsden et al. (2010), to gain knowledge about the perception of the residents regarding the tourism landscape. Within the process of resident-employed

photography, residents are asked to make photographs of places that are important to their self-identification or are symbolical as for meanings they attach to their home place (Amsden, 2007). Due to Covid-19 pandemic and resulting exit restrictions, it was not possible to carry out this part of the data collection as it would ethically not be justifiable to ask participants to take pictures outside in such a situation. Instead, participants were asked to send pictures they have already taken before.

Before the interviews, the participants were given a letter which contained instructions regarding their selection of pictures as preparation for the interview. I asked to send me the pictures in advance so that I can prepare and gain first insights into their perspective by coding them. This is explained more precisely in the analysis section. For the instructions, I used the same wording like Amsden (2007, p. 38) – just translated into German and applied to my context – who instructed his participants to choose 5-10 “photographs each of [...] things which that most attached them to the local area. They were told that their photos did not necessarily need to be based inside the boundaries of [...] [the place], but should instead try to capture relatively local elements of their daily lives that provide the most meaning, or that would be most missed if they were to move away”.

When I conducted the interviews, I realized that some participants based their selection on what they think is interesting about their place for tourists and not for themselves. I had to take this into account when analysing the data. I also adapted my interviews slightly by focusing more on finding out in which way the pictures connect to their perception of Monschau and what is missing in the selection when they perceive Monschau independently of the tourist’s perspective. Even though this was not intended, this circumstance gave me interesting insights in what parts of the landscape participants include in their personal image and what in the outside image. I gained this insight by comparing the selections of participants with different reasoning in mind. Furthermore, the letter contained practical information about the period in which the interviews were planned to be conducted and the estimated length of the interviews. The letter can be found in Appendix C. For the interviews, I used the mediums skype or zoom depending on what was more convenient for the participant. In this way, I could include the pictures by creating a PowerPoint presentation and sharing my screen. Within the PowerPoint, I was also able to create the collage – as described in the following paragraph.

The selected photos were subsequently discussed in an interview. The length of the interviews was between 1 hour 15 and 2 hours 30 and they were done between Mai and June 2020. The interviews were divided in four main sections:

- 1) The selected photos were discussed. In this way, motivations and argumentations were added to the photo itself. Hence, participants could not just tell about but also show details of important places (Amsden et al., 2010). This allows the respondents to “better elucidate the content of the photo and the degree to which it represents sociocultural and ecological phenomena, and how these combine in potentially unique ways” (Stedman et al. 2004, p. 586).
- 2) The participants created a mood board out of their photo selection with guidance from me. A mood board is a collage of pictures which express ideas or emotions which are connected to an specific topic (Tiemann, 2016). The idea of this collage was to represent what Monschau means to the participants. In this way, participants can communicate their feelings and thoughts within a discussion to the researcher (Tiemann, 2016). I added this part as the selection of photos does not include the same degree of involvement with the place as taking pictures with the topic in mind.
- 3) The participants were asked to describe how tourism fits into the collage. As pictures can be used as ice-breaker into a topic (Bignante, 2010). the collage was the entry into the perception of the residents regarding tourism-induced place changes. Starting from there, the participant’s perceptions on and experiences with tourism were discussed.
- 4) Five collages which were created by me in advance were discussed in the final part of the interview – after the participants have talked about their perception on tourism influences. Three of the collages represented the three main components of the tourism narrative which were elaborated in the first part of the data collection process. The fourth collage is an Instagram campaign of last year and the fifth collage represents tourism infrastructure which is added to the place. I used this combination of pictures since pictures can be used to evoke numerous types of reactions (Steen Jacobsen, 2007). In the context of this study, I wanted to see how respondents react to the official tourism narrative and tourism-induced landscape changes. The selection of pictures can be found in Appendix D.

For the interviews, I used an interview guide which can be found in Appendix E. An interview guide contains a listing of prepared questions which are a reminder of the topics which the researcher has intended to discuss in advance (Dunn, 2016). The form of the

interview can be described as semi-structured in-depth interview. Semi-structured, because I divided the interview in the parts above and created equivalent questions for each section (Dunn, 2016). In-depth, because even though I had a structure in mind, the main goal of the interview was to gain an in-depth understanding into the perspective of the participants. Hence, based on what the participants considered as important, I sometimes deviated from the structure. Therefore, the division into separate parts was not seen as fixed but as general guidance for the interview. For instance, it happened that participants started to talk about tourism-induced place changes and their perception of them before the part in which I intended to address this topic. Since the perspective of the residence on the tourism landscape is the main purpose of this interviews, I discussed issue raised by the participant until it was sufficiently explained. Then I returned to the part where we left off.

Furthermore, I had a different interview structure for the gatekeepers since these interviews has different main purpose as described in the corresponding section above. Therefore, I first addressed their position within the community, the institutional structures of the local context and the influence of tourism on it, as well as the perspective of the residents on tourism-induced place changes. Afterwards, I started with the 'regula interview'. Due to limited time resources, I left out the creation of the collage. I was aware of this distinct structure of their interviews within the analysis, as this had an influence on their answers regarding the tourism landscape.

3.3 ANALYSIS OF THE DATA

Before the analysis, the recorded interview data was transcribed. A transcript is a written form of the interview which includes additional information besides the conversation like descriptions of the way a person talks (Dunn, 2016). In this specific case, I also added information regarding the use of the pictures within the interview. The transcribed interviews were analysed based on stepwise procedure of Amsden (2007). In the first step, solely the surface of the photos was determined. In this way, first insights regarding the elements of the landscape were worked out by defining different categories. After I had labelled the pictures, I compared the findings with the labels Amsden (2007) ascribed to his data. Based on this comparison, categories were created with further sub-elements connected to my place-specific case. A summary of the labels can be found in Appendix F. The labelling was done before the interviews to prepare myself for the interview by gaining first insights into the perspective of the participants. In this way, I was able to go more in-depth within the interviews.

Furthermore, this enabled me to compare the labels I gave the pictures before the interview

with the words by which the participant described the photos within the interview. This is done by by Amsden (2007) as second step of the analysis. In this way, meanings can be revealed which were not addressed in the first round. I combined this step with his third step where he analysed the interviews independently.

The analysis of the interviews, is based on the process of coding and creating themes described by Stoffelen (2019). He considers coding as a cycling and iterative process. His approach can be applied in research projects where the context is highly multidimensional since different stakeholders on different scales participate in the study and each stakeholder possess different perspectives and context-specific issues. This is the case in this research project. Furthermore, it fits with the principles of the this study as his “research departed from a mostly empiricist position to knowledge creation but was also motivated and guided by theorizations, conceptualizations and previous research findings in the literature” (Stoffelen, 2019, p. 2200). Based on these considerations, he created a process which starts with inductive coding. The inductive codes are connected to the deductive codes after the first full round of inductive coding and a data aggregation process which results in themes. I adapted the approach to the scope and purpose of the thesis. In the first round, I coded all interviews with descriptive codes. This kind of codes ascribe initial topics to a text (Cope, 2010; in: Stoffelen, 2019). I did the description quite close to the meaning of the participants which led to very detailed codes. Each interview had between 166 and 487 codes. Hence, this round of coding led to unstructured list of descriptive codes which represented all discussed topics (Stoffelen, 2019).

In the next steps, I aggregated the codes. I started with summarizing the codes of the first interview regarding common themes and added the codes of the other interviews one after another. This resulted in 232 code groupings. In a third round, these groupings were compared to each other and similar themes were connected. Then, the code groupings were put in hierarchy by creating a table in a separate document. As a result of this, 6 overarching themes were worked out. The table with main code groupings and the 6 themes can be found in Appendix G. Finally, Stoffelen (2019) suggests a triangulation of the themes with additional data as this is important to increase the trustworthiness of the results. Therefore, I did compare the results of the data analysis with results of the first round of data collection. The results are connected to the theory in the following discussion part.

3.4 ETHICAL CONSIDERATIONS

Ethical considerations are important since research projects are part of societal system and, hence, are influenced by societal processes and behaviours. The position of the researcher in relation to the participants has a crucial influence on the research process and outcomes (Dowling, 2016). Before the interview, it has importance because potential participants must be convinced to take place in the study. Hence, trust need to be built from the beginning (Dunn, 2016). In this study, this was especially important since I had the position of an 'outsider' as I did not have any personal connections to be place of study. This makes it more difficult to convince residents to participate – especially since I could make contact through the medium internet. The introduction text was especially important as it is the first moment of contact. In order to establish the trust of the participants, I did not just put the subject of research into the introduction text but also entered my motivation, why I have chosen Monschau and what makes the topic important to study. I am aware that this might had have an influence on the answers of participants, but I formulated just short explanations which did not include any important details.

Furthermore, the informed consent was crucial as it is a assurance for the participants that I will use their data responsible. This is also important since I am in the powerful position to use and analyse their personal information and the pictures they provide me about their home place. Hence, I have the obligation to assure the protection of the respondent's privacy and confidentiality at all times since I invade their personal space. Therefore, it is crucial to assure that participants give their informed consent before, during, and after the interviews (Dowling, 2016). I designed a letter of informed consent which each participant had to sign beforehand. In this way, the participant confirms that they want to be part of the research voluntarily and has been informed about privacy and confidential issues (Dowling, 2016). The letter includes an indication of the topic (again without giving too much information since this could have an influence on the answers) and the use and registration of the data. Participants is guaranteed that they can choose to drop out of the research at all times of the research process. Furthermore, I gave the participants the option to choose whether they want me to delete the pictures and contact details after the research project is finished. In addition, I keep the participants anonymous in this study to assure their privacy. Confidentiality is a priority as well. Recorded and transcribed data is stored in a place where access is restricted (Dowling, 2016). I saved on a hard disk with password protection which is kept at a safe place were outsiders cannot find it.

The next crucial moment of interaction between researcher and participant is the interview. During the interview, I had to stay aware of the social dynamics as it has an influence on the answers and, hence, the collected data. On the one hand, I have a powerful position because I have the broader knowledge regarding the research subject and am in a position where I can lead the interview (Dunn, 2016). I took account of this by creating an interview structure in which I first let the participants talk about their perception of the place. After they finished their explanations, I started to ask them questions regarding further details and important content they have not mentioned yet. On the other hand, also the participants have a power position since they are the ones giving the answers. Therefore, it is crucial that they feel comfortable and trust me (Dunn, 2016). I tried to increase their feeling of confidence by not starting with the interview instantly but doing some small talk first. Furthermore, I never urged them to answer the questions but gave them the space to answer in their own pace. I formulated questions in such a way that I did not make them feel as if they have to answer. If a participant did not want to answer, they were free to deny the answer. This way of asking is also important as any physical or psychological harm to both the participant and the researcher needs to be avoided (Dowling, 2016). The physical safety was guaranteed as both – I and the participant – were in a safe space, our homes.

Finally, it is important to stay critically reflective in the last phase of the research process since I am in a more powerful position again: I analyse the data and present the results. Thereby, I had to be aware that my views on the phenomenon of research can change due to my interactions with it (Dowling, 2016). To stay attentive of my position and the process of gaining insights, I kept a research diary in which I captured relevant thoughts and reflections regarding the answers of the participants and connections with theory, starting from the process of transcribing. While progressing in my work, I started to make reflections regarding the differences between the interviews. Since I also did several steps of coding, I was able to reproduce my personal process of gaining insights into the perspective of the residents. Furthermore, by choosing an inductive analysis approach (as described above), I limited the influence of the knowledge I gained in the literature review as I did not look at it for the whole process of holding the interviews and analysing the data – which was more than three months. Through the very detailed, inductive approach I also stayed aware of the way participants phrased their explanations and how their stories processed throughout the interview. I made notes where I thought that I might have influenced their answers.

4 DISCUSSION

In this chapter, the results of the data collection and analysis are presented and viewed at from the perspective of the concepts tourism landscape, political ecology and sense of place. The first part comprises how tourism becomes part of the place and the second part in which way this influences the residents.

4.1 HOW DOES TOURISM BECOME PART OF A PLACE?

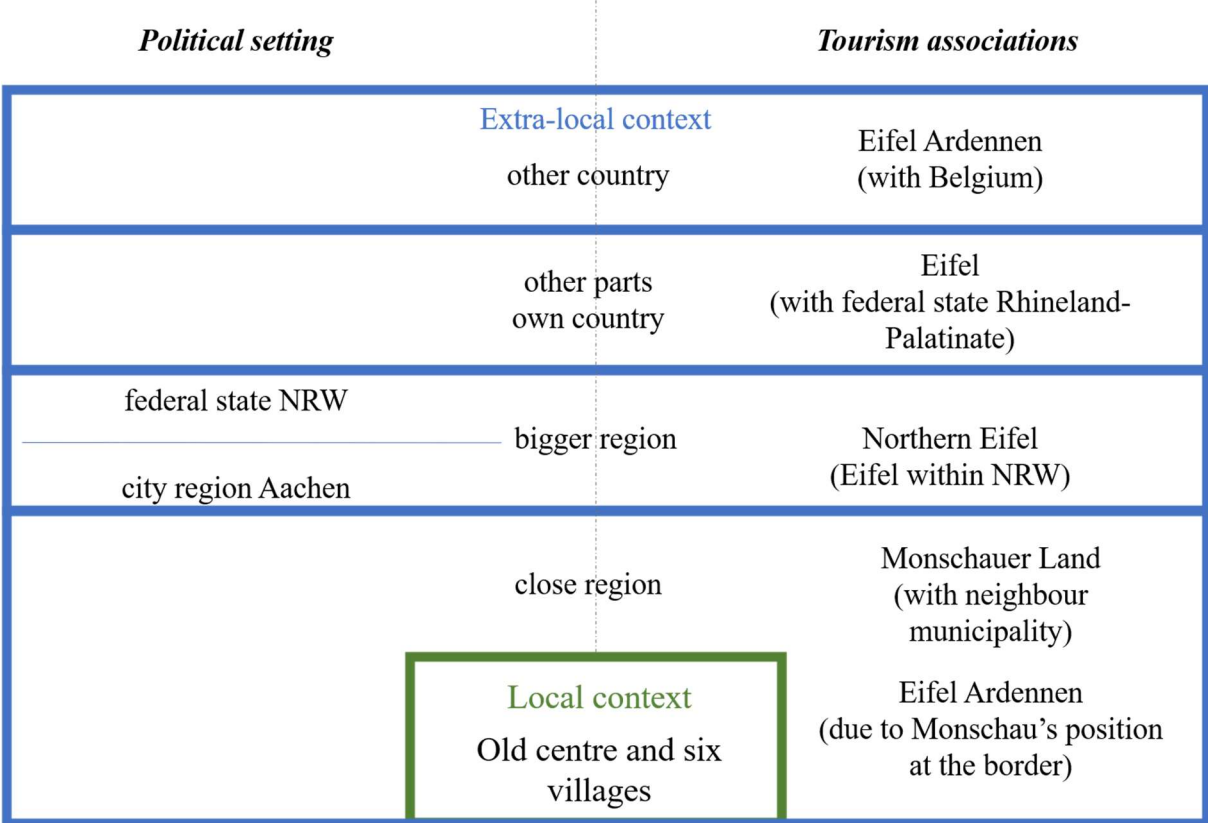
4.1.1 THE INSTITUTIONAL INTERRELATIONS ON THE LOCAL AND EXTRA-LOCAL LEVEL

The first part of the discussion deals with Monschau as a place and how tourism is a part of it. As the literature body of political ecology points out, the institutional embedding and organisation on the local and extra-local level are important influences on tourism development and how the resources of a place are distributed between the involved stakeholders. Hence, the first part of the discussion focuses on who is involved in shaping tourism development and what are the interrelations between the different stakeholder groups. It is especially important to look at the position of the residents in this system, since many inequalities regarding the distribution of resources arise from their disadvantageous power position (Stonich, 1998; Saarinen & Nepal, 2016). On the higher regional scale, Monschau is part of the city region Aachen. This administrative entity comprises 10 municipalities. It emerged in 2009 as legal successor of the administrative district Aachen. Responsibilities are divided between the overarching region and the different municipalities. Through the administrative reordering, former responsibilities of the district Aachen were ascribed to the municipality level. Hence, the new administrative structure is characterised by a higher degree of decision freedom for the 10 municipalities - also in tourism.

Furthermore, Monschau is embedded in a network of tourism associations on an extra-local scale. Monschau's embedding in the local and extra-local context is summarized in graph 1. The main fields of collaboration in these associations are a joint advertisement as well as the development of joint projects. The long-distance hiking trail Eifelsteig and the cycle path Vennbahn are examples for this. The financing is done by all involved destinations and decisions are made in collaboration. These touristic collaborations influence Monschau's touristic development as well. For instance, the special advertisement by the tourism association NRW contributed to the Instagram popularity of Monschau. Additionally, Monschau profits from its unique positionality since it has natural as well as urban characteristics. For instance, a main attribute of the Eifel of Rhineland-Palatinate is wine and

nature tourism - Monschau is special due to its old city centre. This can become also disadvantageous, though, when the overarching advertisement focuses on wine tourism. To balance these disparities, the special advertisements change regularly. Additionally, Monschau can choose if it wants to participate in these special promotions. Finally, some issues arose due to organisational differences in the past - for instance with Belgium and Rhineland-Palatinate. Generally, most of the joint projects are judged as successful by the interviewed tourism official, even though there were some cancelled collaborations. Hence, it can be said that Monschau mainly profits from its setting within the broader institutional context. The main decision-freedom regarding tourism development remains on the local level.

“Here with us, in our region, money comes from bottom-up. So we participate as the city of Monschau in the Monschau Touristik, Monschauer Land, NRW Eifel Touristik, the whole Eifel and Eifel Ardennen. There is money everywhere. And good money, too. And that is how we shape and determine. And we can also decide for ourselves. If the money would come from top to bottom [...] the structure of the influence and design possibilities were completely different. It would not be there.” (Interviewee (I) 1, tourism official)



Graph 1: Monschau’s embedding in the local and extra-local context (source: own illustration)

Hence, the relative position between the extra-local and local level have an influence on the development of tourism on the local level. This underlines that it is important to look at the institutional embedding of a place on the wider scale - as Ren et al. (2016) points out. On the local level, Monschau consists of different city districts. In the interviews, the use of the word 'Monschau' by the participants was sometimes confusing. On the one hand, they referred to the old historic town, the city Monschau; on the other hand, some meant as well the 'city region' Monschau. Earlier, Monschau and the surrounding six villages Höfen, Imgenbroich, Kalteherberg, Konzen, Mützenich, and Rohren were separate administrative entities. In 1972, they were aggregated due to a municipal reordering. From side of the politics, the old town is developed as touristic centre and Imschenbroich as economic centre of the city region. Additionally, it is focused on Höfen, Kalteherberg and Mützenich due to their special natural characteristics. Rohren was very touristic as well due to a toboggan run. But since it closed a few years ago tourism has declined. Hence, relational power differences between the different districts of Monschau regarding the touristic development are visible. Currently, it is aimed to strengthen the touristic network within the region Monschau to improve the distribution of tourism and attract more diverse tourist groups to Monschau. Therefore, even though the focus lies on specific districts, all parts of Monschau are integrated into tourism development by tourism officials.

Politically, the old centre Monschau has a central position since the town hall and administration are located there. The city council and different thematic boards are composed of people of the community which represent different interests. Each city district has representatives in the city council. Representatives of the local level are as well part of the extra-local body. Hence, there exists a direct connection. The touristic organisational structures are intertwined with the existing institutional structures. A strong connection between tourism and politics stands out in Monschau. The mayor is also the managing director of the Monschau Touristik GmbH, which is the tourism organisation of Monschau, and of the tourism association of Monschauer Land. This interconnectivity has an influence on the political discourse as tourism is a dominant topic. Many of the politicians who are in charge are in favour of touristic development and use it for their political campaigns. It also influences the way political leaders are perceived by the community.

“Regarding [my position in the politics], I would certainly be a little more neutral, more objective, as I would be perceived from the outside if I were not always involved in regulating tourism.” (I 1, tourism official)

This underlines the argument of Ren et al. (2016) that the influence of tourism on the local context is connected to its presence in development debates. That touristic leaders are connected to tourism is also acknowledged by the residents:

“Well, of course, in politics you already notice that, especially with the mayor, that the old town and the touristic, the cultural is her pet project. And that's where she attaches great importance. And there - she also puts a lot of resources into it.” (I 8, female (f), city (c))

Furthermore, there is as well a strong connection between the community representation and tourism. The town leader of Monschau, which is the representative of the people, is also the chairman of the supervisory board of the Monschau Touristik GmbH. The supervisory board is assembled by representatives of the businesspeople, and 'normal citizens'. The supervisory board has the veto-right if they do not agree with a decision of the management. This was never used so far.

“Because the thing is also that outside of the meetings, you already make agreements. So you do not go into these meetings unprepared. [...] Also, you just have to say that especially those who are also doing this full-time (tourism planning) have been in the business for so long that they know what they are doing.” (I 6, male (m), c, gatekeeper (gk))

This shows a strong interconnectivity of the political and tourism representatives as well outside of the official structures. Furthermore, tourism development in Monschau has been shaped by the same people for a long time. The interview showed that the personal taste of the tourism official overlaps with the main components of the tourism narrative – as described in the next section. This supports the finding of the literature review that people in power have the influence to shape the dominant perspective of a place.

But also the local community holds an important role within the institutional system of Monschau. Each village has their own town leader, which represents the people's interest in the city council. Once a year a meeting is held in each village, where citizens can talk directly to the mayor. These are attended numerous by citizens if there is a topic which occupies them. Furthermore, there are regular town meetings with residents in the old centre Monschau. These are held before important decisions are made which concern the local community. During the meeting, involved stakeholders are present, the issue is discussed, and the opinion of the residents is determined through a voting.

“And he (the town leader) then gives the result to the thematic boards for discussion and I have also seen a suggestion that came from me being rejected unanimously. Hence, there is that too. Simply because they want to protect the locals. And this has to be there.” (I 1, tourism official)

Hence, the local community has an influence on the decisions of the political leaders. Their position in the political system is supported by political structures. An example for this influence of the residents on politics is the christmas market. Already for several years, tourism entrepreneurs are interested in extending its length. The citizens of the old centre Monschau are opposing this. For the last three years a compromise was elaborated: The duration of the market was extended but, therefore, the politics and the tourism entrepreneurs invested in an improvement project. The aim of the so-called 'quality-campaign' was to improve the quality of the market and reduce the negative impacts for the inhabitants. This year, the campaign ended. Hence, the duration of the market is under discussion again.

“And then I can just say, up to the point in time before Corona, the more or less unanimous opinion was that it will stay the way with the four advent weekends. There was also a signature action from residents who just said 'We don't want that. The burdens for us are too high. It should stay with four weekends.’” (I 6, m, c, gk)

This example shows that the political representatives in Monschau are highly concerned with finding compromises which fulfil the wishes of different stakeholder groups. Furthermore, the qualitative campaign shows another way how the politics can support their aspired developments – through financial support. For instance, holiday flats and the restoration of old houses are subsidized. Hence, through financial incentives politics try to guide the development of the place Monschau. Again, people in power determine where the resources are spend and in this way shape the development. Furthermore, this example shows that people who shape the dominant discourse have an influence on the way a place is developed - as Mosedale (2015) states - since the residents who speak out are heard even though their number is small. Just around 120 people signed the petition. The active community is an important component of the place Monschau and influences Monschau's development. The location of Monschau in a valley and the resulting narrowness has contributed to this structure:

“But that is the special thing about Monschau. This tightness, yes. You have to work together. If you need help, you just have to go around the corner and you have someone.” (I 7, f, c, gk)

Even opposing groups had to and still work together. For instance, the catholic and protestant church are collaborating to sustain enough financial support. Nowadays, the community is still very active even though it is declining. This active community is visible in a strong structure of associations – in the whole region Monschau. Each village has their own associations and most of the residents participate in at least one. In the recent decades, the structure of associations has become more intertwined, though. The associations of different

villages need to connect in order to remain open. This shows that the associations adapt to changing times and needs in the community - they adapt as well to tourism. For instance, some invite tourists to join their activities. Furthermore, new associations are founded in the villages which are related to touristic development like boosting the popularity of the village. The importance of the topic can be seen in the willingness of the inhabitants to participate:

“In the founding meeting the youngest was 18 and the oldest was 80. We were 25 at the founding event. And we actually thought that the four of us would be sitting there.” (I 3, m, viallge (v))

This indicates an influence by the dominant discourse of politics of the positive influences of tourism. The report which was commissioned by politics to show the economic importance of tourism for the place Monschau might have had a crucial influence on this. It was also mentioned by some respondents to underline the importance of tourism. Moreover, it is common in Monschau that people with joint interests join forces to strengthen their matter of interest. This can as well be seen in tourism. Business operators of the Eschbachstraße, for instance, have founded an interest group to increase the visibility of the street, which is a little bit outside of the main tourism flow. Finally, the community structure is characterised by a high voluntary engagement. The quality campaign, for instance, was implemented with the support of volunteers as well as many other place improvement activities. Hence, the active community is crucial for the development of Monschau:

“And many other things wouldn't work at all otherwise. There is a very high level of civic engagement.” (I 3, m, v)

It is important to note that just a specific part of the community participates in the politics and community activities, though. For instance, the same people hold positions in different boards or other central positions in the community and this way influence the development of the place. Furthermore, powerful people of the community like important entrepreneurs shape the development of the place. Nowadays, the Breuer family is important for the economy due to their famous Monschauer mustard. They also influenced the touristic development by being advertised to the outside and organising the Monschau festival, a big event in the summer. Hence, there are also residents which are not part of this community which actively influences the development of Monschau. Based on the discussions in the theory section and indicated by the findings of this study, they do not have the same influence as the active community.

The discussion has outlined that different stakeholder groups are involved in the tourism development on the local level. The four directly involved groups are the local community,

tourism entrepreneurs, tourism planners and the politics. In contrast to what the literature criticizes - that the local community has a weak position within tourism development structures - the local residents have quite a good standing in Monschau. This has four main reasons: 1) The local level has decision-freedom regarding the tourism development, 2) there is a strong connection between tourism - politics - citizen representatives, 3) a strong, active network of citizens who take action in their own hands, and 4) local residents are part of the other involved stakeholder groups as well: Many tourism entrepreneurs are as well local citizens, the politicians and tourism planners also have their roots in Monschau. Hence, the four directly involved groups are strongly intertwined, different roles overlap. The social and political structures shape tourism development and tourism shapes politics in the other way around. Politics have an important position in the system as mediators: They bring different stakeholders together, balance the different interests and make decisions. In this way, they have a strong influence in which way Monschau develops as a place and as a tourism destination. Thereby, this is not always in alignment with the opinion of the residents which underline the power politics have.

“You have to see. She (the mayor) still has other churches around it. There are also a lot of Monschauer, who say ‘No, what is she doing there.’ [...] I say, she also has many other things which she needs to regulate. This is not just our old town Monschau.” (I 7, f, c)

This quote underlines as well the difficult position of politics in the system as they have to balance the interests of the different stakeholders which automatically leads to the exclusion of others. Their influence has limits as well. Tourism entrepreneurs and the tourists, as the fifth stakeholder group, have a huge influence on how the place develops and resources are distributed. Their position is more closely discussed the following sections.

4.1.2 THE TOURISTIC AND RESIDENTIAL IMAGE OF A PLACE

The indirect power of the tourists results, on the one side, from their influence on the image of Monschau to the outside world: The tourism narrative. The touristic image is created by the touristic association of Monschau and consists of three main components: the old centre, the natural surroundings, and culture/history. The brand Monschau represents an authentic and lively place, which is the ideal combination between culture and nature. This fits with Stoffelen and Vanneste (2015) who state that the tourism landscape is composed of cultural and natural landscape elements which are selected from the prior-existing landscape. Correlating with Terkenli (2014), pictures are indeed an important component of the tourism narrative in Monschau:

“And by this, basically this platform (Instagram) has now accelerated. We did that consciously. This has led directly to - pictures say more than words - that it is more and more of a brand to show the cityscape of Monschau.” (I 1, tourism official)

This underlines that people in power commodify landscape elements for tourism purposes, as Saarinen (2004) points out. The main theme of the touristic place Monschau is: “Feel new life in old walls” (I 1, tourism official). This becomes already visible on the first page of the website: the first big image is a panoramic view of the old city Monschau in its natural setting. Hence, the first part and centre of the brand is the historic centre. On the first page, Monschau is introduced as a medieval city centre containing idyllic half-timbered houses, narrow streets, and cobblestones. This image of Monschau correlates with the image of the participants which often describe Monschau with the same characteristics and similar wording. They agree with the chosen landscape elements of the old centre. Some of the chosen pictures are considered as more characteristic than other ones, though. The main characteristics are summarized in the collage 1. Residents consider the Red House (red house in 1) as the main cultural landmark of Monschau. It is also the symbol of the tourism association of Monschau. Furthermore, the so-called ‘Ruhr-view’ (1) is a typical tourist picture of Monschau, but also the residents consider this view as typical for Monschau. It contains the important elements Ruhr, medieval houses, as well as the old ruin Haller. Additionally, the medieval bridges are part of this view (2). The castle is a typical building of Monschau as well (3). Finally, different types of overviews over Monschau were selected by several participants - which can be the same one tourists have as well as the following quote shows. It is a description of (4):

“There is the so-called Haller. This is part of the castle complex. And there you have always a nice view of the city of Monschau itself and the old town. That’s a point where you go yourself and all the tourists.” (I 2, m, v)



Collage 1: The main characteristics of the old centre (Source: pictures of participants)

The second component of the brand is the natural context of Monschau. In the beginning of the website, Monschau is introduced as having a good position to experience the natural surroundings, for instance, through the long-distance hiking path Eifelsteig and cycle path Vennbahn, which are important components of the brand. They were part of the selection of several participants as well. Further main elements are the national park Eifel, the High Fens and the daffodils meadows as well as the hedges in Höfen. The main personal selection of the participants is put together in the collage 2. Generally, the participants sent very different parts of the landscape. Mostly represented were the Eifel Nationalpark (1), the High Fens (2), as well as the forest and rocks in and around Monschau (3). Some participants also sent the the daffodils meadows (4) as well as the agricultural landscape with fields and cows. Hence, there is a high overlap with the tourism narrative. Residents also agreed with the hedges as being part of the tourism narrative. It is important to note here that participants often send pictures of their close surrounding. Hence, the place of residence has also an influence on what they consider as important for their place and none of the participants was from Höfen.



Collage 2: The main characteristics of the natural surrounding. The hedeges of Höfen are not represented since no participant included them in their selection (Source: pictures of participants)

The findings show that the touristic perspective is supported and correlates with the perspective of the residents. However, the respondents critiqued these components of the tourism narrative as well. The main focus on the old centre was the most frequent complaint. It stands out that the name Monschau is mainly known and presented as the city centre. The six villages are only indirectly part of the brand through their connection to the natural landscape characteristics – this is consciously decided by the planning officials as pointed out in the section before. Participants critiqued this focus on the old centre for two main reasons: First, participants of the villages believe that it is important to include them in the tourism image presented to the outside:

We are the villages around and the old town. [...] If they would just advertise this one side of Monschau, it would not be enough for me.“ (I 2, m, v)

This quote correlates with Stoffelen and Vanneste (2016) who found that the created tourism narrative can be exclusive of the sense of place of residents. It also underlines again the power the stakeholders have which influence the dominant discourse. In this case, the tourism narrative is a dominant discourse as all participants were aware of the image of the outsiders – as it is discussed in the second section of the discussion. It is important to note, though, that in Monschau - even though the centre is the focus - the characteristics of the villages are included in the narrative as well as it is pointed out in the paragraph before. Second, several of the participants hold the opinion that an increased integration with Monschau’s surroundings is needed to have a better distribution of tourism. Hence, their criticism is already included as the tourism officials are aiming to include this in their tourism development. What is

interesting is that some participants even believe that Monschau should be connected to neighboring municipalities within the tourism advertisement. This is interesting since, generally, many residents still feel attached to their district. Regarding Monschau presented to the outside, local tourism entrepreneurs see it differently, though, as the following quote shows:

“But I think that - many people here identify very extremely with their place. So not only with the actual region, that is, with the city Monschau, but really with the district from which they come. [...] But those who are touristically involved, especially the ones with holiday homes, like to say that they are from Monschau. And write that on their addresses, although they are not in the old town, but in the villages.” (I 8, f, c)

An outcome of the analysis is also that participants who are connected in their work to tourism and/or had tourism in mind for their selection of the pictures presented Monschau rather in its bigger scope. It seems as if tourism has an influence on the perceived scope Monschau by the residents. This is an indicator for the power of the touristic image on the dominant perspective of a place.

Furthermore, perceptions of residents with a more touristic orientation focus on the elements which make Monschau outstanding. A high overlap with the attributes of the tourism narrative are visible. This shows that the touristic view of Monschau becomes part of the perspective of the residents. Especially residents who interact with tourism know what makes their place special in the gaze of the tourists. They appreciate these components of their place as well themselves. Through tourism, specific parts of the place are enhanced since they are put in the centre of attention constantly again. The interrelation is reciprocal, though, as the tourism narrative is as well influenced by the residents' perspective on Monschau since the tourism development is much shaped by the residents in Monschau. Hence, tourism and 'prior-existing landscape' are interconnected and influence each other as Stoffelen and Vanneste (2015) point out. Even though there is a high overlap between the perspective of the residents and the tourism narrative, mainly the people who shape the narrative have an influence on what is represented in it. As Stoffelen and Vanneste (2015) state fittingly, it is a continuous constructivist process which involves power relations.

These uneven power relations are more visible in the third part of the brand - culture and history. This part has evoked very different reactions by the participants. It is composed of events, historical and traditional components, as well as art exhibitions. This is as well presented on the first page: Overlapping the panoramic picture, there is a section which lists

the current exhibitions and future events. All participants agreed with the traditional components. For instance, all participants consider the mustard mill as typical for Monschau. Many called the owner 'our mustard miller'. Furthermore, they relate very much to the history of Monschau. All participants mentioned the weaver history as characteristic of Monschau, which is a main part of the brand. This cultural positioning is not agreed on by all participants:

“For myself I wouldn't say that Monschau is the cultural center. There are now so many places that have a lot to offer. For me this is no longer a unique selling point. One would like that, but that, I just don't see any possibility for further progress.” (I 5, f, c)

This quote underlines well that residents can disagree strongly with the dominant development directions of the tourism officials. The events and artistic component of the brand received the most critical comments. Events were selected by the least people as components of their picture selection. The main cultural characteristics of Monschau represented in events and art exhibitions are summarized in collage 3. The events which are preferred and selected by the participants are mainly the traditional events like the fair or church festivities (1). Furthermore, participants like more modern events which have an added value for them like the Monschau festival (2). With 20 years of existence, it has become a tradition in Monschau and many residents visit it themselves. Criticised are especially events, which have a mainly touristic focus and a perceived little value for themselves or the community - or even negative consequences for the residents. The Christmas market is the biggest and most controversial event (3). By some participants, who also see the touristic value in it, it is valued a lot. Other participants, all inhabitants of the old centre, consider it more negatively due to the limitations and nuisance for the local community - even if they are not directly affected by it. All participants stated that they visit events, but the taste is very diverse. Some events which are liked by one person are disliked by another one - the same applies artistic offerings like public exhibitions (4) or shops.



*Collage 3: The main characteristics of the cultural place Monschau represented in events and art exhibitions
(Source: pictures of participants)*

Hence, components of the tourism narrative which are rooted in the physical setting as well as the history and traditions of a place are more accepted by the majority of the participants than offers which are added extra to the place to be more attractive to the outside. Again, the tourism officials who choose and shape the offers of a place and, in this way, add new components to the landscape have a more beneficial power. For tourism, many modern events are introduced to Monschau, which fit with the taste of the tourists. This underlines that global influences are introduced to a place through tourism - as pointed out by Terkenly et al. (2019). In contrast, all of the events in Monschau have place-based characteristics. They are created in a way that they fit with the local context. For example, the weaver history is included in the Christmas market and mainly local entrepreneurs are allowed as exhibitors. Hence, a 'placelessness' of the tourism product is not visible in Monschau. It underlines Jackson's (2004) argument that the embedding of global influences depends on the local context - Monschau seems to have a very protective local community.

When generally comparing the picture selection of the residents with the tourism narrative, it stands out that the personal selection is much more diverse and detailed. Even though there are many overlaps regarding the advertised place components, the residents show many different perspectives, sections and angles. In comparison to the tourism narrative, the selection of the residents was not always readable by an outsider, the researcher, in the first place. For instance, some of the selected pictures had a very different meaning for the participants than ascribed to them by the researcher. Or they could not be read by the researcher in advance (1). The meaning of these pictures is just readable with the explanation of the analogous participant:

“And now I fill the picture with my language. And with my joy. But, you may not necessarily see it in advance.” (I 7, f, c, gk)



Collage 4: Photo selection which were not part of the tourism narrative (Source: pictures of participants)

Furthermore, specific landscape elements of Monschau which are important for the participants are not part of the tourism narrative. For instance, residents consider buildings which have importance for the community like the kindergarten, schools, nursing homes or playgrounds (2) and local grocery stores (3) as important characteristics of their place. Additionally, their place of residence (4), places of personal involvement and community activities like associations (5) are relevant for them. In general, it can be said that the

perspective of the residents is much more diverse, complex, and detailed than the tourism narrative. Even though they contain similar components, each participant has their own perspective and own stories. Hence, there exist partially fundamental differences between the touristic and residential perspective. The following quote underlines that the tourist image does not have to overlap with all aspects of the residential level:

“And of course she (the mayor) has to make sure that they stand out in comparison to other places. And she can only do that through the old town. Because you can hike [...] at the Rusee or in the Venn, in the Ardennen, as well. Yes. The landscape is not less beautiful there than it is here.” (I 8, f, c)

A main goal of the touristic image is to be clear, readable and attractive for the outsider as also found by Saarinen (2004) and Urry (2002). Hence, the tourism landscape does not need to include the perspective of all residents. It would be impossible anyways: Intrinsically, different individuals have differences in their view on a place - like the tourist gaze is influenced by their own experiences and society perspectives (Urry & Larsen, 2011). As Amseden (2007) fittingly states, the sense of place of people and, hence, the meaning attached to a place is created on an individual and group-based level. This is supported by the findings of this study. The landscape is composed of different layers of meaning - as described by Isachenko (2009) - and tourism adds to these layers by adding and enhancing parts of the landscape. In Monschau, it works that the tourism officials have created an image which overlaps with the community perspective on the place - or is the community perspective based on the touristic perspective? The mutual influences are difficult to separate within the setting of the study. In comparison to the case of Moray, where the tourism narrative was very exclusive of the diverse sense of place (Stoffelen and Vanneste, 2016), Monschau has created a tourism narrative which involves different place meanings. It might contribute to this that Monschau is spatially smaller and is interesting as a tourism destination without the connection to other destinations because of its old town.

4.1.3 FURTHER STRUCTURAL CHANGES OF THE LOCAL CONTEXT

Not only the image of a place is part of the tourism landscape, though; other dimensions of the landscape can change as well due to or are connected to tourism. Thereby, the users of the landscape determine how the landscape develops. As Gkoltsiou & Terkenli (2012) point out, the infrastructure is one component of the place which adapts to the new demands. On the one hand, new infrastructure is added like information signs, the tourist information centre, guided

tours and a tourist train. When looked at through the categorisation by Terkenli et al. (2019), these could be described as tourist facilities/services, and/or tourist attractions.

But not just new infrastructure is added, also existing one changes due to the new demands. First, the transport infrastructure is influenced in the way that it needs to adapt to a larger number of users. For instance, there is an increased need for parking lots, public transport is extended and there is a higher utilization level of the street system – which can lead to traffic jams especially in high touristic seasons. Additionally, the city centre is nowadays traffic-calmed due to tourism. Second, the housing infrastructure changes as buildings are transformed into holiday accommodations. Third, businesses are introduced which fulfil the demands of the tourists. For instance, the city centre today contains many souvenir shops and other shops like artistic offerings which are interesting for the tourists. Shops for the daily demands of residents have nearly disappeared and the gastronomic offer is disproportionate for the size of Monschau. Finally, there are increased leisure opportunities like hiking and bicycle paths. The quantity and quality of the offer has improved a lot in the last few years, which goes along with an increasing number of equivalent tourists. But also the increasing number of events and art exhibitions, which are connected to the tourism narrative, add to the leisure infrastructure. Hence, tourism leads to fundamental changes in the composition and of the infrastructure as underlined by the following quote:

“Right next to it you can see an old house. Residential and, quite earlier, also a factory building. Today, there are six holiday apartments inside.” (I 9, m, oc, gk)

Since the place is used by tourists and by residents, the infrastructure is used by both groups as well. Even if the infrastructure is mainly intended for tourists, it is sometimes used by the local community as well.

“Well, my parents used to ride the tourist train with my children when they were young.” (I 7, f, c, gk)

Hence, it is difficult to make clear separations in reality. Some of the tourist infrastructure like the souvenir shops are not considered as interesting by the participants, but most of these infrastructure changes are also relevant for the local community since they use it as well. Tourists use also ‘residential infrastructure’ like the local bakery or grocery shops. Hence, it is not always possible to clearly attribute all infrastructure changes clearly as tourism infrastructure - as done by Gkoltsiou & Terkenli (2012) and Terkenli et al. (2019). This also supports the argument of Stoffelen and Vanneste (2015) that tourism becomes part of the landscape instead existing apart from it. The interactions between tourism and the landscape

are complex and multidimensional. A delimitation is a good tool for the analysis and can make the influences visible, but in practice, the borders are fluent and overlapping.

Additionally, there is not one group of tourists - different types of tourism are attracted by the same place. Hence, the tourism landscape in itself is diverse and directed at different groups. The hiking and biking paths are developed and used by nature-interested tourists. Day tourists are the predominant group which visit the old centre - a majority of the offers are directed at them. For instance, most of the gastronomy closes early, since day tourists leave in the afternoon again. Furthermore, the gastronomic offer is often described as low-quality and over-priced. This underlines the power of tourists have as the following quote shows:

“But even if you talk to the affected hosts (with bad quality). That is useless. They don't care. That is really the case, then you get told by them that they don't care whether the guest comes back or not. Other tourists come instead” (I 6, m, c, gk)

On the other hand, politics and planning officials can influence the type of tourists which come to a place. The tourism association of Monschau does selective marketing. Currently, they focus more on nature, cycle and hiking tourism as well as culture and event tourism. The focus of tourism planning already shows consequences. For instance, the number of artisanal shops in the city centre is rising. Hence, policy and tourism planners can partly influence which type of tourists visit their place. By focusing their advertisement of specific kinds of tourist groups and adapting the public offer accordingly, they can influence how the place develops. It underlines again that people in power have an influence on the distribution of resources and shape the development of a place.

Furthermore, infrastructure changes of Monschau are not solely due to tourism influences. The city centre, for instance, suffers from an aging population and declining community. This has two main reasons: First, the building of development areas cannot happen within the old centre Monschau as there is as there is no space left. Hence, new residential areas are developed on the edge of Monschau or in the surrounding villages. Second, the old substance and the restrictions due to monumental protection make it unattractive for new inhabitants. For instance, some outsiders bought buildings but stopped the renovation when they had issues with the monumental protection authorities. Due to these developments, many houses are empty in Monschau anyways. Touristic development counteracts this development, as the empty buildings are used for tourism purposes. As it was mentioned before, the politicians in Monschau have consciously decided to develop the city centre as the touristic centre of

Monschau, which contributes to current structures. Still, even though the politics need to adapt their decisions on tourism as Monschau economically depends on tourism:

“We cannot live without tourism. And it's a shame if they didn't come back. I said earlier that now in the Corona time, I have to keep pointing out that it was a dead city. And now I'm happy that it is coming back to life.” (I 7, f, c, gk)

This quote shows that the presence of tourists has become a fundamental part of Monschau and shapes its appearance. Hence, tourists are indeed part of the tourism landscape as described by Terkenli et al. (2019). Due to its importance, many place developments of Monschau are influenced by tourism. First, tourism-unrelated developments need to be adapted to the touristic seasons as infrastructure adaptations, for instance, cannot be done during the high season. Second, many developments are done to make the place attractive for tourists. For instance, the historic appearance of Monschau is crucial for the touristic image of Monschau. Hence, it is visible that many projects exist which keep the old state the same or transform it back in how it was. These findings underline that the meaning attached to a place by people influences its development and appearance. The meaning as a touristic place, and, hence, the meaning attached to it by outsiders has a crucial influence on the appearance of Monschau. Thereby, it is important to state, though, that also the local community attaches much meaning to the beautiful appearance of Monschau:

“I sent you a picture of this chapel where we meet, to do the appropriate clearing work to keep this park in order. And there - a lot of citizens also participate. Not to say, ‘It has to be nice for the tourists.’ But also say ‘It has to be nice for us residents too.’ Because we go for a walk there too. [...] And generally just that the townscape of Monschau has to be clean and tidy.” (I 6, m, c, gk)

Hence, the residents profit from facelift activities as well. The political officials in Monschau use these developments not solely as a tool to attract tourists, but also to improve the quality of the place for residents. For instance, the touristic events have an added value for the residents in Monschau as well since residential events can be held alive through the income of tourism. Hence, even though the participants were not always aware of these connections, tourism has also benefits for them. Furthermore, this also shows another time that there is no clear demarcation possible between the tourism landscape and other parts of it. A clear demarcation is also not possible as the tourism landscape changes in time and place. For instance, there are times of the days which are rather for tourists and times of the day which are more for residents:

“For others, it is more normal - the weekend is typical, where you go out and do something. We try to do this more during the week after work. [...] In the normal year when there are holidays or something. So it wouldn't occur to me to go down to the old town. That's the kind of thing that you avoid, these tourist hotspots here.” (I 8, f, c)

This underlines the finding of Prince (2019) that tourism changes daily practices. Events as well have times for residents and tourists. The Christmas market, for instance, is mainly visited by residents on Friday evening when there are less tourists. Additionally, tourism intensity also changes over time as the tourism intensity changes in different seasons. There are even different distributions of tourism at same time:

“These tourist flows, they always go the same way. Through the alleys and if I just go up a flight of stairs I am already in the quiet area. I am already on the quiet street. I don't necessarily have to go through this main bustle.” (I 7, f, c, gk)

These findings show that a conceptualisation of the tourism landscape is difficult in practice as tourism has diverse influences on a place. There are so many that even the detailed description of this discussion does not cover them all. Tourism interrelates and overlaps with other components of the landscape. Hence, it is difficult to draw clear lines between, for instance, touristic and residential components of the landscape. Current conceptualisations are not able to cover all these influences on a place. The conceptualisation of Stoffelen and Vanneste (2015) is the most holistic one. It comprises the natural and cultural landscape components of the tourism landscape, includes their interrelation with other parts of the landscape and points out that power relations are involved in the shaping of the landscape. Hence, it explains very well the findings of this study. It has limitations, though. First, it is purely conceptual and quite abstract, which makes it difficult to apply in practice. Second, it does not directly include all aspects which are part of the tourism landscape in the local context. These are described by other authors. Gkoltsiou and Terkenli (2012), as well as Terkenli et al. (2019) describe physical changes in the structure of a place. Prince (2019) describes the changing daily practices of the residents. Hence, in combination, these conceptualisations comprise the influences on a place very well - but standing alone, they focus on specific parts of the tourism landscape; none does include all the main influences related to tourism-induced spatial development.

Furthermore, the connection of the concept 'political ecology' to the concept 'tourism landscape' is a valuable addition since power relations are intrinsically part of the interrelation between tourism, the landscape, and the involved stakeholders on the local level. The findings of this study underline that political ecology is a good 'analytical lens' to point out the social

relations between involved stakeholder groups on different scales and show their connections and relationship. In this way, it is possible to make the power positions visible and understandable. Even though in Monschau, the distribution of power is not as uneven like in cases discussed in the literature section – and also a main criticism of political ecology regarding tourism development – power differences between the different stakeholders are visible. Not all residents are satisfied with the dominant discourse and development directions of people in power. Furthermore, the development of the local context is highly influenced by the tourists as outsider component: The demand of the tourist has a very powerful position in shaping the development of Monschau. Still, the case Monschau shows that tourism development can as well be used to benefit the local community. Hence, the politics have an important position in directing the resources and develop the place in a way that it is attractive for all involved stakeholder groups.

4.2 HOW DO TOURISM INDUCED PLACE CHANGES AFFECT THE RESIDENTS?

In the first part of the discussion, the focus lies on how tourism affects the different dimensions of a place and, hence, becomes part of it. In this spatial setting, different meanings exist and the touristic meaning is intertwined with the meaning of the community and the residents. This section will deal with the way this affects the local community and individual people by interfering with their meaning making process. The concept sense of place describes this process. It includes different components which have an influence on it. Different influencing components were also found in the analysis. First, the participants consider their home place as an unique and special place, which stands out in comparison to other places. This view of their home place becomes evident in the way the participants described and judge the place characteristics. They often used the words 'unique' and 'special' in connection with place attributes. This underlines that a place and its place characteristics have a symbolic meaning for its residents as Farnum et al. (2004) argue. It also connects to the concept place attachment which describes that residents have an affective connection to a place (Jorgensen & Stedman, 2001). Many respondents described Monschau as being known worldwide. This prominence started through the weavers who sold their products outside the borders of Europe. Nowadays, tourism adds to perception of Monschau as it gets much outside attention and validation through it. Especially the participants with a very positive view on tourism valued this consequence of tourism developed highly:

“If nobody comes to visit, you think ‘Where do I live here. Is it so nice?’ But if you think that many people come and say ‘Boa, what is that beautiful here.’ [...] Then you are a little proud, too.” (I 11, m, v)

Monschau is known in the world mainly for their mustard and as a beautiful, historic place. These are also part of the main components of the tourism narrative as described in the first part of the discussion and are as valued by the participants. Hence, this indicates that the landscape production based on symbols is, at least partly, influenced and enhanced by the outsider view of tourists. Residents experience this outside validation in different ways. On the one hand, residents get to know about the positive perception of Monschau through media coverage and social media. On the other hand, they experience it through interactions with tourists in the place itself and their ‘live reactions’ to Monschau. The behaviour of many participants underline that they appreciate this interest from outside. For instance, participants stated that they like to present and explain their place to visitors by giving personal tours, talking to them in the streets or helping them out. Hence, these respondents validate it positively that their home place is the source of outside attention and they do not mind interacting with tourists.

“Then I say ‘Yes, it's great that you are here in Rohren’. I also approach tourists. Because why shouldn't I show them that I'm proud to live where they like it.” (I 11, m, v)

This shows that tourists as part of the tourism landscape influence the way residents perceive the landscape - as it was already described by Amsden et al. (2010). Hence, tourism adds to socially constructed and landscape-based meanings by resulting in direct experiences with tourists and adding symbolic meanings. This statement also demonstrates that participants connect landscape characteristics to themselves since they are the inhabitants of this special place. This connects to the concept place identity which points out that residents connect place meanings to their identity (Proshansky et al., 1983).

Hence, the personal connection which a person feels with their home place is the second aspect important for the meaning making which is a result of the analysis. This personal connection can develop in several ways. First, personal experiences with the place shape the meaning which it has for the respondent. For instance, many older participants referred to experiences they had back in their childhood. Also personal involvement with the place adds to this. For instance, participants feel strongly connected to places which they work with themselves. Hence, place meanings indeed arise through experiences with the landscape as Farnum et al. (2004) states. Second, people can be a mediator of meaning. Experiences by

family members contribute to the connection with a place and many participants draw meaning from other members of their community which, for instance, were important for the place in the past. This is even more important when these members are connected to these people.

All these aspects have an influence on the bond the residents feel to their home place. It stands out that all respondents attach much meaning to Monschau and have a strong bond to the place. But the bond is different for each participant. First, there is a visible difference between participants of the villages and participants of the old centre Monschau as residents attach a special meaning to the village they were born and/or raised. Second, there is a difference between the participants who were born and/or raised there and the participant who moved there in her adulthood. She also considers Monschau her home but is less attached to history and traditions of the place, as well as to the long-established community. Third, the older generation is more attached to the geographical frame of the old villages than younger participants. This is related to the administrative reordering, and the increasing connectivity between the villages as the following quote points out:

“This is no longer the case with younger generations. [...] Just because you grew up with it. It started in elementary school with 3 villages in one class. Secondary school - more districts again. Played football and other districts were added. [...] So you just grew into it.” (I 11, m, v)

Fourth, participants who lived in other places also have a different bond since they have social connections outside of Monschau. Finally, tourism also has an influence - participants which are involved in tourism development of the place are more connected to the bigger scope of Monschau. This was already discussed in the previous part. Hence, even the community within Monschau is diverse. This underlines that multiple realities are present within the same landscape as Timms (2008) states - not just between tourists and residents, but also within the community of a place. . All residents in Monschau are directly and indirectly connected to tourism. For instance, everyone knows people who work in the tourism industry. All participants are aware that Monschau depends on tourism as the following quote underlines:

“Yes, Monschau was beautiful there (during the Covid-19 pandemic). With the empty streets. [...] Otherwise, you always have to rely on taking photos as early as possible in the morning when not so many people are around. But now it was empty around the clock. And that's not good for the business world, of course, but Monschau showed itself again with completely different charms, it was just so quiet. [...] Yeah, but, I also see it through the eyes of business people. For them it was a catastrophe. So, I don't want this in the long run.” (I 4, f, c)

Hence, even though they personally judge tourism influences on their home place as negative, they are aware that tourism is important for the community. Generally, comparisons are an important aspect in the judgment process of place meanings – as pointed out by Amsden (2007) as well. For instance, participants compare their home place to what they have experienced in other places or what experiences they have with other living environments within the same place:

“I didn't know that. But I've come to appreciate that. [...] Without a garden, without a balcony. No parking space for the car (in the old center Monschau). And these are things that I really consider luxury today. Which are definitely normal for a lot of people. But I also know the difference.” (I 5, f, c)

Again, personal experiences stand out to be important for the process of meaning making. Also the experience of residents with tourism has an influence on the assessment of tourism influences. There are different ways in which residents interact with tourism. The experience with tourism is important for the way its influences are assessed by residents. Earlier in this section, positive experiences were described which led to positive connotations. But inhabitants of Monschau have negative experiences as well which shape the way they perceive tourism. The nuisance caused by tourism is frequently mentioned as an issue. This nuisance can be of different nature. Respondents often mentioned the garbage in the streets and private spaces, blocked driveways as well as insults of inhabitants when they drive through the city centre to reach their home - which is not allowed for tourists. The Christmas market is a conflictual topic which is mentioned by all participants. An additional nuisance for the residents are drunk, noisy people and other nuisances are enhanced. Furthermore, it leads to restrictions of the residents.

“And we have to see that a lot of older people live here. They can no longer be approached by the auxiliary services during this time. You can't help them like that. You can't even bring the groceries, because in the end, from Friday on - Friday, Saturday, Sunday the city is closed.” (I 7, f, c, gk)

The privacy of people can also be restricted when tourists look in the windows of houses or when a cycle path passes the garden. Additionally, the image of Monschau has an influence on the judgement, as it was already discussed in the previous part of the discussion. Finally, economical aspects are seen negatively by some inhabitants. For instance, the surrounding villages criticise that they must pay for the centre even though they do not cause the effects or do not benefit in the same way from tourism. Hence, the place of residence also influences the judgment regarding the experiences with tourism. It is not only important due to different

distributions of benefits and costs, it also determines whether a resident can choose if he or she wants to be exposed to tourism in their daily environment. As it was already pointed out in the first part of the discussion, tourism is distributed differently within the place. Residents who have a place of retreat like their own house are more okay with the negative influences.

“Since I can handle it in my daily life. In the end, I choose whether I want to expose myself to it or not. That's why I think that's totally fine.” (I 8, f, c)

Hence, the exposure to tourism in the close surrounding of the place of residence plays a crucial role. Many participants noted that they do not feel tourism in their daily life since they just experience it when they go into the city centre or other popular tourist spots. Hence, the spatial distribution of tourism within the destination has an influence here. Tourism can also influence residents outside their close environment, though. For instance, it is normal to make adjustments in the behaviour and many respondents stated that they do not really perceive it as negative. Just adaptations which lead to severe limitations or changes in the daily routine are considered as unpleasant and not wanted. Therefore, the intensity of tourism plays a role for the judgment as well. Many issues with tourism are related to popular events or seasons which exceed the capacities of the place. For instance, many issues caused by the Christmas market connect to its negative influence on a bigger scope of the place.

Finally, residents can take it personally when tourists judge their place negatively. An example for this is a negative comment of the gastronomic offerings on the internet. Some respondents feel embarrassed when their place cannot offer tourists what they think it should be able to offer.

“There isn't even a newspaper shop with the latest newspapers in Monschau. If I'm a day tourist in Monschau, I might get the idea: 'Oh, I would like to, what do I know, buy the Frankfurter, the Süddeutsche or any other newspaper' No, you cannot do that in Monschau, you have to drive to Imgenbroich.” (I 4, f, c)

This underlines again that residents take it personal how their place is judged by outsiders - that it does not offer what they need. It also shows that they have an image of tourists. This includes what tourists want and need, as well as their view on the place. Tourists are stereotyped into different groups. Mostly mentioned are day tourists and tourists who come for nature like hikers or cyclists. Families and elderly visitors were mentioned frequently as well. The stereotyping happens in a way that they make assumptions for specific groups or tourists in general. Each tourist group they ascribe different characteristics and these characteristics are valued as 'wanted' or 'not wanted' - if described in a very basic way. The

participants base these assumptions about tourists on their knowledge about tourism, their experiences with tourism, observations of tourists' behaviour, and what they hear about tourists' behaviour from other members of the community. Based on this, they make judgements.

Again, residents compare to make meaning. For instance, they compare their perception of the place with the perception of tourists - as assumed by the resident. For instance in the previous quote, the participant misses this attribute of the city centre herself and connects this to the perspective of the tourists. The analysis shows that the participants prefer tourists who value and respect their place and demand similar things of the place as they demand themselves:

“So I really think that most of the people who come here now, as I said, to go hiking or do other things. They also have a certain self-image and a sense of respect for nature here. But there are really people who come here, spend a day here and leave again. And that's what interests them, not the things around them. They just leave a lot of rubbish behind. Or, yes, that's the way it is. These are the tourists whom we would like to live without.” (I 8, f, c)

Hence, they are aware of the meaning which tourists attach to their place - or at least make assumptions based on what they know. This shows again how fundamentally the touristic meaning is part of the landscape. Furthermore, the findings show that the participants set themselves apart from tourists. In this way, they make a differentiation between themselves as inhabitants and the tourists as the visitors of their home place. I 4, for instance, describes her view over the old city Monschau as a view “I have never seen on a postcard”. Hence, she values her more distinct perspective which is not part of the tourism landscape. This underlines the importance of pictures as part of the tourism landscape and the influence it can have on the meaning making of the residents. Additionally, inhabitants delaminate themselves from tourists by making jokes of their behaviour for instance by ridiculing behaviour they do not like about them. Again, they put themselves into a different position by doing this since they do not include themselves in this behaviour. Finally, participants make differences regarding the needs of tourists and the needs of residents. What might be right for them as inhabitants is not right for tourists:

“You might have to create something for people. I personally like to walk through nature. I do not need this. But if I decide to go to Monschau in Aachen, Cologne or anywhere else I have to be able to know what I will expect there. Because once I know the city, my expectations are met for now.” (I 4, f, c)

This shows that the presence of tourists as part of the tourism landscape (Terkenli et al., 2019) is recognized by residents. Furthermore, it interferes with the meaning making process.

Residents give different meanings to different tourist groups. This demonstrates again that there is not one tourism landscape. Additionally, residents make a difference between themselves and tourists - they weigh the positionality differently. In the eyes of many respondents, they have the local knowledge. For instance, they know the right places which have a good gastronomic offer. Some participants even believe that residents should transmit their knowledge of Monschau to the tourists. This especially applies for the respondents who have a strong bond to the place and are involved in shaping it. It is important to them that the 'right knowledge' of Monschau is transmitted to the tourists:

“So that people [...] sell their landscape. That they take on a mediator role. Because it's about communication between tourist and landscape. And I think you have to build a bridge through people.” (I 4, f, c)

This also underlines the important role the participant gives the community within the spatial setting. Furthermore, the perspective residents have on tourism is as well determined by the worth they see in tourism for their place and its development in the future. This worth of tourism can be diverse. It is based on how they see their place and what they demand of the place. This connects to another important component of the meaning making process: Meaning is determined by the demands the place fulfils for the specific person - as composed by the concept place dependency (Farnum et al., 2005). These demands are diverse. A place provides a living environment for the inhabitants. Hence, it is important for the participants what kind of life is possible in their home place. Tourism is judged based on the influence it has on this.

“One of the great things is here of course that you somehow live in nature. And that you also live a little bit environmentally conscious. And if the metal avalanches roll in on the weekend, of course, that's not that great.” (I 8, f, c)

Participants value when they can fulfil their daily demands like grocery shopping. Work opportunities can as well be an important aspect to stay in a place. Furthermore, leisure activities are crucial. In Monschau, many residents appreciate and use the activities in nature like hiking and biking. They like that they can go out and have different opportunities to go for a drink, dinner, or coffee and cake. Furthermore, some people want to perform shopping activities which are more than the demands of their daily life. For instance, this means to buy artistic crafts or nice clothes: Events also can be important. Whether or not a place fulfils the needs of a person is very unique. Tourism is intertwined with these components which residents value about their place. For instance, it is the reason for a greater gastronomic and leisure offer - as explained in the chapter before. This is valued positively by many

participants. For some participants, tourism does not add to their demands of the place, though. Hence, they have a negative perspective regarding its impacts:

“So, they fall out of their cars or out of the buses. And are looking for the way some - I'll say, some bar. They want to be fed as cheaply as possible. Which also shows that the catering industry does not try as much as I would like them to. [...] So, it is not that one will say: 'Oh, let's go to Monschau for dinner. `” (I 4, f, v)

Furthermore, the participants have wishes how Monschau should develop in the future based on these demands. This is based on what they currently miss, what they do not like, as well as what they like and want to be enhanced. Tourism fits into this because it adds to their wishes or does the opposite. Thereby, the demand of Monschau as living as well as touristic place is a main conflict. The analysis showed that the respondents highly value if their place contains all the needs they have for their daily life. For instance, they are proud of their local grocery shops and bakeries - which are able to stay open in the villages due to tourism. Opposingly, the respondents of the old centre Monschau value it negatively that these shops do not exist anymore. In their eyes, the Monschau's worth as a living place has decreased as well as the worth of Monschau as the centre of the region. The declining community adds to this and the development as touristic place does not add to this since *“tourists do not become part of the community” (I 4, f, v)*. Again, comparisons play a role as people base this validation on former states of their place as they have experienced it.

“Normally tourism doesn't bother me. It is not like I walk through Monschau and say "Damn it, full of tourists again". It is the way that I walk through Monschau and say Uh "Earlier, before 40, [...] years you met if you walked through Monschau for half an hour, you met 10 locals. Today, when I walk through Monschau for half an hour, and it's normal tourism, I probably meet at most one local.” (I 9, m, c, gk)

Even though tourism is not the only reason for this, it contributes to this development, for instance, by supporting the conservation of the old substance and making it not attractive for new residents, as it was discussed in the first part of the discussion. Hence, some participants wish that the old centre Monschau would be more developed as living place.

This connects to another important aspect connected to the meaning making: Practical experiences with the place. It is important to mention that the process of meaning making can also lead to negative validations. For instance, practical experiences with the characteristics of a place can contrast the immaterial attributes like beauty attached to a place. The respondents from the villages were very positive about the city centre as a beautiful place whereas the

inhabitants of the old centre mentioned the negative consequences as well which the old substance entails - like increased costs for the owner. Tourism also adds to this:

“Slate roofs are of course something nice for tourists. And a burden for the owner because [...] the cost of entertainment is very expensive.” (I 9, m, oc, gk)

This shows that people who live in a place connect its meaning also to the perceived livelihood of it, whereas people less involved in it in their daily life do not take it into account - as Timms (2008) indicates. Even within the same place, this different perspectives exist as people live in different parts and, hence, experience the place differently in their daily life. Participants who are overly positive about tourism mainly focus on the development possibilities tourism has for their place and their community. Furthermore, touristic development has a value in their opinion, when the leisure offerings are developed in such a way that it fits with their interests and preferences. Finally, the personal use of events can also influence the judgement as well as the worth of an event for the community:

“So if the Kermes lasted now from Friday to Monday, if you extended it for more days. I don't think that would bother the locals as much as this Christmas market.” (I 9, m, oc, gk)

The different dimensions described in this section determine the value a place has for a specific person. The assessment of the value is a complex process. The concept 'sense of place' and its separation in three dimensions is a good way to describe what meanings a place can have for a person. The analysis showed that tourism interrelates with all three dimensions. It is crucial to realize, though, that it is not possible to make clear separations as the borders overlap - like with the borders of tourism and residential landscape. It is also incorrect to say that tourism has one value - it has several values for a place as a place in general has several values for a person. A person can ascribe positive and negative valuations to tourism at the same time. This assessment is based on how a person perceives the influence of tourism on their home place. This is based on the actual knowledge a participant has of tourism and on a perceived knowledge. By perceived knowledge it is meant that participants make assumptions about tourism even though they have no factual evidence for it. This is often connected to personal characteristics like preferences or individual touristic behaviour, and indirect sources of knowledge like other people and observations of tourists. As the following quote shows, it is a weighting between rational and emotional considerations:

“But in my eyes there are really only a few and if they think rationally, then they will also, I think, recognize the advantages.” (I 3, m, v)

This statement is obviously made by a participant who is positive about tourism influences. There are several respondents who are overly positive about tourism. These are mainly respondents who are connected to tourism in their political work. Many also lived outside the city centre which is why they do not experience the negative impacts of the tourist masses daily. It stands out in the analysis that these participants talk very positive about tourism, but sometimes neglect or talk down negative impacts. In contrast, another group of participants have a more balanced view of tourism. They have an understanding and knowledge of the tourism impacts and include positive and negative aspects in their assessment process. Even though they tend to lean in one direction, they do not lean towards one extreme. Finally, there is a group of participants which are more negative about tourism impacts. The main reasons for this are their own assumptions of tourism and/or that they consider tourism as not fitting with their image of and wishes for Monschau. The validation of tourism impacts can be very extreme:

"Just wait a little bit. At some point, one makes a big fence around Monschau and then the tourists come and feed us with bananas. A bit like the Disneyland outdoor enclosure. That is unfortunately the way in which the direction leads." (I 9, m, oc, gk)

Hence, people with different perspectives on and different meanings attached to the tourism landscape exist in the same place. They are all part of the local place system. It is crucial that these different points of view are perceived by people in power so that a destination can stay a living place as well - the case Monschau shows that this is possible. Hence, it is crucial that tourism planners are in exchange with the local community to increase the understanding of tourism impacts within the community as well as their understanding of the perspective of the residents. Additionally, it is important to involve the residents within the decision making process. In this way, institutional structures can be created which support sustainable outcomes for the place. This is important for the touristic place as well since it depends on the residential landscape. As this research has shown, there is a strong mutual interdependence between the tourism and residential landscape. For an integrated, sustainable tourism development it is essential that both components of the place are held in balance:

"That you can live here and that it is a tourist destination. Although both will somehow depend on each other in the long run. If nobody lives down there anymore, at some point, there will be no more tourists. [...] And somehow both must be possible - to do one thing without dropping the other. Tourism yes, but people also have to be there. Locals have to be there." (I 9, m, c, gk)

5 CONCLUSION

“How does the relationship of residents to their home place change in the context of tourism-induced spatial development?” is the research question this study aims to answer. The main goal of the research is two-fold: to show 1) how tourism becomes part of the place-specific local context, and 2) how this affects the residents of this place. The results show that tourism becomes part of a place in a very complex, multidimensional way as it adds new components to the landscape and changes existing landscape components - material and immaterial. Thereby, it is not always possible to clearly differentiate between the tourism landscape and other parts of the landscape like the one for the residents. They are closely intertwined and overlap. By becoming part of the landscape, tourism also adds and changes the different meanings of the landscape. In this way, it influences the way residents feel about their home place as it interferes with their meaning making process. The meaning making process is based on how residents judge material and immaterial landscape characteristics. Different residents can have different views on tourism-induced spatial changes. This is connected to individual and collective demands and perspectives on the place. Hence, several realities are present within the local spatial system – not just between ‘outsiders’ and ‘insiders’ but also within the local community. Therefore, tourism-induced spatial development can be described as a ‘field of tension’ as the tourism landscape is connected to many contrasting positions, views, meanings, and interests. The tensions can be detected on different levels:

1) On the individual level

The analysis shows that the personal judgement and the importance of tourism for the community is a main conflict for some participants. Even participants who have no direct connection to tourism and perceive tourism influences as rather negative, realise and understand that the place Monschau and its inhabitants depend on tourism. This knowledge can make the relationship of residents with their place tricky as their individual judgement of tourism influences stands in contrast to the importance tourism has for their home place.

2) On the community level

The community level is composed by different individuals and interest groups which is why tensions arise here as well. There are main beneficials and main disadvantage carriers in connection to tourism impacts. Furthermore, the community is composed of different population groups which differ in their perspective on tourism due to different experiences

with tourism and meanings attached to the place Monschau. Hence, the community within the same place is diverse, and tourism is valued differently by different residents and social groups.

3) On the level of politics and tourism planning

Finally, tensions can arise on the level of politics and tourism planning since the different stakeholder groups come together there. In this way, it has a mediator position in the institutional setting. Tourism officials and politicians must find compromises between the different interest groups. Main tensions are the development as touristic and as living place, the exclusion and inclusion of landscape elements in the touristic image and the balancing of differences in place and time. Hence, they have a great influence on development direction of the place as they shape the future development through their decisions and actions.

These different levels are connected to and influence each other. Power relations are intrinsically part of the tourism landscape as the stakeholders in power positions have a stronger influence on the way the place is shaped and developed in the present and the future than non-active citizens. The perspective and demands of the outsiders, the tourists, influence the different levels of the local context as well. This underlines the fundamental influence it has on a place and the spatial system and, hence, on the residents of the place and their relationship to it.

The main contribution of this study is a qualitative in-depth discussion of the concept tourism landscape in which prior findings and conceptualisations of the tourism landscape within the scientific literature are connected to each other and applied on an actual case in practice. The findings show that in connection, the current literature gives a holistic picture of tourism influence on the local place system. This understanding of tourism impacts is enhanced by adding the concept political ecology to the discussion – as suggested by Stoffelen and Vanneste (2015). In this way, this study provides a holistic view of the tourism landscape and, hence, tourism impacts on the local level. It is important to note that this study has limitations as well since it does not directly include the perspectives of all involved stakeholder groups - as tourism entrepreneurs, and tourists are not part of the study and neither are residents who work in the tourism industry. To pick up on these limitations, I suggest conducting further research which involves the perspectives of these stakeholder groups as well. By doing so, a wholesome conceptualisation could be created which takes account of all landscape transformations which are connected to tourism and juxtaposes the different perspectives.

Furthermore, the study provides in-depth insights of how these tourism-induced place changes affect the residents by making a connection between the concepts tourism landscape and sense of place, and applying it in practice. By doing so, it shows how tourism is connected to the different components of the landscape which residents attach meaning to. It is demonstrated that tourism influences the way residents feel about their home place. Again, this part of the study has limitations as the participants of this study are mainly people involved in the active community. These are people who shape the development of the place and, hence, are in a more powerful position than other residents. To gain better insights into the perspective of residents in the community, future research should focus on residents which are not part of the active community. Like Amsden et al. (2010) do in their methodological approach, the insights of this study could be enhanced and widened by conducting quantitative research in Monschau based on the findings of this qualitative study. In this way, also the perspective of resident groups would be included which are less represented in this study like the younger generation, new residents and, generally, residents of all city districts. Additionally, the research approach could be applied in other place-specific tourism contexts to be able to compare different cases and gain more in-depth insights.

Finally, this study shows the tourism landscape, which is currently mainly discussed on a conceptual level in the literature, has the potential to be applied in practice by tourism planners. In this way, it could contribute to more sustainable outcomes since it provides in-depth insights into the interrelations of tourism with the different layers of the spatial system. This understanding is valuable for tourism planners since only by understanding these impacts and their influences on the place system, they can make decisions which lead to more sustainable outcomes for the place and a better balance of the interests of different stakeholder groups. Hence, it is important that future research works on creating a conceptualisation of the tourism landscape which can be applied by in practice by tourism practitioners. It is important that this conceptualisation would also be understandable by residents to diminish the power differences. The methodology applied in this study could contribute to its application in practice as residents the opportunity to better communicate their perception on tourism-induced changes through pictures. Since this study shows that Monschau is a positive case regarding integrative, sustainable tourism development, further research could be conducted which focuses on Monschau's institutional system on the local and extra-local level and in which way this influences the impacts of tourism on the residents.

6 FINAL REFLECTIONS ON THE RESEARCH PROCESS

I want to conclude my Master's thesis by making final reflections on the research process. The period in which I conducted my research project felt in a very special point in time – the outbreak of Covid-19. This has impacted the data collection process immensely. First, I had to adapt my methodological approach as I found it ethically not justifiable to ask participants to take pictures of their place when there are exit restrictions in place. My adapted method was a combination of pictures, which residents have already taken in advance, and the creation of a collage within the interview – as described in the methodology section. Before, I did not have any experiences with these creative methods and I learnt much throughout this process. I can agree that pictures enable participants to better communicate the meaning they attach to the place (...). Their advantage in comparison to other similar methods, like walk-along interviews, is that they simulate the spatial context but can be used outside of it. For instance, many participants did not just explain the components which are part of the pictures and the meanings which they attach to it, but they also put it into the spatial setting by explaining the surrounding. Sometimes, this even evoked further meanings or details of the place which are important to them. When using pictures, it is important to keep in mind, though, that these explanations can take up much time by becoming very detailed. This is important to keep in mind when time resources are limited. Generally, I can recommend the use of pictures in a research context where the meaning of place is an essential component.

Furthermore, I used the collage to gain insights into the perspectives of the residents on their home place. I added the collage with the intention to increase the personal involvement of the participants – since it is a difference if a person chooses pictures which he or she has taken in another context or goes through a place with a specific task in mind. What I realized in the process of my data collection was that the added value was small regarding the aim of the study. Most of the participants already talked about their perception on Monschau extensively when discussing the single photos. Hence, the collage was rather a summary of their perception. Just in a few cases, it gave new insights. Therefore, I can agree that it is a valuable method for participants who have difficulties communicating their perspective (Tiemann, 2016). What had an added value, though, was the connection of the different pictures in one overview. I used this overview to ask people how tourism does fit into this picture of their place which was a good introduction into the topic. This underlines that it is crucial to

intensively consider the added value of a creative method regarding the research aim and purpose within the interview.

Finally, it is important to reflect on my special positionality and connection to the place of study. Due to the Covid-19 pandemic, I have conducted research on a place which I 1) have no personal connection to before and 2) was not able to visit during the phase of my study – until this moment in time I have Monschau not experienced in reality. On the one hand, this has negative impacts on my study as I was not able gain on-site information of the local tourism context. On the other hand, this limited personal connection to the place reduces the influence of my subjective perspective on the outcomes of this study. One of the main findings of this study is that personal experiences is strongly connected to meaning making – what also applies to myself. I am not saying that my subjective view has not influenced this is research. It for sure has since even I have never visited Monschau, I have a perspective of it which is for example influenced by my tourist gaze. But everything I know about Monschau is based on the findings in my online analysis and the stories of the participants. Hence, my subjective influences were reduced due to the circumstances of my study. Based on this, I argue that it could be a valuable for the study of tourism landscapes when the researcher does get to know the place after the analysis of the outsider image and interviews with residents.

Finally, I want to say that it was for sure interesting experience to do research in times of Covid-19. It showed that research on a place is even possible without the researcher being on-site. This is possible due to modern technologies and the medium of internet which enable insightful findings for places which are difficult to reach.

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APPENDIX

Most of the Appendix is in German as the research project was conducted in Germany. I still wanted to include it to be transparent about my research.

APPENDIX A - INTERVIEW GUIDE EXPERT INTERVIEW

Anfang

1. Was ist Ihre Position innerhalb der Tourismusplanung in Monschau?
2. Wie lange sind Sie bereit involviert in die Tourismusplanung von Monschau?
3. Wie würden Sie eine erfolgreiche Tourismusplanung für Monschau definieren?

Thema: Touristischer Narrativ (Touristisches Bild von Monschau, kreiert durch das Tourismusmarketing) → **welches Bild von Monschau wird nach Außen gesendet**

Wenn ich einen Tag in Monschau hätte, was würden Sie mir empfehlen zu sehen/anzuschauen?

„Es gehe darum, die **Vielfalt**, die die **Altstadt und ihr Umfeld** zu bieten haben, zu präsentieren und festzuhalten“ (Michelle Felker) → über Instagram

- **Enthaltene Elemente**
 - Fokus (was ist am wichtigsten)
 - Natur
 - Nationalpark Eifel; Hohe Venn
 - Kultur
 - Fachwerkhäuser; Burg; Tuchmacher-Vergangenheit
 - Materiell (Wahrzeichen) und Immateriell (symbolisch; Geschichten)
 - Werte, Ideale
 - Idyllisch; Ländlich; Schönheit; Abgeschieden; Aussicht; Harmonie Natur und Kultur
- **Einbezug der Einheimischen**
 - Teil des Narratives/Einbezug in den Narrativ
 - Repräsentation aus deren Blickwinkel
- **Marketing**
 - Welche Zielgruppen
 - Über welche Wege zur Zielgruppe
 - Welche Kanäle z.B. online und offline
 - Verschiedene Wege für verschiedene Zielgruppen
 - Verwendung von Fotos und anderen Repräsentationen
 - Details

Thema: Entscheidungsprozess/Entscheidungsfindung

Wie sieht die Entscheidungsfindung aus bezüglich der touristischen Planung?

Wer ist involviert in die Entscheidungen?

Wie ist Monschau vernetzt mit seiner Umgebung?

- **Involvierte Stakeholder (Interessenvertreter)**
 - Verschiedene Ebenen – Organisationen und politische Ebenen
 - Innerhalb Monschau

- Außerhalb Monschau
 - Belgien
 - Andere Stadtregionen
 - Aachen
 - Politische Vertreter
 - Verwaltung
 - Übergreifende Tourismusorganisationen
 - Monschauer Land
 - Eifel
 - Eifelsteig
 - NRW Tourismus
 - Wie involviert?
 - **Machtverhältnisse/Beziehungen zwischen den Stakeholdern**
 - Beziehungen zwischen den Stakeholdern
 - Form der Entscheidungsfindung
 - Abstimmung mit anderen Organisationen/politischen Ebenen
 - Freiwillige Selbstaufgabe (im Stadtgebiet Aachen)
 - Kultur
 - Tourismus
 - Mitsprachemöglichkeiten der verschiedenen Stakeholder
 - **Einbezug der lokalen Bevölkerung**
 - Mitsprachemöglichkeiten
 - Unterstützung der touristischen Planung und Entwicklung
 - Unterschiede: Personen involviert in den Tourismus und außerhalb des Tourismus

Thema: Landschaftstransformationen durch Tourismus

Inwieweit hat sich Monschau durch die zunehmende Präsenz von Tourismus als Ort verändert (für seine Einwohner)?

- **Verwandelte Funktionen** innerhalb der Landschaft
 - Verwendung der Landschaft
 - Vertretene Industrien
 - Bewusste/gewollt oder unbewusst/ungewollt
 - Als Tourismusprodukt
 - Balance zwischen den Industrien
- **Veränderter Charakter** von Monschau – **verändertes Stadtbild**
 - Materiell
 - **Veränderte Strukturen**
 - Neue Infrastruktur
 - Tourismus-spezifische (z.B. Hotels; Souvenir-Läden)
 - Veränderte Infrastruktur
 - Nutzung der Gebäude (Läden und Wohnungen)
 - Immateriell
 - **Anwesenheit von Touristen**
 - Tägliches Lebensumfeld der Einheimischen
 - Events und Aktivitäten
 - Geteilter Raum
 - Verteilung des Tourismus

Hallo liebe Monschauer und Monschauerinnen,

ich möchte Sie als Bürger und Bürgerinnen von Monschau um Ihre Mithilfe bitten. Für meine Masterarbeit, welche den **Einfluss von Tourismus auf die Beziehung von Einheimischen zu ihrem Heimatort** behandelt, bin ich auf der Suche nach Teilnehmern und Teilnehmerinnen. Ich erforsche dieses Thema im Kontext von Monschau und würde mich sehr freuen, wenn Sie mich bei meiner Studie unterstützen würden.

Was macht Monschau für Sie aus?

Teilnehmer*Innen/Interessierte gesucht für Unterstützung bei meiner Masterarbeit

Diese behandelt die **touristische Entwicklung** in Monschau und **wie diese von Ihnen, den Einheimischen, erlebt wird**

Wer bin ich und was ist das Ziel meiner Masterarbeit?

Zunächst möchte ich mich kurz vorstellen. Mein Name ist Christina Lederle, ich bin 27 Jahre alt und studiere 'Tourismusgeografie und -planung' an der Reichsuniversität Groningen in den Niederlanden. Ich habe das oben genannte Thema für meine Masterarbeit gewählt, weil es meiner Meinung nach wichtig ist, dass Tourismus und seine Auswirkungen im Einklang mit den Charakteristiken eines Ortes sind. Ein wesentlicher Bestandteil eines Ortes sind seine Bewohner und Bewohnerinnen. Deswegen ist es das Ziel meiner Masterarbeit, ein besseres Verständnis in die *Wahrnehmung der lokalen Bevölkerung hinsichtlich der touristischen Entwicklung zu erlangen*.

Warum Monschau?

Sie fragen sich jetzt vielleicht, wieso ich Monschau für meine Forschungsarbeit ausgewählt habe. Monschau besitzt durch seine Tal-Lage eine klar abgegrenzte, sehr spezielle Landschaft, in welcher eine hohe Tourismusintensität auftritt. Diese einzigartige Kombination macht Monschau für mein Forschungsthema interessant. Es ist wichtig, herauszufinden, wie Sie als Bewohner und Bewohnerinnen dies wahrnehmen und erleben.

Wie können Sie mich unterstützen?

Damit es mir möglich ist, dieses bessere und tiefere Verständnis zu erlangen, möchte ich Skype-Interviews mit Einwohnern und Einwohnerinnen von Monschau führen. Dieses Interview wird durch Fotos ergänzt, welche die jeweilige Person im Voraus auswählt. Die gewählten Bilder sollen den Blickwinkel der jeweiligen Person auf Ihren Heimatort widerspiegeln. Es geht darum, dass Sie visualisieren, welche Attribute bzw. welche Merkmale Sie mit Ihrem Heimatort verbinden.

Sind Sie interessiert oder kennen jemanden, der interessiert sein könnte? Ich würde mich sehr freuen, wenn Sie mich kontaktieren würden. Sie können dies auch gerne dann machen, wenn Sie irgendwelche weiteren Fragen haben oder mehr Details zu meiner Masterarbeit erfahren möchten.

Vielen Dank im Voraus! Ich freue mich auf Ihre Nachrichten.

Viele freundliche Grüße,

Christina Lederle

Hallo liebe Teilnehmerin, lieber Teilnehmer,

zunächst vielen Dank, dass Sie mich bei meiner Masterarbeit zu unterstützen möchten. In diesem Dokument möchte ich Sie genauer über die Durchführung der Studie informieren. Ich habe mich für die folgende Datenerhebungsmethode entschieden, weil Sie den Vorteil bietet, einen besseren und tieferen Einblick in Ihre Perspektive darzustellen als Interviews allein. Falls Ihrerseits Bedenken oder Unklarheiten bzgl. der Datenerhebung bestehen, können Sie sich jederzeit gerne bei mir melden.

1) Vorbereitung auf das Interview

Das Interview wird mit Fotos unterstützt, weswegen ich Sie darum bitten möchte, diese vor dem Interview wie folgt vorzubereiten:

- **Teil 1:** Wählen Sie bitte **5-10 Fotos** aus, welche **widerspiegeln**, was Sie am meisten an **Ihre lokale Umgebung bindet**
 - Diese Fotos müssen nicht unbedingt innerhalb der Grenzen von Monschau liegen. Sie können selbst entscheiden, wie Sie die Grenzen definieren
 - Sie sollen lokale Elemente Ihres täglichen Lebens festhalten, welche
 - Für Sie die größte Bedeutung haben
 - Sie am meisten vermissen würden, wenn Sie wegziehen würden
- **Teil 2:** Schicken Sie mir die Fotos bitte **ein paar Tage vor dem Interview** zu, damit ich ausreichend Zeit habe, diese für das Interview vorzubereiten und in das Interview zu integrieren

2) Das Interview selbst

Ich habe geplant, die Interviews von **Mitte Mai bis Ende Juni** zu führen. Je nachdem wie es bei Ihnen passt, können wir innerhalb dieses Zeitrahmens individuell einen Interviewtermin ausmachen.

- Das Interview wird **über Skype** oder einem ähnlichen Programm geführt, welches eine online Kommunikation mit Video sowie Teilen des Bildschirms ermöglicht. Dies ist wichtig, da nur so die die Fotos in das Interview integriert werden können
- Die geplante Dauer des Interviews beträgt **1 Stunde bis zu 1 ½ Stunden**. Bitte nehmen Sie sich hierfür ungestört Zeit
- Das Interview wird **aufgezeichnet**, damit dieses von mir in Schriftform gebracht werden kann. Nur so ist es möglich, dieses im Rahmen meines Forschungsthemas zu analysieren
- Als Teil des Interviews werden wir zusammen eine **Collage** aus Ihren Fotos erstellen. Dies soll Sie dabei unterstützen, für sich selbst sowie für mich zu verdeutlichen, **wie die Fotos in Kombination Ihren Heimatort widerspiegeln**. Sie können sich gerne bereits im Vorfeld Gedanken dazu machen

Wichtig: Als wichtiger Grundsatz meines Forschungsprojekts sage ich Ihnen natürlich Eigentumsrechte und Datenschutz an den Fotos zu. Es hängt von Ihrer Zustimmung ab, inwieweit ich Ihre Fotos verwende. Ich werde die Fotos an einem sicheren Platz abspeichern, zu welchem nur ich Zugang habe. Falls Sie dies möchten, kann ich die Fotos nach meiner Forschungsarbeit wieder löschen. Sollte ich eines Ihrer Fotos innerhalb meiner geschriebenen Arbeit oder Präsentation der Ergebnisse verwenden wollen, werde ich Sie nochmal separat um Ihre Erlaubnis bitten.

Vor Beginn der Datenerhebung werde ich Ihnen noch einen **schriftliche Einwilligungserklärung** zukommen lassen, welche alle wichtigen Grundsätze unserer Zusammenarbeit umfasst. Neben den Aspekten, die oben in Bezug zu den Bildern genannt wurden, sind weitere wichtige Aspekte, welche diese umfasst: Zusage von Privatsphäre, Anonymität, Datenschutz und Freiwilligkeit. Sie haben zu jedem Zeitpunkt das Recht, Ihre Zusage zur Teilnahme an der Studie zurückzunehmen, ohne dass Ihnen dadurch irgendwelche Nachteile entstehen.

Ich freue mich sehr auf unsere Zusammenarbeit und bedanke mich bereits jetzt bei Ihnen für Ihre Mithilfe an meinem Forschungsthema.

Viele freundliche Grüße

Christina Lederle

APPENDIX D – COLLAGES OF MONSCHAU’S TOURISM NARRATIVE AND EXAMPLES TOURISM INFRASTRUCTURE

1) The old centre



2) The natural surrounding



3) Culture/History/Events



(Instagram/monschaoutouristik)



(monschau.de)



4) Instagram Campaign



5) Tourism Infrastructure



APPENDIX E – INTERVIEW GUIDE RESIDENTS

1. Generelle Einleitung
 - a. Können Sie sich bitte kurz vorstellen?
 - i. Name, Alter, Tätigkeit
 - b. Wie lange leben Sie bereits in Monschau?
 - c. Wo leben Sie in Monschau?
 - d. Was für eine Bedeutung hat Monschau für Sie?
 - e. Wie würden Sie Monschau kurz (z.B. in 3 Wörtern) beschreiben?
2. Besprechung der **einzelnen Fotos**
 - a. Wichtig: Was **steht hinter dem Foto**? Wie ist es mit dem **Alltag** verbunden?
 - i. **Warum** haben Sie dieses Foto gewählt?
 - ii. **Was** spiegelt das Foto wider?
 - iii. Welche **Bedeutung** hat es für Sie?
 - iv. Wie ist es mit Ihrer **Vorstellung von Monschau verbunden**?
 - v. Gibt es bestimmte **Details** auf dem Foto, welche besonders wichtig sind?
 - vi. **Wo** haben Sie dieses Foto aufgenommen?

 - b. **Attribute**
 - i. Natürliches Umfeld
 - ii. Gebautes Umfeld
 - iii. Gemeinschaft
 - iv. Zuhause
 - v. Kultur/Events
 - vi. Aktivitäten
 - vii. Arbeit
 - viii. Grenze Belgien
 - ix. Jahreszeitliche Veränderungen
 - x. Beziehung Stadt-Umfeld
 - xi. Erholung und Tourismus
3. Erstellung der **Collage**
 - a. **Führung** der TeilnehmerInnen
 - i. Start mit Hintergrund: Farbe, Foto, Nichts
 - ii. Welches Bild als erstes?
 - iii. Welches Bild in die Mitte? Welches Bild an den Rand?
 - iv. Welches Bild größer/kleiner?
 - v. Verbindungen zwischen Bildern herstellen - Übereinander legen
 - b. → Warum? → Diskussion, Reflektion anregen
 - c. Wenn Sie die **fertige Collage** anschauen, wie **fühlen** Sie sich? Was für **Gedanken** haben Sie?
 - d. Haben Sie das Gefühl, dass etwas **fehlt**? Würden Sie noch etwas ergänzen?
4. Wie passt **Tourismus** in die **Collage**?
 - a. Ist es **bereits Teil** der Collage?
 - b. **An welchen Punkten** ist es **verbunden**?
 - i. **Wie** ist es verbunden?
 - c. **Ändert** es die **Art und Weise**, wie Sie **Monschau**
 - i. **Sehen/Wahrnehmen**?
 - ii. **Erleben**?

5. Besprechung der Einstellung zum Tourismus
 - a. Inwieweit ist Tourismus ein **Teil von Monschau**?
 - b. Inwieweit hat sich Monschau **durch den Tourismus verändert**?
 - i. Wie nehmen Sie diese Veränderungen wahr?
 - ii. Wie beeinflussen Sie diese Veränderungen?
 1. In Ihrem Alltag?
 2. In Ihrem Verhalten?
 3. In Ihren Aktivitäten?
 4. In Ihrer Nutzung von bestimmten Orten?
 - c. Wie **erleben** Sie Tourismus in Ihrem **Alltag**?
 - d. Gibt es **jahreszeitliche Veränderungen**?
 - e. Wie haben Sie Monschau **ohne Tourismus wahrgenommen**?

6. Zeigen der **Bilder von Marketing und Instagram**
 - a. Wie **fühlen** Sie sich, wenn Sie diese Fotos sehen?
 - b. **Entspricht** dies **Ihrem Bild** von Monschau?
 - c. Inwieweit stimmen Sie damit überein, wie Monschau präsentiert wird?
 - i. **Wie** würden **Sie** Monschau **präsentieren**?
 - d. Nutzen Sie **touristische Angebote** wie
 1. Museen?
 2. Events?
 3. Touren?
 4. Gastronomie?
 - ii. Nutzen Sie diese **regelmäßig**?

7. Wie ist Ihre Einstellung zur **touristischen Entwicklung** in Monschau?
 - a. Sind Sie **zufrieden** damit?
 - b. Würden Sie etwas **ändern**?
 - c. **„Monschau ist kultureller Mittelpunkt einer ganzen Region und eines der beliebtesten Urlaubs- und Ausflugsziele der Eifel.“**
 - i. Wie fühlen Sie sich, dass Monschau von der Außenwelt so wertgeschätzt wird?
 - ii. Dass Monschau bei Touristen so beliebt ist?
 - d. Haben Sie das Gefühl, dass **Sie** die touristische Entwicklung **beeinflussen können (Mitspracherecht)**?
 - i. Inwieweit möchten Sie mitbestimmen?

8. Ende
 - a. Was wünschen Sie sich für die Zukunft im Bezug zur touristischen Entwicklung?

Thema: Landschaftstransformationen durch Tourismus

Inwieweit hat sich Monschau durch die zunehmende Präsenz von Tourismus als Ort verändert (für seine Einwohner)?

- **Verwandelte Funktionen** innerhalb der Landschaft
 - Verwendung der Landschaft
 - Vertretene Industrien
 - Bewusste/gewollt oder unbewusst/ungewollt
 - Als Tourismusprodukt
 - Balance zwischen den Industrien

- **Veränderter Charakter** von Monschau – **verändertes Stadtbild**
 - Materiell
 - **Veränderte Strukturen**
 - Neue Infrastruktur
 - Tourismus-spezifische (z.B. Hotels; Souvenir-Läden)
 - Veränderte Infrastruktur
 - Nutzung der Gebäude (Läden und Wohnungen)
 - Immateriell
 - **Anwesenheit von Touristen**
 - Tägliches Lebensumfeld der Einheimischen
 - Events und Aktivitäten
 - Geteilter Raum
 - Verteilung des Tourismus

- Touristische Themen
 - Präsenz von Touristen
 - Touristen werden Teil des Alltags
 - Touristische Infrastruktur
 - Touristische Aktivitäten
 - Touristische Angebote
 - Anpassung an touristische Bedürfnisse
 - Touristisches Bild nach Außen
 - Beliebtheit in der Außenwelt

- Im Bezug zur Landschaft
 - Orte werden touristischen Bedürfnissen angepasst
 - „Teilen“ von Orten
 - Fokus auf die Vergangenheit
 - Mittelalterlicher Stadtkern
 - Tuchmacher-Geschichte

APPENDIX F – SUMMARY ANALYSIS PICTURES

- Natural environment (nature and landscape)
 - Hohes Venn
 - Eifel
 - Different characteristics
 - forest
 - meadows and bushes
 - flower meadow
 - Lakes (in the forest)
 - River (in the forest)
 - Daffodils
 - Agricultural land
- Recreation and tourism
 - Tourists
 - Touristic infrastructure
 - Hiking
 - Observation tower
 - Cafés
 - Gastronomy
- Home, place of residence
 - Balcony
 - House
 - (Stable)
- Work place
 - Stable
 - Meadows
- Culture
 - Events
 - Exhibition
 - Sculptures
 - History place
- People
 - Tourists
 - Inhabitants
- Community
 - Associations
 - Families
 - Children
- Built environment
 - Traditional architecture
 - Old centre
 - Villages
 - Buildings
- Valley location/views
- Border to Belgium
- Others
 - Activities
 - Hiking

- Going for a walk
 - Bicycling
- Specific - unspecific
 - Place
 - Symbol
 - Attribute
- Animals
- Seasons
 - Summer
 - Winter
 - Autumn

APPENDIX G – HIERARCHY MAIN CODE GROUPS AND THEMES

The place Monschau as described by the participants

Geographical distribution	Official borders	Old town/villages, Städtregion,...
	Mental, Immaterial borders	
Typical, characteristic Monschau	Characteristic Region	Physical: Gebäude, Natur
		Jahreszeitliche Veränderung
		Location: Tal/Berglage, Border
		Freizeitangebot
		Angebot des täglichen Bedarfs
		Community
		Immaterial/cultural: History, Tradition, customs
		Different perspectives
	Characteristic old town	
	Characteristic villages	
	Relationship old town - villages	Connection
		Differences
	Consequence characteristics place	
Place changes	Monschau in the past	
	Monschau nowadays	
	General developments	Developments past, current developments/projetcs
Reasons for changes/developments		
Institutional structures	Community	Associations
		Voluntary work
		Important people
		Citizen involvement
		Citizen communication/information
		Inhabitants/groups of inhabitants carry the place
		Differences generation
		Urmonschauer - Neubürger
	Politics	
Offerings place	Daily life activities	Crockery shopping
	Free time activities	Shopping special things
		Gastronomy
		Hiking
		Bicycle
Corona	Changes	

	Consequences	
Influence on place		
Place-inhabitants		

The touristic place Monschau

The tourism narrative elements	Historic city centre	
	Nature	
	Culture/Events	
Institutional structures	Stakeholder	
	Relationship stakeholder	
	Position of residents	
	Finance	
	Geographical borders	
Perspective of the residents	Connection place – tourism place	Overlap
		Differences
	Assessment tourism narrative	Agreement
		Disagreement
	Elements	Touristic pictures, Kennzeichen, Type of tourists, offerings,
Tourism changes	Change tourism	Tourism intensity
	Change place	
Reason for changes		

Connection/overlap place and tourism place Monschau

Image of Monschau	Just/Mainly tourists	
	Tourists and inhabitants	
	Just/Mainly inhabitants	
Offerings	Just/Mainly tourists	Offerings - tourists
	Tourists and inhabitants	
	Just/Mainly inhabitants	
Place	Place – Tourism intensity	
	Place – Type of tourism	
	Place – assessment tourism	
Time	Time – Tourism intensity	
	Time – Type of tourism	
Daily life	Daily Life - Tourism	
Community	Community - Tourism	Position of residents
Free time	Free time – Tourism	

Relationship of the residents to their home place (what attaches them to their place)

Assessment	Place	Positive, negative, reason for assessment
		Daily life
		Activities free time
		Work
		People
		Immaterial value
	Other Places	
	Offerings	
	Developments	
	Changes	
	Of the place by outsiders	Positive, negative
	Corona changes	
	Politics	
	Fitting for place	
Attributes assigned to place	Positive	Important, well-known place; Special, unique place Monschau,
	Negative	
Connection Place		
Knowledge Place		
Involvement Place		

Assessment tourism-induced place changes

Reason for Assessment		
Marketing		
Assessment	Of the place by tourists	Positive, negative
	Different tourist groups	Positive, negative
	Touristic development	
	Touristic consequences	
	Touristic place	Use of offers,
	Value of tourism for place	Wishes for development place – contribution tourism
	Tourism narrative	
	Of the community	
Connection to tourism	Experience with tourists	Contact with tourists
	Place of residency	Tourism intensity
	Benefits tourism	Use of touristic offers
	Community	Friends
	Work	
	Experience, behaviour etc as tourist oneself	
Understanding/knowledge tourism-influence on place		
Comparison other places		
Distinction inhabitant - tourists		

Personal aspects	Bond to the place	
	Connection to place	
	Experience with the place	Changes
	Experience with other places	Possibility to compare
	Attitude, Expectations	
	Preferences	
	Behaviour	
	Interests	
	Living situation	
	Personality	

“Area of tension” tourism

Conflict residents - tourists	Perspective residents – tourists, tourism narrative	Can be exclusive
	Demands residents – tourists	Offerings, Development Place, Old – Modern
	Negative consequences -	
Personal: Conflict dependence – positive – negative consequences	Dependence on tourism	“Without tourism, the centre would not exist anymore”
	Value of tourism	Economical
		Free time
		Cultural
	Negative consequences tourism	Limitations residents
Conflict distribution tourism		Costs, Intensity,
Capacity issues		Transport infrastructure, historic centre

Einwilligungserklärung zur Erhebung und Verarbeitung personenbezogener Interviewdaten und Bildmaterialien

für das Forschungsprojekt
"Touristische Landschaft und Ortsbewusstsein: Der Einfluss von touristisch-verursachten Ortsveränderungen auf die Beziehung von Einheimischen zu ihrem Heimatort"

im Rahmen des Masterstudienganges
"Tourismus Geographie und Planung"

an der

Reichsuniversität Groningen, Fakultät für Raumwissenschaften

Leitung und Durchführung des Forschungsprojekts: Christina Hanna Lederle

Masterarbeitsbetreuer: Dr. Arie Stoffelen

Informationen zum Forschungsprojekt

In der Forschungsarbeit geht es darum, ein Einblick darin zu bekommen, inwieweit tourismus-induzierte Ortsveränderungen die Beziehung von Einheimischen zu Ihrem Heimatort beeinflussen. Es soll ein tieferer Einblick in die Perspektive von Einheimischen auf die touristische Entwicklung ermöglicht werden – vor allem, wie sie die touristischen Einflüsse auf ihren Heimatort wahrnehmen. Wesentliche Ziele der Forschungsarbeit sind deswegen: 1) das Verständnis über die Einflüsse von Tourismus auf Orte zu erhöhen, 2) aufzuzeigen, wie dies das Leben der Einheimischen beeinflusst und 3) Möglichkeiten aufzuzeigen, wie dieses Verständnis innerhalb der Tourismusplanung für die zukünftige Tourismusentwicklung berücksichtigt bzw. mit einbezogen werden kann.

Erhobene Daten

Das Interview wird mit einem Aufnahmegerät aufgezeichnet und sodann persönlich von Christina Hanna Lederle in Schriftform gebracht, damit dieses für die Forschungsarbeit analysiert werden kann.

Zusätzlich werden Bilder zur Verfügung gestellt, welche im Rahmen des Forschungsthemas von Christina Hanna Lederle analysiert und verwendet werden.

Garantie Privatsphäre, Freiwilligkeit und Urheberrechte

Für die weitere wissenschaftliche Auswertung der Interviewtexte werden alle Angaben, die zu einer Identifizierung der Person führen könnten, verändert oder aus dem Text entfernt. In wissenschaftlichen Veröffentlichungen werden Interviews nur in Ausschnitten zitiert, um gegenüber Dritten sicherzustellen, dass der entstehende Gesamtzusammenhang von Ereignissen nicht zu einer Identifizierung der Person führen kann.

Personenbezogene Kontaktdaten werden von Interviewdaten getrennt für Dritte unzugänglich gespeichert. Sollte der Interviewte dies wollen, werden diese nach Beendigung des Forschungsprojekts gelöscht.

Auch die Interviewprotokolle und zur Verfügung gestellten Bilder werden für Dritte unzugänglich gespeichert.

Falls der/die Teilnehmer*in dies wünscht, werden seine/ihre Bilder nach Beendigung der Forschungsarbeit wieder gelöscht.

Sollte eines der zur Verfügung gestellten Bilder innerhalb der geschriebenen Arbeit oder Präsentation der Ergebnisse verwendet werden, wird der/die Teilnehmer*in nochmal um eine zusätzliche Erlaubnis gebeten.

Die Teilnahme an den Interviews ist freiwillig. Sie haben zu jeder Zeit die Möglichkeit, ein Interview abubrechen, weitere Interviews abzulehnen und Ihr Einverständnis in eine Aufzeichnung und Niederschrift des Interviews zurückziehen, ohne dass Ihnen dadurch irgendwelche Nachteile entstehen.

Einwilligungserklärung

Ich habe die Informationen über das Forschungsprojekt gelesen.

Ich konnte Fragen stellen und meine Fragen wurden zu meiner Zufriedenheit beantwortet.

Ich hatte genug Zeit, um mich für die Teilnahme an der Forschung zu entscheiden.

Meine Teilnahme ist völlig freiwillig. Ich kann mich jederzeit ohne Angabe von Gründen von der Forschung zurückziehen.

Ich erteile meine Erlaubnis, die Interviewdaten und Fotos für folgende Zwecke zu verwenden:

- Verarbeitung innerhalb des oben beschriebenen Forschungsprojekts

Ich bin damit einverstanden, an diesem Interview teilzunehmen.

Ich möchte, dass meine Kontaktdaten nach Beendigung des Forschungsprojekts gelöscht werden.

- Ja
- Nein

Ich möchte, dass die zur Verfügung gestellten Bilder nach Beendigung des Forschungsprojekts gelöscht werden.

- Ja
- Nein

Interviewdatum:

*Name des/der Teilnehmer*in:*

Unterschrift

Datum

