TOURISM, COMMUNITY AND QUALITY OF LIFE
Qualitative insights into a rural destination

MASTER THESIS

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Abstract

The complex nature of tourism necessitates an in-depth analysis of the interplay between tourism, community, and quality of life (QOL). The isolated consideration of each construct as well as the examination of causal relations have been extensively elaborated on in the literature. However, a deeper understanding of the relationship between residents’ attitudes towards tourism and their support for further tourism development by taking also the respective quality of life into consideration needs to be undertaken. By incorporating the intergroup threat theory supplemented by the social exchange theory a broadened view on the underlying relationship was achieved. The study’s results could be of interest especially for tourism development in order to accomplish long-term competitiveness of rural areas.

Data was gathered by 18 qualitative semi-structured interviews with current residents of the “Wilder Kaiser” region in Tyrol. The interviews provided a rich qualitative insight into the rural area. The findings of the thesis provide credence to the interrelation of tourism with local communities’ quality of life. The relation between perceived impacts and attitudes which is shaped by value-attitude relationships revealed interesting conclusions for tourism development and its impacts on quality of life. It also points out that the distinction between perception and attitudes is vitally important. The examined tourism-community relationship disclosed the importance of community involvement for tourism development. It is proposed to apply quantitative methods to substantiate findings and the conclusions drawn in this thesis.

Keywords: tourism, community, quality of life, tourism-community relationship, tourism development, community participation
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<th>Abbreviation</th>
<th>English description</th>
<th>German description</th>
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<tr>
<td>CAQDAS</td>
<td>Computer-Aided Qualitative Data</td>
<td>Computergestützte qualitative Datenanalyse</td>
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<td></td>
<td>Analysis</td>
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<td>CBT</td>
<td>Community Based Tourism</td>
<td>Gemeindetourismus</td>
</tr>
<tr>
<td>e.g.</td>
<td>Example given</td>
<td>Zum Beispiel</td>
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<td>ITT</td>
<td>Integrated/Intergroup Threat Theory</td>
<td>Gruppeninterne Gefahrentheorie</td>
</tr>
<tr>
<td>OECD</td>
<td>Organization for Economic Co-operation and Development</td>
<td>Organisation für wirtschaftliche Zusammenarbeit und Entwicklung</td>
</tr>
<tr>
<td>ÖHV</td>
<td>Austrian Association of Hotels</td>
<td>Österreichische Hotelvereinigung</td>
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<td>SET</td>
<td>Social Exchange Theory</td>
<td>Soziale Austauschtheorie</td>
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<tr>
<td>TVB</td>
<td>Tourism Association</td>
<td>Tourismusverband</td>
</tr>
<tr>
<td>US</td>
<td>United State</td>
<td>Vereinigte Staaten von Amerika</td>
</tr>
<tr>
<td>vs.</td>
<td>Versus</td>
<td>Gegen</td>
</tr>
<tr>
<td>WKO</td>
<td>Chamber of Economy Austria</td>
<td>Wirtschaftskammer Österreich</td>
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<td>WTO</td>
<td>World Tourism Organization</td>
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1 Introduction

Tourism and Tyrol are inseparably linked and have a long, and shared history. Tyrol performing as a recreation and living area, acting as a competent leader in alpine tourism and being a major supporter of family businesses are the central issues of Tyrol’s development strategy “Der Tiroler Weg 2021” (Land Tirol et al., 2015). The tourism sector is a major economic contributor and an essential element of wealth generation in Tyrol, especially in its more rural areas (Land Tirol et al., 2015). The key indicator of the amount of tourism in an area is obviously the “overnights per residents”. It is supposed that the higher this key figure is, the stronger the impact of tourism on the stronger the impact on the respective community. Tourism intensity in Tyrol amounts for 63,8 overnights per resident on average and typifies the success of the tourism sector (WKO, 2015).

Comparatively, within the tourism association “Wilder Kaiser” with its communities Going, Ellmau, Scheffau and Söll, where the empirical data collection for this thesis took place, the tourism intensity amounts to 201,5 overnights per resident (Landesstatistik Tirol, 2017). This makes the tourism association “Wilder Kaiser” one of the top-performers in the tourism sector within Tyrol. Also, the latest “Destinationsstudie 2017” describes the region “Wilder Kaiser” (as measured by the performance indicators overnight stays, occupancy rates, share of the market, seasonality and internationality) as the top performer for Tyrol (ÖHV, 2017). A greater analysis of the “Wilder Kaiser” region can be found in the “Empirical Research” section of this thesis.

The significance of the tourism sector for Tyrol is also reflected by the 25,000 companies with over 60,000 employees both directly and indirectly employed within the sector (Tirol Werbung, 2015). Frequently, the development of tourism in a region is justified on the basis of the economic benefit (Cooper and Hall, 2007, p. 4).

Despite the economic benefits of tourism, there is increasing evidence that there are also several negative consequences, especially for the host communities and their members. The destruction of culture, environment and society have been regularly analyzed in previous research (Liu, Sheldon and Var, 1987). This as well as the social and economic landscape of tourism activities, its consequences and the QOL of those involved in the production and consumption of tourism goods and services (Uysal et al., 2016) will also be analyzed in this thesis.
1.1 Problem Statement

Until now the development of tourism in Tyrol was mainly measured and presented by a few economic factors like arrivals and overnight stays (overnights), number of beds or average duration of stay as one can recognize on the basis of tourism statistics published form institutions like “Tirol Werbung”, “WKO” or “Statistik Austria”. Social and environmental factors have been seriously neglected thus far.

The touristic guideline “Der Tiroler Weg 2021” (Land Tirol et al., 2015) broaches the establishment of a conscious development of tourism in Tyrol. Their mission statement “Tyrol the epitome of the alpine sense of life” (2015, p. 19) should widen the horizon and enhance the approach for tourism. This stress the need of action and form a basis for the underlying thesis.

Tyrol is not alone in facing a paradigmatic change, with a global change revolution of the tourism sector worldwide including new viewpoints on the basis of relationships, co-creation of value as well as the acknowledgement of intangible products and sustainable tourism development gaining greater importance (Cooper and Hall, 2007, p. 27). Often the challenge that prospering tourism regions face nowadays is balancing economic enhancement with socio-cultural authenticity, environmental conservation needs of the respective regions and the satisfaction level of its residents (Cooper and Hall, 2007, p. 222).

Moreover, the nature of tourism is meant to be highly social also due to the number of stakeholders involved in the tourism-community relationship (Pearce, Moscardo and Ross, 1996, p. 59). Therefore, the measurement by means of economic indicators alone does no longer meet the requirements of identifying the health of the tourism sector.

Subsequently, developing a deeper understanding of the tourism sector itself and the tourism-community relationship need to be developed. Beside the economic dimension also social and environmental issues should be considered. Especially rural destinations are facing challenges of tourism development (Sharpley, 2002). Therefore, it is suggested to build an exemplary index, indicating major influencing factors on the “alpine sense of life” in Tyrol.

The field of research concerning the interplay of tourism, community and quality of life is extraordinarily rich. Principally literature reviewed frequently use social exchange theory as a theoretical context to predict and clarify attitudes toward tourism. In recent years social exchange theory has received significant criticism for lacking theoretical sophistication as
explained further in the subsequent section “Guiding Theory II: Social Exchange Theory” (Ward and Berno, 2011).
Therefore, this thesis adopts a different theoretical approach in order to enhance the field of research.

1.1.1 Research Gap and Question

The differential theoretical approach aims to approach into the issue of tourism and its influence on community, and QOL, from a new perspective. Based on intergroup threat theory combined with the social exchange theory this thesis aims to fill in the research gap of the qualitative investigation of rural Tyrolian destinations regarding the interplay of tourism and community and the respective quality of life. Therefore, the “Intergroup Threat Theory” was considered, as it purports following: “[…] this theory has the potential to broaden the explanation and prediction of attitudes” (Monterrubio, 2016, p. 425).

One major shortcoming of the current state of literature which was detected is that the interplay of the three constructs tourism community, quality of life has not been a focus of research yet. The majority of the existent literature focuses on either the relationship between tourism and quality of life (e.g. Andereck et al., 2007; Andereck and G. Nyaupane, 2011) or how community and support for further tourism development is related (Perdue, Long and Allen, 1990; e.g. McGehee and Andereck, 2004). Additionally, both, the measurement of impacts and quality of life almost entirely focus on the quantitative approaches, which indeed provides information on the variety of factors influencing quality of life or the rating of tourism impacts but does not explain why established evaluations occur.

In order to close this gap 18 semi-structured interviews with current residents of the region “Wilder Kaiser” were conducted in collaboration with the “TVB Wilder Kaiser”.

After reviewing literature to get an overall perspective on the interplay of tourism, community and quality of life following research question is outlined:

“How does the perceived tourism impact on residents’ quality of life in rural areas of Tyrol affect the attitudes of residents toward further tourism development?”
The visualization below should enhance the understanding of the research question and the proposed relationship (1) between personal benefits, perceived impact through tourism and the attitude formation toward further tourism development (Perdue, Long and Allen, 1990; McGehee and Andereck, 2004).

The integration of the QOL concept in the model below is presumed as Woo et al. (2018) stated that stakeholders benefitting from tourism are likely to experience an increased sense of satisfaction which enhances QOL (2).

The relationship (3) between impacts and QOL is established as tourism impacts (e.g. crowding, disruption of way of life, traffic problems) have an influence on the quality of life of residents (Andereck et al., 2007; Andereck and G. P. Nyaupane, 2011)

Figure 1: Visualization of research question

1.1.2 Research Objective and Contribution

Information derived from economic measures (overnight stays, …) as mentioned in the problem statement above does not provide adequate information to decision makers on the impact tourism has on a region. This information is drastically needed as obviously it relates to the needs and wants of the citizens living in these communities (Andereck and G. Nyaupane, 2011).

Therefore, the aim of this master thesis is to:

(1) Explore and question multiple impacts (positive and negative) of tourism perceived by a local population.

(2) Identify the primary factors affecting the relationship between perceived tourism impact and the quality of life of the residents involved.
Explore the attitude formation toward future tourism development in a region, with specific consideration of the framework of rural destinations of Tyrol.

In the handling of the research question the emphasis should be on the difference between perception and attitude. Existing literature often falsely attributed these two terms the same meaning.

Attitude can be defined as a propensity or a mindset to act in a certain way based on individuals’ experiences and nature. The tri-component model of attitudes, which includes an affect (feeling), a cognition (belief), and a behavior (action) perfectly presents the composition of the underlying definition (Pickens, 2005, p. 44).

Perception is closely related to attitude. It can be defined as follows: if a person faces a certain stimuli or situation, said stimuli or situation gets interpreted by the person. In contrast, the concept of perception is concerned with the subjective cognition and evaluation of a specific circumstances (Pickens, 2005, p. 52).

Based on the condition that the distinction between perceptions and attitudes is possible from empirical data derived from this study, investigations via resident interviews should provide information on the perceptions and attitudes of individuals towards touristic development. This information will provide valuable data for tourism and community management going forward.

The qualitative view on the data will especially provide a deeper understanding of tourism-community relationships and deliver new insights. This relationship is meant to be complex in nature as both, characteristics of the ingroup and the outgroup as well as the individual circumstances of the area are involved (Butler, 1980). In addition to that is tourism also a social phenomenon (Sharpley and Telfer, 2014, p. 11) including numerous stakeholders. As prior research has much focused on determining influencing factors, the need of adding depth arises, which was stressed in several studies (e.g. Andereck and Vogt, 2000; McGehee and Andereck, 2004; Andereck et al., 2007; Deery, Jago and Fredline, 2012; Boley et al., 2014).

1.2 Outline of the Thesis

This thesis aims to structure both theoretical and empirical research into the three main issues of the underlying study, that being: TOURISM, COMMUNITY AND QUALITY OF LIFE.
In summary, the underlying thesis topic consist of five major parts:

1. Introduction
   - Conceptual background identifies and describes underlying theories.
2. Theoretical background identifies and describes common terms and reflecting on relevant research and assumptions about underlying concepts and approaches. In the end a tabulated and a descriptive summary will present the theoretical and conceptual findings.
3. Empirical study including types of research approaches though to research findings. In the presentation of findings each chapter starts with a tabulated summary showing the most relevant research findings. This arrangement should ensure that “fast readers” also gets access to key findings of this study.
4. Conclusion drawing on both theoretical and empirical content of the research. This will also include the definition of research limitations and recommendations for further research.

**Figure 2: Structure of the thesis**
2 Theoretical Background

2.1 Guiding Theory I: Integrated/Intergroup Threat Theory (ITT)

Studying intergroup relations has a long history in social science and is considered to be enormous in scope and complex in structure (Tajfel, 1982). In the history of intergroup relations research, Gordon Allport with his book “The Nature of Prejudice” in 1954 has made important contribution to the field of social psychology. Since that time, a great number of researchers have investigated intergroup relationships to advance knowledge in this field. Allport (1954) enhanced understanding of intergroup contact by introducing his “contact hypothesis” which implies that intergroup contact should reduce issues like prejudice (if it is not deeply rooted in individuals’ character) by equal status contact between the ingroup and the outgroup in striving for common goals. Apart from this Allport (1954) assumes that the positive effect is improved by authority sanction (e.g. laws), and by the perception of mutual interests and humanity between group members.

Despite many extant constructs explaining intergroup relations most of the research occurs in isolation and examines only parts of what is a large, dynamic and interplaying system (Stephan and Stephan, 2000). Therefore, the model of the integrated threat theory tries to synthesize approaches in order to provide an explanation for intergroup relations. Both, the integrated threat theory and Allport’s contact theory have the same underlying concept (threat and contact) which take an intermediary role between consequences and antecedents (Stephan, Renfro and Davis, 2009). Basically, intergroup threat arises if the beliefs, actions or characteristics of one group disrupt the well-being of another group (Riek, Mania and Gaertner, 2006).

Tourism studies to date have not fully utilized the ITT. This is unfortunate as it counterbalances and complements perfectly the weaknesses of the social exchange theory presented in the subsequent section of the thesis (Ward and Berno, 2011). Up to now psychology and sociology are the most common fields of application of the ITT. It is mainly applied to understand relationships between two different groups (ingroup and outgroup). Principal areas of research are minority groups (e.g. Whites and Blacks in the US, gays, religious minorities, immigrants) (Stephan, Renfro and Davis, 2009).

The integrated threat theory as a unified concept was first studied by Stephan et al. (1998) and applied to predict attitudes toward immigrant groups. Therefore, it can be concluded that the
theory is an appropriate framework to analyze the relationship between ingroups and outgroups and the respective attitudes of prejudicial nature based on the threats posed by the outgroup.

The integrated threat model defined by Stephan and Stephan in 2000 was composed of four types of threat causing prejudice including realistic threats, symbolic threats, intergroup anxiety as well as negative stereotypes. In the initial formulation of the theory, prejudice, which is specified as the negative rating of outgroups, is the only possible outcome of threat (Stephan and Stephan, 2000).

The following section will discuss the different types of threat defined by Stephan and Stephan (2000):

**Realistic Threats**
Include all subjectively perceived threats that are posed by the outgroup including political and economical influence against the physical wellbeing of ingroup members. In summary realistic threats are the sum of perceived and real threats that occur from the competition over resources.

**Symbolic Threats**
Perceived group differences between interacting groups including morals, values, beliefs as well as attitudes belong to the symbolic threats. Generally, all threats which pose a risk to the worldview of the ingroup. The ingroups’ feeling that their central values are threatened causes prejudice towards the outgroup.

**Intergroup Anxiety**
When individuals of the ingroup or the whole group feel threatened during intergroup interactions it might cause feelings of embarrassment, rejection or mockery. Consequently, this leads to negative outcomes such as dislike toward the outgroup.

**Negative Stereotypes**
Stereotypes in general refer to favorable or unfavorable beliefs associated with a certain category to rationalize behavior toward the respective category (Allport, 1954). In the context of the integrated threat theory negative stereotypes include all expectations toward the behavior of outgroup members. If the expectations are negative, the interaction between the ingroup and outgroup members might be conflictual or unpleasant.
According to Stephan et al. (2009, p. 55 ff) examining threats listed above may help to predict attitudes of the ingroup toward the outgroup.

Despite strong support for the model in research (e.g. Stephan, Bachman, & Ybarra, 1999; Stephan et al., 2002) the interrelation of the threats were reformulated in 2008 (view Figure 3). In the paper “The Role of Threat in Intergroup Relations” the authors issued the objective to make the concepts described clearer and to expand their description of the different threats and outcomes. From this point in time the integrated threat theory is termed “intergroup threat theory”.

Figure 3: Revised model of integrated threat theory (Stephan, Renfro and Davis, 2009, p. 60)

The revised theory used in this thesis broadens the field of antecedents as well as the outcomes of threats and reconceptualizes the threats themselves (Stephan, Renfro and Davis, 2009, p. 56 ff). The revised integrated threat theory focuses on the division between realistic and symbolic threats but adds a distinction between threats posed to the ingroup as whole and to individual members of the ingroup. As realistic group threats the different categories power, resources, and general wellbeing are described, whereas realistic individual threats consist of actual physical or material harm (e.g. pain, sadness, frustration), economic damage, deprivation of valued resources as well as health impacts or individual security. Describing symbolic threats on the group level encompasses threats to culture, religion, values, beliefs, ideology, morality, philosophy, or worldview. On the individual level threats which lead to the anxiety to lose one’s self-esteem, self-identity or honor are part of the symbolic threat category. Generally, it can be concluded that the distinction of the perspective of the whole group and the individual on both realistic and symbolic threats allows a deeper understanding of the impact of threats.
Also, the antecedents of threat are reformulated and now include relations between groups, individual difference variables, cultural dimension and situational factors. The first antecedent which is the relation between groups include the difference in size of ingroup and outgroup, status inequalities as well as intergroup conflict. With cultural dimensions Stefan et al. (2009) refer to cultural variables such as the power distance formulated by Hofstede (1980) which might influence perceived threats. Other antecedent dimensions in the model are individual differences which consists of the strength of ingroup identity, negative personal contact, as well as social dominance orientation and self-esteem. With situational factors Stefan et al. (2009) refer to the dynamic and varying nature of threats. Therefore, factors such as setting, structure and, norms might influence the perception of threats. As one can conclude, the broadened antecedents of threats help to better comprehend how threats might emerge.

Additionally, the consequences of threats now include not only prejudice but differentiate between psychological and behavioral responses. Responses such as aggression, submission, withdrawal, or any other form of open intergroup conflict are behavioral in nature. Outcomes which are psychological in nature can be further divided into cognitive and affective reactions. Aberson (2015) suggests that understanding the significant role of threats might reduce both cognitive and affective dimensions of outcomes. The relationship between these two dimensions and intergroup contact was also examined by Pettigrew & Tropp (2005). In their research they investigated the correlation of intergroup contact and cognitive and affective prejudices. Generally, affective prejudices can be described as those prejudices which broadly address emotions interacting with a member of an outgroup. Whereas, the cognitive dimension of prejudice includes topics such as beliefs and stereotypes about the outgroup which are often derived from experiences or perspectives of the outgroup. The research findings confirm that prejudice, rested on affective measures show more significant and reliable relationships with intergroup contact than with cognitive measures (Tropp and Pettigrew, 2005).

Consequently, investigating the relationship between psychological responses and ratings of intergroup contact suggests, that affective ties have a stronger impact on ratings. It is important to note, that affective and cognitive dimensions might also interact with each other.
2.2 Guiding Theory II: Social Exchange Theory (SET)

The social exchange theory stems from economic theory but its roots can be traced back far as to 1920’s (Cropanzano and Mitchell, 2005). From 1958, the social exchange theory continuously evolved especially in social psychology. Homans’s paper “Social Behavior as Exchange” identifies the theory of social behavior as an exchange of goods, material as well as non-material good (e.g. prestige or symbols of approval). While taking an individualistic approach Homans structures the individuals’ behaviors based on rewards and costs (1958).

In 1959 the social exchange theory was modified for research into group psychology. To better understand the mechanism of the social exchange theory Harold & Thibaut (1959) constructed a matrix. Each cell of the matrix represents possible outcomes of the interaction between two individuals and summarizes subsequently the consequences for each person. Although there are numerous ways of measuring and analyzing, one can differentiate between positive (rewards/benefits) and negative (costs) components resulting from the interaction (Hare, Thibaut and Kelley, 1960). Consequently, the subjective comparison between rewards and costs allows to the possibility to draw conclusions for the satisfaction by both parties with the relationship.

As mentioned in the “Problem Statement” of the thesis there are also several shortcomings of the theory. The key problem with the explanation of the social exchange theory is that it is more like a framework of various theories which rests on several assumptions about human nature as well as the nature of relationships (Emerson, 1976). Summarized, it is assumed that humans are rational beings who seek rewards and avoid punishments. Furthermore, it is expected that each human assesses cost and rewards differently over time. Relationships are supposed to be interdependent and relational life is treated as a process (Cropanzano and Mitchell, 2005). Such general assumptions are the reason why the theory lacks theoretical sophistication.

However, there are limits to how far the concept of the social exchange theory can be taken, but up to now the social exchange theory is the most frequent theoretical grounding in tourism studies to examine tourist-host relationships (McGehee and Andereck, 2004; Andriotis, 2005; Nunkoo and Ramkissoon, 2011; Látková and Vogt, 2012; Nunkoo and So, 2016). From a touristic viewpoint the social exchange theory claims that attitudes of an individual toward tourism, and following the level of support for tourism development, will be affected by the assessment of subsequent outcomes for himself or herself and the community. In terms
of the social exchange approach, as explained earlier, residents perceiving the relative benefits/cost exceeding the relative costs/benefits to themselves will likely perceive the tourism-host relationship as beneficial/ unfavorable (Andereck et al., 2005).

Analysis of the application of the social exchange theory to the tourism industry is inconclusive as some studies have found support for the social exchange theory (McGehee and Andereck, 2004; Wang and Pfister, 2008; e.g. Andereck and G. P. Nyaupane, 2011) whereas others have not (Harrill, 2004; e.g. Andereck et al., 2005; Látková and Vogt, 2012).

A key finding identified by several studies is that social exchange theory is indeed a useful framework but at the same time an inadequate construct to understand the response to the phenomena of tourism by residents (Andereck et al., 2005). Especially for qualitative research a more comprehensive approach which also addresses values and beliefs as motives for decisions should be harnessed.
3 Conceptual Background

In order to gain deeper understanding of the existing research on tourism, community, and quality of life in relation to residents’ perceptions and attitudes, the following section embraces a theoretical founded review. It should provide an overview of relevant literature and most recent research progress in this field of tourism studies. The objective is to give an inside into relevant constructs required, in order to understand and answer the underlying research question. The chapter is constructed as follows: first the main chapters tourism, community, and quality of life are addressed by providing definitions required. Afterwards the most important constructs within the main categories (e.g. tourism development, tourism-community relationship, measurement of QOL) are addressed, including coherences and general assumptions, to build an appropriate basis for the empirical part of the thesis.

In the end of the chapter a concise summary will capture most important research findings of key literature and draw a conclusion for the respective scientific work. A broader overview of some literature reviewed can also be found in the appendix (view Appendix 1: Research Overview Key Literature).

3.1 TOURISM

3.1.1 Definition of Tourism and Relevant Constructs

A variety of definitions of the term tourism can be found in the literature. The most common definition is that it is a manifolded product which is very fragmented with both tangible and intangible elements and involves at the same time several industries (Fletcher et al., 2018, p. 5 f.). However, tourism should not be limited to defined simply as a complex product, it is also a social and economic phenomenon of the modern age (Sharpley and Telfer, 2014, p. 11).

According to Lett (1989), tourism is the “largest peaceful movement of people” in the past and still today, national as well as transnational. According to a definition provided by Hall and Lew (2009) tourism is every form of voluntary travel for which people leave their familiar home environment and tend to head back after a certain period of time which should be shorter in time and larger in distance than human movement which is non-tourism related. Forms which are declared to be non-tourism related are for example diplomats, travel for military service, permanent (forced) migration, employment outside of home environment, expatriate and border workers.
Tourism Product
The term tourism product is derived from economics and suggests a framework of exchange. Again, numerous approaches explaining the tourism product are existent. Gilbert (1990) for example expanded the definition of the tourism product as follows: 
* [...] an amalgam of different goods and services offered as an activity experience to the tourist* (Gilbert, 1990, p. 20). Subsequently there is general agreement that the complex nature of the product comprise the tourism destination as an experience provider in the setting of a “tourism system” (Cooper and Hall, 2007, p. 16 ff).

Tourism System
The “tourism system” is a term introduced by Leiper (1979) in order to understand the complex and extensive nature of tourism. It is defined as follows: “The tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists” (Leiper, 1979, p. 400).

Additionally, he split the tourism system into six major sectors as follows: (1) tourist attractions, (2) tourism marketing, (3) tourist carriers, (4) tourist accommodation, (5) miscellaneous tourism services (e.g. taxis), (6) tourism regulation (including government and education).

He also stated that only the collaboration of all specialized members in the tourism system enable the value chain of tourism. A constantly growing body of research has enlarged the group of members in the tourism system. Stakeholders such as local administration and government, residents, developers and planners, architects and business professionals have been integrated in later literature (Reed, 1997; Okazaki, 2008; Nuzhar, 2016). This concept is embedded in the so-called community-based tourism (CBT) approach which will be further described in the section “Tourism-Community Relationships”.

Tourism resource
A tourism resource might be both a physical or a social component of the environment which attracts or enables tourists to consume a specific tourist experience. Especially in term of tourism, a resource is not static because it always depends on if the consumer, in this case the tourist, perceives a utility value of the respective resource. The underlying utility value of same resources might differs vastly among different stakeholders regarding culture, values and nationality (Hall and Lew, 2009, p. 35).
Generally, a tourism resource is either scarce (e.g. labor, capital) or free (e.g. culture, climate). Therefore, it could be concluded that also the availability of resources influences the evaluation of tourism effects by local communities and their members.

For tourism management it is therefore inherently important to know that certain resources could in one area or culture be classified as “neutral” whereas in another area or culture as a cultural heritage or a tourism attraction (Cooper and Hall, 2007, p. 118).

Therefore, the competitive advantage of a tourism area is based on the experiences created through the set of resources and the infrastructure in a respective tourism area (Cooper and Hall, 2007, p. 5).

Measuring tourism resources of an area might be a bit problematic as resources are highly dynamic. In literature the classification of attraction is sometimes divided as follows:
- cultural or human-made e.g. monuments, buildings
- natural e.g. parks, mountains

Nevertheless, it might cause problems to classify in the case of tourism resources. In case of technological innovations (e.g. mountain bikes), cultural decisions or seasonality, new tourism resources might develop or lose attention (Cooper and Hall, 2007, p. 118 f.). Therefore, it can be concluded that each destination has to individually decide together with their stakeholders’ tourist interest their relevant tourism resources and do so on a regular basis.

**Rural Tourism**

As the thesis qualitatively investigates the interplay of tourism, community, and quality of life in a rural destination also the term rural tourism must be defined.

Generally, a rural destination might be considered as the counterpart of an urban destination. Rural tourism first defined by Lane (1994) is a particular form of tourist activity. He determined a population under 10,000 residents and a low rate of constructed area as key characteristics of rural destinations. According to Lane (1994) rural tourism is characterized by small-scale organizations (locally owned), closeness to nature, traditions and small-scaled settlements.

Still, the definition of rural tourism refers to the context of the tourism activity, by specifying the destination type of a tourist region. According to Fletcher et al. (2018, p. 127) the tourism product of a rural destination is mostly based on their tourism resource such as their individual, natural environment such as lakes, mountains or conservation areas.
Especially in rural areas, tourism builds a source of income and employment but simultaneously induces a certain degree of dependence. On the other hand, tourism growth in rural areas might cause unwanted impacts fostering the destruction of the communities core resource, the natural environment (Sharpley, 2002).

This might lead to an unpleasant development within rural destinations as Hester (1990) stated in his paper “The Sacred Structure in Small Towns: A Return to Manteo, North Carolina.”:

*A small dying town takes an economic U-turn by capitalizing on its smallness, intimacy, natural beauty, village character, and rural past. [...] Unfortunately, for many communities, this turnaround spells the demise of community traditions, destruction of valued places, and their replacement by a phony folk culture.* (Hester, 1990, p. 5).

Therefore it can be concluded, besides the increase of social and environmental impacts, a certain dependence of the rural community on tourism becomes apparent, which might cause less economic flexibility for rural destinations (Smith and Krannich, 1998).

Prior research has shown that rural tourism differs vastly from tourism in the strict sense due to the nature of rural communities. The missing familiarity with cultural pluralism and diverse lifestyles might increase perceived impacts of tourism development in rural areas. A greater homogeneity of rural communities as well as personal ties which are meant to be closer than in urban destinations are critical factors of the discrepancy described above (Huang and Stewart, 1996). Also Lane (1994) stated that a strong sense of community and close networks differentiate rural communities from urban communities (Lane, 1994).

**Sustainable Tourism**

As tourism is one of the world’s largest industries, scholars and practitioners rely on the concept of sustainable tourism to maximize the positive and minimize the negative impacts to the destination’s environmental economic, social and cultural resources. Accordingly, sustainable tourism should ensure that the economic viability, ecological integrity, and cultural authenticity of a destination are preserved, thus meeting the needs of present tourists and host regions while protecting and enhancing future opportunities (UNWTO, 2013).

To be able to identify the range of sustainable tourism the WTO published a methodology built upon five pillars. The first pillar is the framework for tourism activity which contains the
policies and governance that commit to sustainable principles and monitor them properly. The second, is that the performance of economy, investments and ability to be competitive is a vital precondition for successful sustainable development. As a people-based sector employment and a fair, work agenda have important places in the methodology of sustainable tourism (third pillar). A major issue is also social inclusion and poverty reduction – especially in terms of the preservation of subgroups such as women and disabled people. This also refers also to all kind of negative social impacts caused by tourism and the competition over limited resources (fourth pillar). The last pillar is concerned with the sustainability of natural and cultural environment as the basis of value creation for tourism (UNWTO, 2013).

Research shows that the environment protection of a tourism community is vitally important for the respective residents as they are highly affected by tourism development. Choi and Murray (2010) therefore concluded that residents should be integrated in each development stage such as the planning, realization and supervision.

Issuing the integration of the local community as a mantra of sustainable tourism is inevitable (Cole, 2006; Okazaki, 2008). However, according to Cole (2006), there are also numerous barriers to halt empowerment of communities to contribute. These include lack of specialist skills, capital, self-esteem, and knowledge. The above described empowerment process is the so called “Community Based Tourism (CBT)”. More details on that development option are discussed in 3.2.2 Tourism-Community Relationships.

The tourism related definitions are important topics relevant to the research question. Following on from that is how it develops, aka, tourism development.

3.1.2 Tourism Development

Basically, the term development is specified as follows: “a process through which a society moves from one condition to another, and also to the goal of that process [...]” (Sharpley and Telfer, 2014, p. 23). Any form of economic development needs careful planning in order to be successful. Therefore, tourism as a multisector activity including social, economic and environmental impacts requires precise planning under the condition of success and sustainability. Knowledge about local economy is essential to be able to integrate interests of the wide cross-section of participants with sometimes conflicting goals (Fletcher et al., 2018, p. 253). Based on that knowledge a dynamic development plan for the tourism sector with
“clear, unambiguous, non-conflicting and achievable” goals form the basis of a successful and sustainable development (Fletcher et al., 2018, p. 268).

Generally, tourism development takes place on several levels. Internationally organizations such as WTO, EU, and the OECD provide guidelines to give a general direction. On a national basis some important objectives are determined. Tourism policy, taxation structure legislation, infrastructure and marketing are frequently included in such plans. The final level of the planning process is the regional and local tourism planning such as tourism associations in the respective regions. Development plans on this level are much more detailed and customized however are also flexible, to maintain the ability to react to changes from other levels (Fletcher et al., 2018).

Considering tourism development as a dynamic process the tourism product for a specific destination, it transits through various stages of development. Therefore, the study of Butler (1980) makes a major contribution to research on tourism development by illustrating the hypothetical evolution of the tourism product (view Figure 4).

![Figure 4: Hypothetical evolution of a tourist area (Butler, 1980)](image-url)
Butler (1980) predicts that an increase of tourists causes a decrease of both attractiveness and quality. Though, more recent research has shown that the tourism-community relationships with progressive development are much more complex as the characteristics of both tourists and community with its members play a leading role in development.

The evaluation of a tourism destination starts with the Involvement which implies that numerous residents enter to provide facilities for tourists, also the tourism infrastructure develops.

In the next stage Development relates to a well-defined tourism destination where already a change in the physical appearance of the destination is observable.

Also, research findings of Murphy (1981) highlighted that residents are concerned that tourism development will disturb the community aesthetics. In this stage the number of tourists might reach or exceed the number of residents during peak times.

At the Consolidation stage tourists visiting the destination exceed the number of permanent residents and the market is still expected to grow. This has an effect on the local economy as a major part of it will be tied to tourism, therefore also destination marketing aims to expand the season and the target market of the respective area.

The capacity levels in the Stagnation stage are reached or even exceeded, which might entail impacts on economy, environment, and community. The destination image suffers.

After this stage, a destination has the possibility to enter the Rejuvenation stage which requires a change of attraction and image or the Decline stage which involves a structural change to a non-tourism destination.

Generally, stage models have received considerable critical attention as both the change from one stage to another and the order of stages is not clearly regulated (Pearce, Moscardo and Ross, 1996, p. 16 f). Therefore Butler (1980) stated in his paper that few tourism destinations experience the development stages differently than other and might even skip certain stages.

Expanding the view from the development of the destination layer to the tourism sector worldwide, one can observe a rapid and continuous global development over the past few decades. The WTO stated that tourism became one of the fastest emerging key drivers for socio-economic progress in nations over the whole world (UNWTO, 2013).

Prior research has shown that the level of tourism development is directly related with perceived tourism impacts by residents and followed by the support for further tourism development (Choi
More research streams investigating residents’ attitudes toward tourism development will be discussed in the section “3.2.3 Residents’ Attitudes toward Tourism and its Development” (view p. 27)

The previous section has identified that there are several ramifications of tourism development. These can be classified as tourism impacts.

3.1.3 Tourism Impacts

A notable amassing of literature in the field of tourism studies which examines the many-sided impacts of tourism supports the view of Woo et al. (2018) that tourism impact research is gathering increased attention. Existing literature has shown that stakeholders of destinations which became tourism destinations are affected in many ways (Woo, Uysal and Sirgy, 2018). Generally, the tourism impact can be seen as the change in state caused by tourism over time (Hall and Lew, 2009, p. 54). Researchers and government officials alike pay attention to the examination of tourism impacts as it is of great significance for industry, government, agencies, and tourism departments to grasp how host communities are affected. The potential antagonistic reactions towards tourists from disgruntled community members as well as general dissatisfaction of residents is critically important to avoid (Deery, Jago and Fredline, 2012). Further recognizable key aspects of the raising concern both practically and theoretically is the interplay between stakeholders and tourism development options (Okazaki, 2008; Woo, Kim and Uysal, 2015) which is influenced by the social impact through tourism on stakeholders (Monterrubio, 2016; Peters, Kallmuenzer and Buhalis, 2018).

The interplay between tourism development and residents will be discussed more in detail in the section “Residents’ Attitudes toward Tourism and its Development” (view p. 27 ff) of the thesis.

A large and growing body of literature has investigated impacts of tourism on various life domains of residents and under different conditions. However, over the past decade most research in tourism impacts has emphasized the use of following three domains: (1) socio-cultural, (2) economic, (3) physical and environmental (e.g. Andereck et al., 2005; Kim, Uysal and Sirgy, 2013; Sharpley, 2014). Sometimes a fourth dimension of impacts is mentioned in literature which refer to political/organizational impacts (Andereck and G. Nyaupane, 2011).
Increasingly, the individual impact domains are considered as an interrelationship (Hall and Lew, 2009, p. 54 f.) as visualized below (view Figure 5). In this context emphasis is on the fact that all three dimensions of impacts are considered to be two-sided and can therefore consist of both, positive and negative features. Existent literature show the tendency to focus solely on the examination of negative impacts upon communities and environment (Fletcher et al., 2018, p. 146). This thesis will try to incorporate also the positive impacts in the empirical research.

**Figure 5: Dimensions of the impacts of tourism** (based on Hall and Lew, 2009, p. 55)

**Socio-cultural dimension**

By nature, tourism cannot occur without at least some socio-cultural effects, creating some kind of socio-cultural effects. Tourism is about transferring individuals from one cultural background to another, and for them to then co-exist alongside people with a different background on a temporary basis. Subsequently a massive range of impacts might arise out of this collision of behaviors and beliefs. Negative impacts of this dimension are closely linked with the intergroup threat theory.
**Environmental and natural resource dimension**

Generally, the environment of a host community is an essential component of the tourism product. Wherever tourism takes place the environment is modified. Nowadays tourism decision makers increasingly identify the urgent need to preserve natural resources to stop environmental degradation.

**Economic dimension**

The economic effect of tourism is often referred to as a “cascading” effect. Following, one can differentiate between direct, indirect, and induced economic effects in this dimension. Therefore, the economic effect can not only be limited to the level of tourism expenditure.

Measuring the economic impact on local communities should therefore consider direct effects which is the value of tourist expenditure without the value of imports that are required to supply the so-called front-line tourist establishments (e.g. hotels, restaurants) with goods and services. Secondly, they should consider, indirect effects which include any economic activity generated by subsequent rounds of expenditure and thirdly induced effects which imply residents’ reinvested income in local economy (such as wages, salaries, distributed profits, rent and interest). The knowledge about the economic effect of tourism is for future tourism development vitally important as it provides information on the economic dependence of respective communities and the ramifications of such economic dependence (Fletcher et al., 2018, p. 155 f.).

Especially in the economic dimension, the level of involvement plays a major role. Woo et al. (2018) points out that affiliated residents (e.g. employees at hotels, tourist attractions, restaurants) tend to perceive economic impacts positively which have consequently a spillover effect on their sense of well-being found that the factors affiliated and not affiliated has an impact on community residents’ perceptions of tourism impacts and their life satisfaction. The underlying research area which implies the distinction between residents who are affiliated with the tourism industry and those who are not seems to be quite limited at present. Affiliated residents are restaurants and hotel employees, tourism-related associations, business leaders benefiting from tourists as customers. Unaffiliated are all the remaining residents, namely residents who are not directly employed in the tourism industry and hold the belief that they do not benefit directly from tourism (Woo, Uysal and Sirgy, 2018).
Particularly noticeable is the predominance of quantitative methods in research measuring the impacts of tourism. This might limit the capacity to obtain an in-depth understanding of impacts and the respective effect on host communities and its members.

Far too little attention has been paid to the investigation of explanations for residents’ perceptions and consequently the individual responses of perceptions (Deery, Jago and Fredline, 2012).

The ability to build links between individual moral values and tourism impacts at a qualitative level should advance knowledge.

3.2 COMMUNITY

3.2.1 Definition of Community

The term “community” represents a multidimensional and complex concept with numerous definitions. The Oxford English Dictionary defines community inter alia as “a group of people who share the same interests, pursuits, or occupation, esp. when distinct from those of the society in which they live” (Oxford English Dictionary, 2018).

With reference to the ITT, the term community relates to the ingroup which differs from the outgroup, in this case, the tourists.

At this point, the concept of community must be considered. This term refers to the most comprehensive theory defined by McMillan and Chavis (1986) including four major elements describing the concept of community.

The first element which is the membership, refers to the feeling of belonging and personal relatedness. Influence, which is the second component of community, describes the sense of mattering. The next element is reinforcement which consists of fulfillment of needs and integration. Reinforcement describes the obtainment of resources through the group membership. The shared emotional connection is the last related element which implies shared history, places, time, and experiences now and in the future.

Following, the sense of community may be defined as “[...] a feeling that members have of belonging, a feeling that members matter to one another and to the group, and a shared faith that members’ needs will be met through their commitment to be together” (Mcmillan and Chavis, 1986, p. 9).
Previous research has indicated that also the sense of community influences the perceived threats and benefits through group interaction. Being part of a community provides residents of a community with emotional safety and strengthen at the same time the sense of belonging. This identifies that residents utilize their community membership to preserve themselves from threat. Therefore it is important for them to use distinguishing signs (e.g. rituals, language, …) to set the “we” apart from “they” (Mcmillan and Chavis, 1986; Huang and Stewart, 1996).

Closely related to the sense of community is the community attachment. Community attachment was defined by McCool and Martin (1994) as “[…] the extent and pattern of social participation and integration into the community, and sentiment or affect toward the community” (1994, p. 29).

In the viewpoint of the ITT it can be therefore concluded that a stronger sense of community might lead to both a strengthened sense of purpose and control perceived by the ingroup in order to deal with an external threat (Mcmillan and Chavis, 1986).

3.2.2 Tourism-Community Relationships

With a solid foundation of understanding regarding the theoretical framework of tourism and the community, the relationship between these constructs is relevant to this study. The importance of the tourism-community relationship for consistency of social change must be considered. It implies that humans prefer to maintain established routines and try to avoid changes. Following the evolution of tourism in a region, likely associated change for residents may put the local community in an unwanted and unpleasant situation (Pearce, Moscardo and Ross, 1996, p. 6).

Resistance to change is an interdisciplinary term but mostly applied in connection with organizational change. It was first studied by French and Lester (1948) and they concluded from their study that the resistance to change might be eliminated by involving the people concerned in the change process. This study can be perfectly applied to the evolution of tourism as the literature also suggests that a sustainable tourism development involve the participation of the community (e.g. Andriotis, 2005; Tosun, 2006; Okazaki, 2008; Nunkoo and Ramkissoon, 2011).

The community with its members might substantially form the tourism experience within the region (Richards and Hall, 2000). Also in 2008, Wang and Pfister reported that the “[…] participation of residents from all ranks in tourism development may contribute to the
significant role played by noneconomic values in residents’ support for tourism development” (2008, p. 92).

Tosun (2006) has suggested that it is important for tourism development to differentiate the nature of community participation according to the kind of membership of the stakeholders in the tourism system. There is evidence that different interest groups have different expectation towards community participation.

In his case study Tosun (2006) examined three different forms of participation in tourism development which he identified in his earlier paper “Towards a typology of community participation in the tourism development process” (1999).

The first form is the “spontaneous community participation” which is a bottom-up approach that harnesses an extensive active participation including self-responsibility in planning tourism development by the local community.

The top-down approach “induced community participation” is based on the principle of hearing and being heard which comprise the consideration of interests and opinions of residents but exclude the power to significantly effect the decision-making process. Responsibility for decisions rests on government bodies, corporations, etc.

The last form of participation is also a top-down approach, the “coercive community participation” process is similar to the induced community approach, however the primary objective is to meet the needs of the powerful members in the tourism system. Therefore, this form comprises an increased degree of a symbolic involvement effort while manipulating the host community.

Taken together, the results of this case study suggest that there is a strong demand for involvement by the local community, nevertheless they would prefer induced community participation ahead of spontaneous participation.

One criticism of much of the literature on community participation is the generalization due to the heterogeneity of tourism destinations and the respective residents. More recent attention has focused on the differentiation between urban and rural areas. It was found that the impact of community participation on the support for further tourism development in rural areas varies significantly from urban areas (Rasoolimanesh et al., 2017).

After the discussion of the nature and importance of community participation as well as its origin initiated by the study of French and Lester (1948) there might arise the question, how to incorporate the tourism-community relationship into the tourism system?
The so-called community-based tourism model hence becomes an issue of this thesis.

**Community-based tourism (CBT)**

Current literature offers various evolution models of CBT, but there is general agreement about the importance of CBT contributing to a sustainable tourism development. The model used for this underlying thesis integrates several concepts including “[...] the ladder of participation, power redistribution, collaboration processes and social capital” (Okazaki, 2008, p. 516). The ladder of participation can be applied to determine the current status of participation within the community which is meant to be the most common failure in the implementation process of the CBT model according to Okazaki (2008). The eight rung ladder introduced by Arnstein (1969) which is very similar to the model introduced by Tosun (2006), differentiate between three main levels (1) *degree of citizen power (citizen control, delegated power and partnership)*, (2) *degree of tokenism (placation, consultation, informing)*, and (3) non-participation (therapy, manipulation). The levels are also useful to identify the required steps to encourage greater participation.

Afterwards the repeating and dynamic process of collaboration as visualized below (view Figure 6) has to be considered. The evolution process is introduced by a certain (1) antecedent (such as a common vision) followed by (2) problem setting phase (such as generally accepted definition of the problem), (3) direction-setting (such as the definition of common goals) and the (4) structuring phase (such as the assignment of responsibilities). The final step of the process are the (5) outcomes which include impacts and benefits derived from the process and the programmatic outcomes such as visible products e.g. visitor centers (Selin and Chavez, 1995). By bringing the process of collaboration and the ladder of participation together the model of community participation is as follows:

![Figure 6: Community-based tourism model (based on Arnstein, 1969; Okazaki, 2008; Selin & Chavez, 1995)](image-url)
This simplified model above shows the interplay of the levels of participation and the collaboration processes. Social capital peoples’ ability to act together, might even accelerate the whole process (Okazaki, 2008).

Beside the positive effects of CBT there are also numerous challenges discussed in current literature (Reed, 1997; e.g. Blackstock, 2005; Sebele, 2010; Salazar, 2012).

It is stated that such standardized models of CBT as described above should be treated with caution, because different circumstances might result in different outcomes. Also, the nature of community-based processes which is complex, plays a major role in the implementation process of CBT. According to Reed (1997) it “[...] implies the creation, destruction, and/or reinforcement of relations within and without individual communities” (1997, p. 588). Such power shifts in the collaboration process frequently entail conflicts as the balancing of a general consensus and local control is exceedingly difficult to put into practice. Blackstock (2005) denounced that local consensus does not necessarily imply the enforcement of locals’ vision against powerful stakeholders who might be solely interested in profit maximization. In her paper “A critical look at community based tourism” she presented three major shortcomings of CBT. Firstly, the functional approach which is focusing on community development instead of empowerment, secondly, the unrealistic homogeneous view of the residents and thirdly, existent structural constraints such as policies undermining local decision-making power (Blackstock, 2005). Consequently, due to the numerous challenges described above the success rate of CBT initiatives is quite low (Goodwin and Santilli, 2009).

3.2.3 Residents’ Attitudes toward Tourism and its Development

It is not only community participation that plays a leading role in forming the relationship between tourism and the host community as well as support for further tourism development. This section will further examine the relationship between tourism and the host community but focus on the parameters primarily forming attitudes toward tourism development.

Several variables which significantly influence attitudes of residents toward tourism development are proposed. Prior literature on attitudes toward tourism development can be divided into two major streams of thought.

Firstly, external variables such as the level of contact which describes the manner and degree of interaction between residents and tourists as well as the existing tourism knowledge (Brougham and Butler, 1981; Lankford and Howard, 1994; e.g. Andereck et al., 2005), the
perceived level of tourism development in the host community and the tourism concentration (Pizam, 1978; e.g. Mccool and Martin, 1994). Those external variables listed above consequently lead to either a positive or negative perception of impacts caused by tourism in the respective community.

The effect of the level of contact is meant to be complex in nature. To fall back to the “contact hypothesis” of Allport (1954) which concluded that intergroup contact might reduce issues like prejudice underlines the positive effect on the perception of tourism detected by Andereck and Nyaupane (2011). Another study further investigated the effect of contact and knowledge and came to following conclusion:

*People who are more knowledgeable and those who have more contact with tourists have more positive perceptions of tourism’s impact on community life, image, and economy, but not on community environment, services, or problems.* (Andereck et al., 2005, p. 1070).

The second stream comprises research focusing on internal factors such as residents’ and community’s typology such as values (e.g. community attachment) or behavior (e.g. Mccool and Martin, 1994; Smith and Krannich, 1998). Especially the concept of community attachment is often considered to be a predictor for attitudes toward tourism and following the support for further development. Frequently the length of residency is used to measure community attachment but it was found that this is not necessarily an appropriate measures to determine community attachment (Mccool and Martin, 1994). Furthermore, the indicator community commitment which is a major component of the sense of community showed no significant relation with positive impacts perceived by the residents.

Additionally, the perception of personal benefits derived from tourism development positively shape the attitudes and support for it (Perdue, Long and Allen, 1990; McGehee and Andereck, 2004; e.g. Andereck *et al.*, 2005). Andereck (2005) concluded that the perception of personal benefits leads subsequently to the perception of higher levels of positive impacts. The nature of personal benefits is either economic (e.g. employment in the tourism sector) or non-economic (e.g. recreational opportunities). Nunkoo and Ramkissoon (2011) found that noneconomic benefits that a host community gains from development of the tourism sector has
considerable positive influence on attitudes of residents, which might lead to their future support for tourism development.

As defined by Smith and Krannich (1998) there are several behavioral styles of communities influenced by tourism:

1. "tourism-hungry type": Residents wish the tourism industry to add more to their economy, sometimes they even overestimate the importance of the sector.
2. "tourism-saturated type": Residents of this community type have little or no desire to see expansion of the tourism sector in their region.
3. "tourism-realized type": The tourism industry is an essential component of the economy in the community, but not the predominant one. Residents are often torn between negative and positive effects of tourism development.

After reviewing literature the following model (view Figure 7) created by McGehee and Andereck (2004) based on the original model of Perdue et al. (1990) perfectly reflects the considered literature on determinants of support for further tourism development. However, external factors lack the elements which either lead to positive or negative perception of tourism impacts.

The next section of this thesis examines the interplay of tourism and quality of life of the residents.
3.3 QUALITY OF LIFE (QOL)

3.3.1 Definition of QOL

There are numerous theoretical frameworks describing the quality of life (QOL) construct in different research disciplines. At this point it must be mentioned that literature frequently uses the terms QOL, well-being, happiness, and life satisfaction interchangeably. Even though, all concepts refer to the fulfilment and contentment with individual world experiences, there are minor conceptual differences (Benckendorff et al., 2009). Happiness is described as a temporary pleasant emotion whereas satisfaction with one’s life relating to the evaluation of individuals’ life in the long run (Eger and Maridal, 2015). Both happiness and life satisfaction refer to subjective dimensions of QOL and well-being which will be clarified below.

Generally, it is suggested that individuals’ QOL and well-being depends on the one hand on the objective facts (exogenous) of his or her life and on the other hand on the subjective (endogenous) perceptions he or she has of these factors and of himself or herself (Dissart and Deller, 2000). Massam (2002) suggest that the QOL should include both, a psychological and an environmental dimension.

In summary there is common agreement that quality of life is a multidimensional and interactive construct of factors contributing to QOL. Though the selected dimensions of lives as indicators differ tremendously. Basically, QOL is the satisfaction with one’s life but still there cannot be a general rule for the concept as different people might perceive similar conditions totally different. Therefore, the significance rating of objective and subjective indices might differ vastly among individuals and depend primarily on personal values (Andereck and G. Nyaupane, 2011).

3.3.2 Measurement of QOL

At present, QOL is mainly measured with the help of subjective and objective indicators, though the variety of indicators used in research is enormous. A definitive list of indicators measuring QOL does not exist. Many studies thus struggle with the selection of appropriate indicators. The solution is that individual circumstances for different communities and stakeholders must be adapted. Even though there is no agreement on a specific composition of indicators, there is an agreeable overlap in domains used for measurement (Massam, 2002).
Frequently indicators used in prior research can be categorized by the following dimensions: physical, social, emotional, and material wellbeing, development and activity (Felce and Perry, 1995).

Another approach by Cummins (1996) identified in line with the research findings of Felce and Perry (1995) emotional wellbeing, material wellbeing and productive activity as relevant domains of measurement. Further, he noted in his paper “The domains of life satisfaction: An attempt to order chaos” that the majority of the 32 studies and 173 terms investigated, largely support health, intimacy, safety, and community as other four indicators to measure QOL.

Massam (2002), in his literature review “Quality of Life: Public Planning and Private Living” made a major contribution to research on QOL. He determined the measurement of QOL in research happens largely with the individual’s significance rating.

Over time, numerous “Quality of Life Indexes” have been developed to assess QOL. Such large-scale initiatives initiated by governments and public policy aim to assess the QOL within a specific context such as entire states or regions. The objective of such initiatives is to guide public policies around social services, environmental management, and development of economy and to determine shortcomings and, consequently, improve QOL for the respective regions and their members.

At present lots of organizations initiated such measurement instruments such as the OECD with the “Better Life Index”, the New Economics Foundation with the “Happy Planet Index”, the Eurostat with the “8+1 dimensions of quality of life or the “HDI- Human Development Index” provided by the United Nations Development Program. The specific measurement procedures can be found on the respective websites.

For the underlying thesis the utilized QOL domains of index “8+1” by the Eurostat were applied to question interviewees to rank and comment dimensions as follows. The Eurostat index contains both subjective and objective dimensions of QOL and overlap with research findings of Cummins (1996) and Felce and Perry (1995).

**Material living conditions**
Include the sub-dimensions income, consumption, and material conditions such as derivation and housing. The literature refers to material living condition mainly as material well-being.
According to Cummins (1996) 59% of studies reviewed used material well-being as a QOL domain in their research.

**Productive or main activity**
Contain any activity to fill everyday life such as work. Productivity should refer to both quantity (e.g. work-life balance) and quality (safety of employment) of working life. Cummins (1996) identified 56% of the reviewed surveys integrated productivity.

**Health**
As one of the most famous domains health refers to physical and mental state of society. Measurement is mainly made through indicators as life expectancy or infant mortality which are subjective measurements but also self-assessment of perceived health (objective) plays a major role. In some form 70% of surveys, evaluated by Cummins (1996), the health domain is included.

**Education**
Even though education is not a defined domain in Cummins review it is included as a subcategory in the “place in community” domain. The dimension education represents one of the basis’s of human civilization and is assumed to be a major economic driver as it is a very important indicator for job determination and the development potential of a society living in knowledge-based economies.

**Leisure and social interactions**
The dimension leisure constitutes the time individual spend apart from their productive activity and contribute to enjoyment and fun has a major impact on the overall satisfaction with life (Felce and Perry, 1995) especially on the emotional well-being which 85% of studies in the review of Cummins (1996) utilized to measure QOL. Social interactions refer to humans’ natural need to socialize. Defined as social capital, it has a major effect on QOL. 70% of the reviewed studies integrate social interactions in their research, Cummins (1996) named the respective dimension intimacy.

**Economic and physical safety**
Even though safety was not included in the literature review of Cummins (1996) he proposed that safety should be considered another basic need of human beings.
Economic safety is not limited to disposable income and available wealth but also includes supportive social and human resources. The perceived ability to manage unexpected expenses is one exemplary indicator to measure economic safety.

Physical safety relates to the protection from any situation which might threaten individual’s physical security (e.g. crime, war, natural catastrophes). Felce and Perry (1995) allocate physical safety to the dimension physical wellbeing.

**Governance and basic rights**

In the classification process of Cummins (1996) the dimension “governance and basic rights” is included in the safety dimension as an indicator. Generally, this dimension establishes a direct link between public policies and QOL. Particularly, the protection of human rights and the consolidation of democratic institutions.

**Natural and living environment**

This domain aims to make the protection of the environment to an issue. Especially in the last few years a further interest of this underlying dimension in the QOL relationship can be observed. According to the Eurostat (2013), publishing the underlying index, the clear majority of Europeans belief in the importance of the preservation of natural resources by hindering destruction and pollution.

**Overall experience of life**

The last measurement of the “8+1” approach including life satisfaction is affect and eudemonics and refers to individual’s subjective well-being. This dimension supports the view of Felce and Perry (1995) integrating also the personal values in the assessment of QOL.

The following illustration of Felce and Perry (1995) in their paper “Quality of life: Its definition and measurement aggregates objective life conditions and subjective satisfaction and weights preferences with the consideration of personal values and perfectly mirror the last dimension of the 8+1 QOL approach of the Eurostat (Eurostat, 2013).

*Figure 8: QOL - A combination of life conditions and satisfaction weighted by scale of importance* (Felce and Perry, 1995)
3.3.3 Tourism and QOL

Relating QOL to tourism, literature shows a tendency to present the tourism industry as a potential improvement of QOL through certain benefits caused by its development. Increased outdoor recreation opportunities, and more restaurants, events are examples of said benefits (e.g. Massam, 2002; Uysal et al., 2016). Economic tourism impacts on QOL must also be considered as an important determinant of the perceived QOL such as increased employment possibilities or tax revenues (Andereck et al., 2005).

Woo et al. (2018) stated in his research that stakeholders benefitting from tourism are likely to experience an increased sense of satisfaction which enhances QOL. This finding is in line with many other studies who found a positive relationship between QOL and tourism (e.g. Andereck et al., 2007; Andereck and G. Nyaupane, 2011; Uysal et al., 2016; Mathew and Sreejesh, 2017).

The perception of benefits refers to a certain level of personal importance. The importance rating of stakeholders (such as residents) for specific attributes affected by tourism in a positive or negative way can therefore just exist on condition that it personally matters to them (Andereck and G. P. Nyaupane, 2011).

On the other hand, there is increased evidence that there are also negative impacts caused by tourism. Examples include crowding, increase in living costs, increased crime or traffic problems and a general forced change to the way of life (Andereck et al., 2007; Andereck and G. P. Nyaupane, 2011). Generally, it can be concluded that tourism impacts on QOL mostly affect life domains such as community, emotional and material wellbeing as well as health and safety of residents in host communities.

3.3.4 Community and QOL

Besides the individual’s QOL, the QOL of the community is also an important consideration of this thesis. Cutter (1985) stated that the total sum of feelings about and perception of the objective conditions within the community (e.g. climate, social/cultural institution, environment, economic performance) form the community QOL.

Previous tourism research focused predominantly on measuring QOL quantitatively or developing a respective index of measurement (e.g. Andereck and G. Nyaupane, 2011; Puczkó and Smith, 2011; Woo, Uysal and Sirgy, 2018).
Consequently, one key problem is that doing research only from a quantitative viewpoint may miss the subjective dimension of QOL. Therefore, the examination of QOL from a qualitative perspective helps to understand how individuals perceive the factors that contribute to their own QOL (Morrison Institute for Public Policy, 1998). The subjective dimension of QOL is value and emotional laden and includes factors such as well-being perception, happiness, overall life satisfaction and, views on the standard of living (Dissart and Deller, 2000).

When linking the construct of QOL with tourism studies most of the research to date has been descriptive in nature. Therefore, little is known why residents in tourist destinations hold either positive, negative or neutral perceptions and attitudes towards tourism (Sharpley, 2014). Especially for tourism development planners, rich information is significant in order to demonstrate how an area is performing not solely from a quantitative viewpoint but also from a qualitative viewpoint. Integrating perception of social impacts through tourism and how these factors contribute to their own QOL with quantitative data critical for understanding community perceptions and attitudes (Andereck and G. P. Nyaupane, 2011).

In general, measuring QOL is biased by political process because how an individual or a community indicate “good life” might differ vastly from what the government considers it (Budruk and Phillips, 2011, p. 5). This could compete ideologies. Due to this limitation the utilitarianism model for examination is often utilized. The respective model proposes that the QOL is optimized by individuals based on the availability of resources and their individual desires. However, this proposition is very much driven by economic theory and has also several limitations. This model focuses mainly on economic progress and the capability of people to access the marketplace of goods and services (Diener and Suh, 1997), which might be critically.

According to Diener and Suh (1997) the relationship between certain quality of life domains and economic progress is frequently inversely correlated. They also noted that important intangible elements which might influence QOL such as love, self-development, or meaning of life are not considered.
3.4 Theoretical Findings

After reviewing literature on the relevant issues, tourism, community and QOL it can be concluded that all three pillars of the research question “How does the perceived tourism impact on residents’ quality of life in rural areas of Tyrol affect the attitudes of residents toward further tourism development?” are interrelated.

The current status of literature referring to the fundamental issues tourism, community, and QOL is well developed, however the interrelation of tourism, community and QOL has been seriously neglected so far.

Below some of the most important theoretical findings for answering the underlying research question and the conceptualization of the empirical part are outlined:

| Residents’ reaction to tourists is complex and relates to both, characteristics of the tourist and resident as well as specific arrangements of the setting.
| Every tourism destination experiences a different evolution.
| Being aware of the capacity limits, helps to maintain competitiveness of a tourism destination in the long-term.
| (Butler, 1980)
| The perceived influence of impacts through tourism and the satisfaction with life is dependent on residents’ degree of affiliation.
| (Woo, Kim and Uysal, 2015)
There is no relationship between sociodemographic features and personal benefits resulting from tourism development and the respective impacts.

Perception of personal benefits derived from tourism development positively shapes the attitudes and support for it.

Further tourism development and the perceived community future is negatively related.

(Perdue, Long and Allen, 1990)

The measurement of QOL in research happens largely with the individual’s significance rating (how an indicator contributes to personal QOL).

(Massam, 2002)

Four types of threat causing prejudice including realistic threats, symbolic threats, intergroup anxiety as well as negative stereotypes

Consequence of threat is not only prejudice, it should be differentiated between psychological and behavioral responses

(Stephan and Stephan, 2000; Stephan, Renfro and Davis, 2009)

Sustainable tourism development involves the participation of the community.

(Okazaki, 2008)

Tourism impact on QOL mostly affects life domains such as community, emotional and material wellbeing as well as health and safety of residents in the host communities.

(Robert A. Cummins, 1996)
Therefore, the following simplified model can be drawn from existing literature:

![Figure 9: Model derived from theory](image)

Truly little was found in the literature on the background of relationships as well as on the justification of their respective findings. The above expressed need of answering the question why and how residents in tourist destinations arise either positive, negative, or neutral perceptions and analyzing consequently their responses emotional, attitudinal or behavioral in nature should be approached in this qualitative thesis. Due to the social concepts behind the constructs of tourism, community, and quality of life which are mainly based on intergroup relations, the ITT perfectly fits in the requirements of this research. In tourism studies the main guiding theory, the ITT, was rarely applied. From all reviewed studies only one author utilized the ITT for his research on “The impact of spring break behavior” (Monterrubio, 2016).
4 Methodology

After the theoretical investigation of the key topics tourism, community, and quality of life the empirical research part of this thesis aims to answer the research question stated above. Data was gathered by means of qualitative semi-structured interviews. In order to gain a comprehensive insight into a rural destination of Tyrol the interviews were conducted in the “Wilder Kaiser” region. Subsequently, outcomes from the gathered interview data were analyzed with the CAQDAS program ATLAS.ti. Results obtained were then evaluated following the NCT method which will be further explained in the analysis section (view Qualitative Data Analysis).

4.1 Research Design

The research design, which is considered as the “blueprint” of a study, consists according to Maxwell (2013) of goals, conceptional framework, research question, method and validity. After determination of research goals and research question in the introduction of the underlying thesis the conceptual framework was built in chapter two and three. This section will now identify the following qualitative methodology of this thesis: (1) sample: selection of study participants, settings, times, and places of data collection; (2) data collection: methods and details about the collection process (3) data analysis: technique and strategy to analyze the data gathered.

According to Maxwell (2013) responses to the questions above guarantee at the same time a greater internal and external validity of the research. Due to the purpose of this master thesis a qualitative exploratory research design is applied as the notable predominance of quantitative research in the field of tourism studies particularly in the context of tourism, community and quality of life, reinforces the need of in-depth and rich information (McGehee and Andereck, 2004; e.g. Deery, Jago and Fredline, 2012). Therefore, semi-structured guideline-based interviews were conducted among a heterogeneous group of residents of the “Wilder Kaiser” region.

Before answering the questions outlined in the research design above, the access to the research setting should be declared (Maxwell, 2013, p. 90). The cooperation with the tourism association “Wilder Kaiser” contributed significantly to the underlying research.
The objective to collect a “purposeful sample” (Bryman, 2016, p. 408) was supported by the tourism association by provisioning a contact list. As they had already independently set up three working groups on the issue “Quality of life at the Wilder Kaiser”, which are dealing with questions such as “How much tourism is good for us?”, the region delivers the perfect precondition to implement the data gathering in the respective rural area. The tourism association “Wilder Kaiser” is considered as a pioneer in Tyrol with their initiated QOL project to foster future dialog between tourism and residents. This also explain the choice of the underlying research setting. It is presumed that the initiative which could be considered as a movement toward CBT, underlines the urgency enhancing the tourism-community relationship.

4.1.1 Sample

The subsequent section should answer the first important question of the research design concerning the selection of participants, settings as well as times and places of data collection. It was intended to build two groups of interviewees, with respective characteristics derived from literature. This indicates theoretical sampling, a systematic and credible method of sampling, which aims to generate theory. According to theoretical sampling individuals, groups are selected by “their expected level of new insights”(Flick, 2015, p. 104).

As prior literature stated that affiliated and unaffiliated residents of a tourism destination perceive and evaluate tourism impacts and following their QOL differently (e.g. Woo, Uysal and Sirgy, 2018), it was envisaged to consider on the one hand the characteristic of direct involvement in the tourism industry and on the other hand of being completely uninvolved. For affiliated residents the provided contact list by the tourism association was of major assistance. However, totally unaffiliated residents in the “Wilder Kaiser” region built a marginal group. Therefore, unaffiliated interviewees were mostly found with the help of established relationships in the region during the data gathering process, which suggest snowball sampling. This is beside theoretical sampling another purposive sampling method. The snowball sampling implies that sampled people propose other interviewees who have the relevant characteristics (Bryman, 2016, p. 415). Therefore, it can be concluded that, the qualitative insight into this specific area with the respective sample addresses the research question in multiple ways, such as the differentiation between affiliated and unaffiliated residents, the distinguishing features of rural areas and the respective communities as well as the evaluation and awareness of CBT initiatives. Due to the theoretical background of the underlying thesis the sample builds the ingroup of the research as described in the outline of the ITT (view p. 7ff).
Ingroup
Every ingroup can be broadly defined as any group of people who uses the term “we” to describe them with the same meaning. Nevertheless, the sense of belonging is a very personal construct and consequently the conception of the ingroup might differ among individual ingroup members (Allport, 1954, p. 31ff).
For this thesis the ingroup is broadly defined as people who are currently residents of the “Wilder Kaiser” region, comprising the communities Söll, Scheffau, Ellmau and Going.

In the thesis a heterogeneous ingroup for the qualitative interviews, concerning involvement, age and place of residence was envisaged. In order to be able to recognize involvement biases the sample includes directly affiliated residents (e.g. hotelier, travel guide) as well as unaffiliated residents (e.g. housewife, retiree). A restriction was a minimum residence of five years in one of the four communities of the “Wilder Kaiser” region. This limitation guarantees that interviewees experienced life in the community during all seasons, is already integrated in the rural community and is therefore able to submit a valid perception. Only one interviewee (T8) did not fulfill this requirement, as he is living in St. Johann, which is nine kilometers from the “Wilder Kaiser” region. This discrepancy can be explained by his leading position in the tourism association “Wilder Kaiser”, which made his participation indispensable.

The following table (view Table 2) provides an overview of the ingroup participating in the semi-structured interviews:

<table>
<thead>
<tr>
<th>Cat.</th>
<th>Code</th>
<th>Position</th>
<th>Gender</th>
<th>Age group</th>
<th>Residence (years)</th>
<th>Origin</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>N1</td>
<td>housewife 1</td>
<td>female</td>
<td>31-40</td>
<td>Ellmau</td>
<td>Ellmau</td>
</tr>
<tr>
<td></td>
<td>N2</td>
<td>housewife 2</td>
<td>female</td>
<td>51-60</td>
<td>Ellmau</td>
<td>Ellmau</td>
</tr>
<tr>
<td></td>
<td>N3</td>
<td>mayor</td>
<td>male</td>
<td>31-40</td>
<td>Scheffau (23)</td>
<td>not specified</td>
</tr>
<tr>
<td></td>
<td>N4</td>
<td>retiree</td>
<td>male</td>
<td>61-70</td>
<td>Söll</td>
<td>Söll</td>
</tr>
<tr>
<td></td>
<td>N5</td>
<td>rural youth</td>
<td>female</td>
<td>21-30</td>
<td>Going</td>
<td>Going</td>
</tr>
<tr>
<td></td>
<td>N6</td>
<td>school director</td>
<td>female</td>
<td>51-60</td>
<td>Söll (28)</td>
<td>Kirchbichl</td>
</tr>
<tr>
<td></td>
<td>N7</td>
<td>student 1/commuter</td>
<td>female</td>
<td>21-30</td>
<td>Going</td>
<td>Going</td>
</tr>
<tr>
<td></td>
<td>N8</td>
<td>student 2</td>
<td>female</td>
<td>21-30</td>
<td>Innsbruck (6)</td>
<td>Ellmau</td>
</tr>
</tbody>
</table>
Table 2: Overview sampled ingroup

<table>
<thead>
<tr>
<th>Sample Category 2</th>
<th>T1</th>
<th>farm vacation housing</th>
<th>female</th>
<th>41-50</th>
<th>Scheffau</th>
<th>Ellmau</th>
</tr>
</thead>
<tbody>
<tr>
<td>T2</td>
<td>T3</td>
<td>farmer/farmed alp</td>
<td>female</td>
<td>41-50</td>
<td>Söll (23)</td>
<td>Wildschönau</td>
</tr>
<tr>
<td>T3</td>
<td>T4</td>
<td>leading hotel 1</td>
<td>female</td>
<td>31-40</td>
<td>Going</td>
<td>Going</td>
</tr>
<tr>
<td>T4</td>
<td>T5</td>
<td>leading hotel 2</td>
<td>female</td>
<td>51-60</td>
<td>Ellmau (33)</td>
<td>Linz</td>
</tr>
<tr>
<td>T5</td>
<td>T6</td>
<td>mountain railways</td>
<td>male</td>
<td>51-60</td>
<td>Ellmau</td>
<td>Ellmau</td>
</tr>
<tr>
<td>T6</td>
<td>T7</td>
<td>small guesthouse</td>
<td>female</td>
<td>41-50</td>
<td>Going</td>
<td>Going</td>
</tr>
<tr>
<td>T7</td>
<td>T8</td>
<td>tourism association 1</td>
<td>male</td>
<td>51-60</td>
<td>Going</td>
<td>Going</td>
</tr>
<tr>
<td>T8</td>
<td>T9</td>
<td>tourism association 2</td>
<td>male</td>
<td>41-50</td>
<td>St. Johann (12)</td>
<td>Osttirol</td>
</tr>
<tr>
<td>T9</td>
<td>T10</td>
<td>tourist attraction</td>
<td>female</td>
<td>31-40</td>
<td>Söll (11)</td>
<td>Hamburg</td>
</tr>
<tr>
<td>T10</td>
<td></td>
<td>travel guide</td>
<td>female</td>
<td>51-60</td>
<td>Ellmau</td>
<td>Ellmau</td>
</tr>
</tbody>
</table>

Codes are assigned according to the involvement of individual interviewees. Codes form N1 until N8 are interviewees which are not involved, whereas codes form T1 until T10 are residents directly involved in the tourism sector. Based on the theoretical saturation criterion (Bryman, 2016, p. 412), 18 semi-structured interviews were conducted. In total eight interviews with uninvolved residents and ten interviews with directly involved residents. Although, a balanced sample was envisaged, in the course of the interviews it emerged that the informational content of interviews with involved residents was much richer. Therefore, theoretical saturation in “sample category 1” was reached after eight interviews, whereas in “sample category 2” ten interviews were required. Residents’ shortest length of residence in one of the regional communities accounts to eleven years.

The process of finding residents, corresponding to the above stated requirements, was started on April 10\textsuperscript{th}, 2018 and completed on May 7\textsuperscript{th}, 2018. This extended timeframe could be explained by an ongoing process of determining interviewees, in order to create an appropriate composition of the sample (view Table 2), conforming with issues emerged during the data collection process.

In total, 28 residents were contacted via telephone. The telephone numbers were either taken from the contact list provided by the tourism association “Wilder Kaiser”, from other interviewees or from the internet. After the confirmation of participation all interviewees got an email (view Appendix 2: Information Email) with a confirmation of the appointment agreed and some information. Among the 28 contacted residents the willingness to take part in the
interviews was quite good, as nearly all persons contacted confirmed immediately. Reasons for refusal varied, however most of them confirmed participation during the first telephone conversation but then canceled the appointment due to time constraints. Only two showed no interest at all.

**Outgroup**

In this master’s thesis the outgroup, which include tourists visiting the region “Wilder Kaiser”, is treated as an internally undifferentiated group – this however is prone to bias as the outgroup seldom consist of one type of tourist (Monterrubio and Andriotis, 2014).

In order to eliminate this possible bias, interviewees will be asked about their perception of the outgroup. Following it can be filtered out in the analysis if there are major differentiation features concerning the outgroup.

**Research Site**

The underlying research site for this thesis is the “Wilder Kaiser” region, which is located in the Tyrolian lowlands. The communities which belong to this region are Söll, Scheffau, Ellmau and Going. The following table (view Table 3) should give a comprehensive overview referring to residents and tourism activity within the region “Wilder Kaiser”. The key figure “proportion of second domiciles” is compared to Tyrol with 15,7% in each community of the “Wilder Kaiser” region above average. As this key figure was one key topic emerged during the data gathering process, it is inserted in the table below.

<table>
<thead>
<tr>
<th>Community</th>
<th>Residents</th>
<th>Overnights</th>
<th>Tourism intensity</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>total</td>
<td>2nd domicile (2016) in %</td>
<td>Summer</td>
</tr>
<tr>
<td>Söll</td>
<td>3,643</td>
<td>23</td>
<td>264.121</td>
</tr>
<tr>
<td>Scheffau</td>
<td>1,406</td>
<td>33,2</td>
<td>129,703</td>
</tr>
<tr>
<td>Ellmau</td>
<td>2,802</td>
<td>51,8</td>
<td>382.367</td>
</tr>
<tr>
<td>Going</td>
<td>1,881</td>
<td>31,2</td>
<td>199.189</td>
</tr>
</tbody>
</table>

*Table 3: Research site overview 2017 (Amt der Tiroler Landesregierung and Landesstatistik Tirol, 2017; Landesstatistik Tirol, 2017)*
Measured by tourism intensity, Ellmau with 262 overnights per resident had in 2017 the highest level of tourism followed by Going, Scheffau and Söll.

All communities of the region are part of the top 50 tourism communities (with an average rank of 35) in Tyrol according to the “Tiroler Landestatistik” (2017). This correspond also with the “Destinationsstudie 2017” (view Figure 10) which classified the region “Wilder Kaiser” as one of the four top-performer in Tyrol measured by overnights, occupancy, market share, seasonality, and internationality (ÖHV, 2017).

Therefore, it can be concluded that the tourism sector is the main industry of the whole region. Further details about the region will be discussed in detail in the qualitative analysis and will be subsequently compared with the individual perceptions of residents.

Figure 10: “Destinationsstudie 2017” Tyrol

4.1.2 Qualitative Data Collection

In qualitative research, the usage of interviews for the data gathering process is the most common method applied (Bryman, 2016, p. 466). According to Flick (2015, p. 140f) semi-structured interviews are suitable for little studied fields which correspond with the explorative research design applied in this thesis. By supporting views of interviewees in an extremely open way, it enables the exploration of unexplored fields and issues.

For semi-structured interviews an interview-guide which specifies the indented content-related scope of the interview is proposed (Bryman, 2016, p. 468). The construction of the interview guideline was made in conjunction with the tourism association “Wilder Kaiser”. An overview of the underlying guideline and an insight into the theoretical constructs behind it will be
presented in the following part of the thesis. The detailed interview guideline is attached in the appendix (view Appendix 3: Interview Guideline)

*Interview Guideline*

The review of relevant literature in the field of tourism, community and QOL showed up major requirements for the development of the interview guideline. The four categories of the guideline were developed in alignment with the theoretical constructs discussed earlier. At the same time, the questions of each section pursue the objective to gather relevant data to address the research question properly. The composition of the questions allows flexibility throughout the interviews and offers also possible sub-questions if the main question is not answered in detail. In the course of the individual interviews, questions were not always asked as determined in the guideline. Some questions were omitted in the case they were addressed before. Additionally, if interviewees brought new topics up or responded ambiguously, follow-up questions were posed.

Beforehand the interviewees got informed by the interviewer about significant issues concerning the procedure and privacy. Afterwards relevant demographic data was queried as follows: (1) age, (2) gender, (3) marital status, (4) place and (5) time of residence, (6) profession and if the interviewee is a (7) commuter or not.

The four thematic structured blocks of questions covered the relevant issues as follows:

*Part 1 Region and Tourism*

Includes both general and focused questions addressing the following concepts: (1) sense of community and (2) community attachment, (3) perceived tourism intensity, (4) level of contact with the outgroup (as an optional question for interviews how are not affiliated with the tourism sector), (5) involvement as well as (6) perceived tourist stereotypes.

*Part 2 Tourism Development*

Focuses mainly on the perception of tourism development in the (1) past and (2) future as well as the attitudes toward tourism development and their (3) support or opposition to it.

*Part 3 Threats and Benefits of Tourism*

Theoretical constructs including the (1/2) intergroup/integrated threat theory as well as the supportive (3/4) social exchange theory.
Part 4 Quality of Life

Finally, the (1) individual understanding of QOL with a (2) future outlook, as well as (3) respective domains and the (4) relationship between QOL and tourism are addressed in the closing section of the interview guideline.

Interviews were conducted between April 16th, 2018 and May 9th, 2018, either at the place of residence (7 interviews) or at their place of work (10 interviews) of the respective interviewees. Only one interview was held via telephone upon request of the interviewee. The length of the interviews varied, the shortest took 20 minutes, while the longest lasted 57 minutes - averaging out at 29 minutes per person. The author of this underlying master thesis conducted all interviews by herself in German. Interviews were recorded with a recording app for qualitative analysis and for availability of the dataset for later studies.

4.1.3 Qualitative Data Analysis Strategy

The transcription of the recorded interviews was carried out in the course of the data gathering process by the author of this thesis in order to get a first insight into qualitative data as suggested by Bryman (2016, p. 483).

By playing the audios with the VLC Media Player, the transcription was carried out with Microsoft Word. The transcription was made in German which included a modification of the interviewees’ Tyrolian accent into proper German to guarantee comprehensibility. Filler words were not transcribed. Transcripts can be found in the appendix of the digital version of the thesis.

After the completion of transcripts, qualitative data was evaluated inductively with the support of the computer-aided qualitative data analysis software ATLAS.ti 8, which is the latest version of the respective software. As described below, numerous reasons contributed towards the decision in favor of analyzing the received qualitative data with ATLAS.ti.

The main advantage to use a software in the analysis process is the structured and its easy functioning. Friese (2014) notes that “[…] using ATLAS.ti, it becomes much easier to analyze data systematically and to ask questions that you otherwise would not ask because the manual task involved would be too time consuming” (2014, p. 1). She also argues that the usage of a CAQDAS increases the respective validity of research.
The utilized method of qualitative data analysis “NCT” is based on the method developed by Seidel (1998). The model includes three basic approaches: (1) noticing information, (2) collecting information and (3) thinking about information gathered. The method was then further developed by Friese (2014), especially for the utilization of the software ATLAS.ti, as she criticized the lack of data analysis method for computer-assisted evaluation.

It involves a recurring process of data analysis containing the three basic approaches listed above. Finding relevant things in the transcripts refer to approach (1), noticing information. This step comprises a labeling of interesting content, coding in this analysis level might be inductively or deductively done but neither plays a leading role.

The next step (2), collecting information includes the construction of relationships and the coding of data segments. Coding is multifold and is coordinated by the underlying research question, as data segments might include several characteristics such as new topics and emotions.

The next step (3), is the thinking about information gathered. The main goal of this analysis step is to find patterns and relations within the qualitative data with the help of the codes and categories. Coding in the respective thesis were made hierarchically. The main categories build the overarching topics, tourism, community, and quality, followed by sub-categories and codes.

In the beginning of the “Empirical Research Findings” an overview of the main categories with the corresponding sub-categories is illustrated (view Figure 11). Codes can be found in the underlying codebook which is presented in the appendix (view Appendix 4: Codebook). The categories and codes were derived from the interview data, examples, and definitions of the sub-categories in the codebook should guarantee comprehensibility.

Besides, provides ATLAS.ti for the analysis procedure support by numerous analysis tools but also helps report and visualize. It should be noted that the recursive nature of the process is important as those feedback loops to guarantee an exhaustive and comprehensive extraction of findings (Seidel, 1998; Friese, 2014).

The analyzing process (e.g. categories, codes, …) was conducted in English and relevant citations were also translated analogously into English language.

In the next section details and results of the analysis process are presented.
4.2 Empirical Research Findings

After reviewing and coding the data in the program ATLAS.ti this part of the thesis presents the respective results of the qualitative empirical research. Findings should broaden the view on the single key constructs of the underlying research question (perceived tourism impact, residents’ quality of life and attitudes toward future tourism development) in the context of a rural Tyrolian area.

The investigation of the interplay between tourism, community and quality of life was very instructive in this respective region. According to the peoples’ mindset, it absolutely fulfills the characteristics of a rural community, which is meant to be not as open compared to urban areas (Huang and Stewart, 1996). However, the region itself has evolved into a well-established tourism destination. All information considered, suggests, according to Butler’s model of tourism development (Butler, 1980), the region being at the “consolidation stage”. Associated consequences will be further discussed in the section” Conclusion and Discussion” (view p. 76 ff.) of the thesis.

The figure below illustrates both, main and sub-categories (view Figure 11). Findings are organized according to the main categories. Afterwards in the beginning of each section of the findings (tourism, community, and quality of life) a table informs the reader about the sub-categories analyzed and gives at the same time information on the main findings. Labeling of the sub-categories in the finding tables differs slightly as some findings refer to more than one sub-category. For a clear assignment of key findings, they are written in bold type in the respective descriptive part of the findings.
4.2.1 Findings on Tourism

In this section the status quo of tourism with a future outlook perceived by residents is given. Following sub-categories are examined:

<table>
<thead>
<tr>
<th>Finding Categories</th>
<th>Main Findings</th>
</tr>
</thead>
</table>
| (1) valuation of the region | - general high appreciation of natural environment followed by recreational facilities and geographical location  
- tourism activity = essential part of the region (no variation between affiliated and unaffiliated residents)  
- affiliated residents consider the natural environment as the key tourism resource |
| (2) definition of tourism | - unaffiliated residents tend to limit the tourism sector to an economic product → build awareness  
- level of knowledge about the tourism sector was higher among affiliated residents |
<table>
<thead>
<tr>
<th>(3)</th>
<th>current attitudes toward tourism</th>
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<tr>
<td>- level of knowledge ≠ level of involvement</td>
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<tr>
<td>- level of knowledge does not automatically lead to a beneficial tourism-community relationship</td>
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<th>(4)</th>
<th>dependence of the region</th>
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<td>- high economic dependence (cluster risk)</td>
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<td>- social dependence (appreciated recreational facilities)</td>
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<td>- no economic alternative</td>
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<td>- strong interconnection of dependence</td>
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<th>(5)</th>
<th>seasonality</th>
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<tr>
<td>- unaffiliated residents perceive the winter season more intense → skiing area attract also guest from surroundings</td>
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<td>- increase of overnights in summer is perceived</td>
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<td>- discussion “all-year season” splits community; no precise pattern concerning involvement</td>
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<tr>
<td>Sample: large-scale accommodation, railways, tourism association and unaffiliated residents &lt; 30 years → clear support; small-scale accommodation and unaffiliated over ≥ 30 years → opponent</td>
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<th>(6)</th>
<th>outgroup perceived</th>
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<td>- big seasonal differences perceived (view Figure 12)</td>
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<td>- negative perception of day tourism</td>
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<td>- focus on regular guests</td>
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<th>(7)</th>
<th>tourism development</th>
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<td>- alarming future of the region</td>
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<td>- not interested being a mass tourism destination</td>
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<tr>
<td>- change of structure: large-scale accommodations grow/emerge; small-scale pass → price war, bureaucratic concerns, price of land</td>
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<td>- second homes → price increases, scarceness of land</td>
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<tr>
<td>- future recommendations: focus from quantity to quality, regulations (price war, bureaucracy, accommodation structure) preservation of environment</td>
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<th>(8)</th>
<th>tourism impacts</th>
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<tr>
<td>- affiliated residents tend to stress positive impacts</td>
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<tr>
<td>- unity of perceived tourism impacts among both groups of the sample (view Figure 13)</td>
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Table 4: Findings on tourism
(I) Valuation of the region

Residents’ attributed value of the region has shown a high appreciation of the natural environment followed by the highly established infrastructure, as the subsequent statements justify:

“The nature around the “Wilder Kaiser” and around Söll is definitely unique and one of the major reasons of the prospering tourism. If they see the “Wilder Kaiser”, the mountains, the nature, it induces a good feeling. Everybody feels happy because there are no high-rise buildings or too much industry around and the view is similar to 100 years ago. An incredible mountain massif, gentle green hills and nice weather.” (T9)

“For me personally, the beautiful nature of the region is outstanding, I believe, it is even unique in a global comparison. For me, the region is characterized by highly established recreational facilities, both in summer and winter.” (N3)

Beside the natural environment and recreational facilities, the geographical location of the region and the easy accessibility of major city links are other attractive features of the region.

“I think - it is a gorgeous space to live with a versatile range. We also have particularly good transport links to Munich, Innsbruck and Salzburg, […].” (N4)

The valuation of the region did not differ between affiliated and unaffiliated residents, also age, origin, gender, or length of residence have not shown a major influence on their evaluation. All of them emphasized the beautiful landscape of the “Sölllandl”, which is another definition for the “Wilder Kaiser” region in the local use of language. However, affiliated residents frequently tended to present the region as a unique tourism region which differ vastly from other regions due to the natural beauty of the landscape and the versatility of the touristic infrastructure such as the recreation facilities within the region “Wilder Kaiser”.

This implies that affiliated residents consider the natural environment as the key tourism resource. This correspond also with the assumption that the tourism product of rural areas is based on the natural environment.
The establishment of the tourism sector which took place long time ago leads to the deep rootedness of the sector in the characterization of the whole region, which can also be seen from the interview data. Frequently the tourism activity within the region was mentioned as an essential part of the region.

“Yes, the “Wilder Kaiser” region has always been an attractive area for guests, we must bear in mind that tourism, as we know it today, started to develop after the second world war. Especially the economic upswing in Germany, many German guest came to spend the so-called “Sommerfrische” within the region. That was the starting point.” (N3)

“[…] concerning tourism, directly after the war, tourism was discovered as an important economic mainstay and since 1956 and a lot of effort was put in the development as the figures show, we are quite successful in doing so.” (N4)

“Of course, tourism is the hobbyhorse of the region and very, very important.” (T9)

“Tourism is an especially important lifeline for the region. Particularly important.” (T10)

(2) Tourism definition
As mentioned in the literature review tourism is ,inter alia, defined as a manifolded and fragmented product, consisting of various elements involving several industries (Fletcher et al., 2018, p. 5 f.). Due to the complex nature of tourism, the individually perceived meaning of tourism among the residents of the Wilder Kaiser region should be declared now.

“I believe, tourism exists for financial reasons, I mean you have to earn your money somehow. Some might even enjoy tourism, but there are also people who think it is a bit much or it is getting too much.” (N8)

The statement above perfectly reflects the perspective on tourism, which limits the tourism sector to an economic product. However, Sharpley and Telfer (2014, p. 11) critiqued exactly this limitation as it is also a social and economic phenomenon. In this regard the owner of a guesthouse stated:
“I think, many are unaware that it is not only us that make a living from tourism, but also many other people.” (T7)

Building awareness about the range of tourism is especially important in the area of unaffiliated residents. Most of these residents interviewed developed in the course of the interview a broader view on tourism. **Therefore, the level of knowledge about the tourism sector was noticeably higher throughout the interviews with residents affiliated.**

A mayor, as a representative of residents said the following:

“[…] I believe, one of the basic and most important tasks is to build awareness and clarify things. To communicate transparently and to fight superficial knowledge.” (N3)

However, it has to be noted that the level of knowledge cannot be put on the same level as the level of involvement regarding the attitude towards tourism. Knowing a lot about the sector and having an established awareness of the range do not lead automatically to a beneficial relationship between tourism and resident as confirmed by the interview data of the respective sample. This relationship investigated will be presented in the following section “Findings on Community”.

(3) **Current attitudes toward tourism**

Generally, it can be observed that the current attitudes towards tourism differs vastly among the interviewed residents. As mentioned above, though greater level of involvement might lead to higher level of knowledge, is mainly personal benefits and costs, individual experiences and threats perceived, that form interviewees attitudes towards tourism.

Taking a general view on the issue “current attitudes towards tourism” it was asked what merits and disadvantages are seen regarding tourism. **The most compelling evidence for favorable attitudes was, that all of the 18 interviewees confirmed, that advantages outweigh the disadvantages at present.**

“For me definitely the advantages, it increases the quality of life concerning recreational activities or everyday life in the village. But it has to be taken care of, that the right decisions are continually made in the future.” (T8)
The consistent notion which have led to the positive perception is fragile at present. This may be the cause of multiple factors, which will be discussed later.

**However, the main reason indicated which explains the positive attitudes was the existent prosperity of the region.**

“Simply the prosperity of the region. You cannot compare with other regions, the employment opportunities and the prosperity within the region - people are doing well.” (N8)

“Principally the advantages, it is due to the mere fact that the region is doing well. If we have children from unemployed parents, we have also problems at school. If the tourism is doing well also many other things go smoothly.” (N6)

(4) *Dependence of the region*

Answers reflect the tendency to explain the economic strength and wealth of the region by the prospering tourism sector, which leads in return to a higher purchase power of the residents. **But this indicates at the same time an incredibly high degree of dependence of the “Wilder Kaiser” region. This dependence is not only economic but also social in nature.** To name one example, the highly appreciated recreational facilities are also based on the touristic activity, the co-utilization to the underlying extent would not be possible without tourism. Therefore, not only residents working directly in the tourism sector are affected but also apparently unaffiliated residents.

Retail sector:

„Absolutely, opening hours of the shops, such as the grocery stores, which open on Sundays during the seasons, now everything has closed, everything is very tourism-focused.” (T1)

Recreational facilities:

*In the winter skiing, the ski lifts are provisioned, winter hiking trails and the cross-country ski trails are prepared. [...] Also, in summer, the cycle tracks... We certainly would not have that if we had no tourism.* (N1)

Employment (also in other sectors):

“I believe, many would have a problem, not only people working in the tourism sector but also craftspeople” (T6)
Economic strength:
“[…] but, if tourism were not there, I do not think that it would be one of the strongest regions. We do not have any industry, we merely have tourism, that is what everyone lives on, […]” (N8)

“[…] with regard to tourism, definitely an extraordinarily strong region, […]. Apart from this, in economic terms, I have mixed feelings. Services okay, but tourism is definitely the key sector and everything apart from this is mainly “optimistic chatter”, to be honest.” (N3)

Remarks as above, confirming the dependence on tourism, were heard in every interview. This also reflects, that not only the economic dependence plays a major role for residents.

Questioning the extreme case of a “tourism break-off” no economic equivalent emerged.

The following statement summarize perfectly the current situation and the concordant perception among the interviewees:

“Alternatives for the region, this is a very difficult question. At present I am convinced that there are no alternatives. Everyone knows that you should establish an alternative economic sector besides tourism. Those sectors have to be compatible with the tourism sector and with the geographic circumstances. This fact narrows the field of sectors. We could count on brainpower. Perhaps we would have the advantage to provide such employees with a beautiful living environment, […].” (N3)

Beside the “brainpower industry” only the revitalization of the agriculture, which was identified as an enormous setback. This also demonstrates an economic interconnectedness of all branches (retail sector, construction industry, …). The most widely used example are the regional craftspeople, who are responsible for maintenance and expansion of hotels, tourism attractions or other tasks with a touristic background. Even the communities themselves would have to record a decrease of their municipal revenues. Therefore, this would also affect social benefits from childcare through to the care of the elderly. Referred to the dependence on tourism the so-called cluster risk is one of the major threats identified by the interviewees.

The above described interconnection might also be one parameter for the positive attitude toward tourism, as all interviewees were aware of the vital importance of the sector. Due to this
fact a kind of personal adaption was observable, which will be further discussed in the section “Findings on Community”.

Although, the benefits outweigh the costs of tourism at present the tourism sector still reflect upon itself, in order to understand the interplay between tourism, community and quality of life. There are further determinants which demonstrate how residents perceive the tourism sector.

(5) Seasonality
One remarkably interesting factor disclosed is the seasonality of the sector which influenced residents’ perceptions of tourism significantly.

In the region the history of tourism started with the summer season, the so-called “Sommerfrische” after the second world war in the 50s, however the breakthrough was the establishment of the winter tourism with the skiing area established in the 70s. From then on, the sector developed its versatility, today they succeeded to balance their overnights both in summer and in winter.

It was quite surprising that still most of the residents unaffiliated perceive the winter season much more intense. This is perhaps down to the fact that the skiing area “SkiWelt Wilder Kaiser – Brixental” attracts also visitors from the nearby catchment area during weekends.

“Yes, in winter it is significantly more noticeable than in summer, weekends are a disaster to some extent. You always imagine, today is Saturday, today I am not driving to Kufstein or St. Johann, because there is congestion for sure at a certain time [...] during the weekends, it is severe, as also people form Munich or Innsbruck come here to ski. There is a lot traffic on the road.” (N2)

The statement above ties well with other perceptions of unaffiliated residents. However, the increase of overnights in the summer is also actively perceived.

“Hiking of course, you recognize it at the “Hexenwasser” or other activities on the mountains, that there are more people. I think the summer season has experienced substantial increases.” (N6)

All-year season
The discussion of a “all-year season” without the off seasons in April and November splits the community. The idea to eliminate the off seasons for an all-year occupancy divided the
opinions. The following table presents several statements from both supporter and opponents of the all-year season.

<table>
<thead>
<tr>
<th>all-year season opponent</th>
<th>all-year season support</th>
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<tr>
<td>“Then the village is yours again, [...] You go in the village, you do not have to wait at the checkout in the shop, you get a parking slot everywhere, you meet other residents and have a chat with them. If guests are here, nobody has time, and everyone is in a hurry [...]” (N2)</td>
<td>„On the other side there are also phases with too less tourism, in November when everybody takes a breath, reconstructs and reduces accrued overtime, your think there could be more life on the streets.” (T8)</td>
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<tr>
<td>„Hard to say, but I think, you need a break in between [...] I know people working in the field of food service, they are exhausted after the season. Not only people need a break but also the nature [...]” (N8)</td>
<td>„I think that is great. As resident you then do not rely on the summer and winter season to dine out. Otherwise you always have to search for what has open during off-season.” (N5)</td>
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<tr>
<td>“At some point you are sick of the sight of tourists.” (T6)</td>
<td>“The region counts on the all-year season and invested a lot. [...] we have openings all-year and never close.” (T3)</td>
</tr>
<tr>
<td>“To my mind no, we need this break. I am of the opinion that particularly the smaller ones, as we are rendering personal work performance, [...] we need this.” (T1)</td>
<td>„It will amount to 2500/3000 all-year beds in 1,5/2 years. I hope that the attitude towards working in the tourism sector will then become better. Currently it is like this: December 26th start and in the end of the season in the middle of march the mind is empty and everyone wants to go down south. That won’t happen. A good workforce needs all-year employment [...]” (T5)</td>
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It is difficult to explain such findings in the context of affiliation, as the support differs among the distinct groups of the sample.

Statements show that unaffiliated residents tend to either oppose the all-year season as they desire to have a break from the tourists or they feel the desire to be independent from seasons concerning dining out, which pertains more to younger respondents. Though it was surprising
that also affiliated residents, especially those in privately run guesthouses with personal work performance, are absolutely against the all-year season as the need a time to take a break. Large scale accommodations, mountain railways, and the tourism association share the opinion that an all-year season would positively impact the value creation of the region. Also, seasonality in the employment relationship was one major justification for the all-year season.

(6) Perceived outgroup

Defining a stereotype for the tourist visiting the „Wilder Kaiser“ region was also strongly linked with the seasons. The outgroup perceived is not as an internally undifferentiated group as there are major seasonal differences.

Results for stereotypes perceived both in summer and winter show a similar pattern among all residents interviewed.

![Diagram of perceived outgroup](image)

Figure 12: Outgroup conception of "Wilder Kaiser" region

Considering the interview data, the figure above visualizes the perceived outgroup by the respondents during the winter and summer season within the region. Few things should be emphasized regarding the illustration. Especially in summer the perceived average age is higher than in winter. This was most of the time explained by the fascination of the “Bergdoktor” which has a reputation that is constantly growing. The tourists visiting the region because of the television series “Bergdoktor” was a consistent theme in answers by all respondents. This might result from the fact that those tourists differ from other “tourist types”.
“The clientele is a very special one, it is the “television watcher”, such as Bergdoktor, Rosamunde Pilcher and Traumschiff [...]” (T7)

“During the “Bergdoktor” weeks it is remarkably interesting, the clientele on the way is a departure from conventional visitors.” (N6)

The establishment of the region as a filming location for the “Bergdoktor” has increased the regional level of awareness significantly according to the respondents. However, frequently the increase of “Bergdoktor” tourists during the summer months and the “Bergdoktor” weeks in autumn attracted criticism.

“The “Bergdoktor”, I think in Going the limit is reached if you look at the parking lot. Busses have already been restricted. It is not funny anymore. We had the funeral of my father-in-law two years ago. People went to the graveyard to take pictures - these tourists do not understand that we are living here [...]. The even went into the funeral chapel. Just because it is a filming location, those guests have no respect any more, they go with their snacks into the church. It is outrageous.” (T6)

Anyway, it popularized the region. What was noticeable negative is the many day tourists (e.g. from Slovenia) coming on busses. They just come here to see the filming location of the “Bergdoktor” and then they are gone again. The region did not benefit particularly from that.” (N1)

After several respondents referring the “Bergdoktor” as one of the main attractions, it was also emphasized that it is a tourism attraction with an expiration date.

**Day tourism**

Interviews revealed also other concerns concerning the outgroup, which might influence the tourism-community relationship. The increase of day tourism and the shortening of the duration of stay were also an issue of the interviews.

“The duration of stay has decreased over the past years, with returning guests coming more often.” (T3)
“They just look at the filming locations for one day. Afterwards they go somewhere to eat a scoop of ice-cream, after that they enter the bus again and are gone.” (N1)

“We also have people from Moscow, Scandinavia or somewhere else. They come here for one weekend [...] to ski for three days and following they fly back home again.” (T10)

On the first sight, this seems to be not that important, but an increase of the turnover rate causes more tourist traffic and at the same time weakens the establishment of social connections with the outgroup.

**Regular guests**

Apart from the day tourism the regular guests play a significant role for the region in summer and in winter.

“80% of our guests are regular guests, we have guests here, who come several times a year.” (T3)

“There are situations, where I think, some guests think just because they are regular customers they can now fully participate. But I am convinced that they feel empowered to feel like kings and queens here, but that is annoying.” (N1)

“Until now regular guests have dominated, regular guests are okay, but they entail a great insecurity of the creation of value, as they always want to have the same price. That is really, really difficult.” (T5)

From this standpoint it can be considered that some regular guests have forgotten to appreciate the region and the community itself which might have a negative impact on the relationship between tourists and residents.

Also, the economic well-being of the tourists might have an influence on the perception of the outgroup. Numerous respondents perceived summer tourists differently than those in winter, which is reflected by the following statement:
“Yes, the quality of the guests. The worst ones come during the summer season and especially in September and October. Then the real “Happy Saver” is coming, [...] The tourists in winter, pay a lot of money for their stay in the “Wilder Kaiser” region. They are not upset about everything (T6).

Those issues concerning the regular guest and the seasonal quality of the guests relate to negative stereotyping of tourists which were definitely remarkable among the respondents. This circumstance will be discussed in the “Findings on Community” section

(7) Tourism development

Besides the seasonality, the perceived tourism development of the sector plays a significant role. Although residents of the sample have currently a consistently positive attitude towards tourism, this is quite unstable as most of them regard the future of the “Wilder Kaiser” region as alarming. Regardless the level of involvement all respondents agree that the limit of tourists is almost reached, they agree that they are not interested being a mass tourism destination. However, it should be mentioned that few unaffiliated respondents perceive the current touristic activity especially during the high season in winter, as mass tourism.

“I think in winter it goes beyond the limits, I am convinced that the mountains cannot bear much more at some point. [...] I do not go skiing any more, that is too much for me.” (T6)

I am personally thinking that we should head towards a change of paradigms. I am convinced that capacities and overnights cannot be infinitely developed. We have reached a point when we need to think about if the tourism is at the expense of the environment. (N3)

“A 100% occupation rate plus the constant increment of beds [...] , that is really too much.” (T4)

This development gives a rise to the threat of ending up as a “urban satellite village” as the tourism association named it. Bad case examples for this threat named by the respondents included Ischgl.
At present the tendency that large-scale accommodations are growing, and other large-scale projects emerging has caused an ongoing passing of privately run guesthouses, as they are not able to win the price war so rely on the tourist seasons.

„At the end of the seasons there are many bargain hunters, obviously, the big hotels have to look at their occupancy rate and therefore publish bargains at the end of the season like “stay seven days and pay for five”. This has a major impact on the small lessors because the difference in prices shrink. Of course, the tourists want to have the inexpensive offers. If the price difference between a four-star hotel with pool becomes smaller, our situation becomes increasingly difficult.” (T1)

What additionally fosters the ongoing passing of privately run guesthouses according to the interview data are bureaucratic concerns, if they pass the limit of ten bed they are not private but a business enterprise, which has to fulfill the same criteria as the large-scale accommodations. Also, the prices of land which have dramatically increased, leads to the fact that living space is scarce in the region and many guesthouse owners need the space for their families.

Second homes
The question why prices have rapidly increased might be explained by other phenomena which came up in the course of the interviews. Theoretically it is not directly related with tourism but the enormous increase of second homes is viewed with skepticism and meets criticism from many residents. The increase is confirmed by figures as presented in the description of the research site e.g. Ellmau with 51.8% (2016) residents having a second home in the village. As the residents named second homes as one major drawback of tourism development it should be included in the underlying thesis.

“Simply put, we have so many second home owners here, who do not contribute anything to the community. [...] You should have come in November, all is dark because nobody is here. These are all properties for making an investment.” (T6)

I have the impression that it is getting more and more, although it is not allowed to have a second home here but anyway…. There are so many houses where no one is living [...]” (N1)
Second homes are a twilight area, their owners are no residents (according to the interviews), and no tourists. This aroused criticism as the following statement shows:

“[…] the strongest tool, a community have is the spatial-planning. With the tourism development we have seen that many people, who can afford, would like to secure a part of the “Wilder Kaiser” paradise. Do not get me wrong, but that has resulted in a lack of land for residents at acceptable prices. I am of the opinion that we as community have to act against these investors with the help of a strict, transparent and fair spatial-planning.” (N3)

This demonstrates that the established image of the region by tourism development has also negative effects on residents.

Development recommendations
In the course of the interviews the respondents brought up several recommendations for future tourism development, this might indicate that the desire for more involvement is existent for the most part of the sample groups.

The most often named development recommendation is the focus on quality tourism instead of quantity tourism:

“Now we have to be careful that quality instead of quantity is increased. We should be aware that the “good guest” is willing to pay for good quality in order to not fall into the “cheap tourism” market, […]” (T10)

“The wish is father to the thought – we should try to invest in quality and creativity as we are able to afford it at the moment. [...] we should try to stay within the limit of quantity. Large-scale projects with 300, 400 beds entail a disastrous traffic situation and scare regular guests away, [...].” (T4)

“I think that the awareness for quality should be emphasized. They should establish high quality accommodations, as Söll is more the “cheap area” of the “Wilder Kaiser” region at present.” (N6)
There are also few recommendations according to the touristic infrastructure:

“I think that we should continue to work on the structure, [...] such as projects all four communities participate in. [...] targeted investments in biological characteristics of the region to support regionality of products from agriculture [...]. Quality also means that apart from the hotels the small-scale accommodations are encouraged [...]” (N4)

“It is important to have a strong voice and the ability to participate as an affiliated person. Also, the collaboration is important such as supporting family firms [...] or prevention of closure of inns [...]” (T3)

“In summer infrastructure could be further developed to bring more international guests into the region, there is a lot of room for improvement [...]” (T9)

„Lot of things are developed, the infrastructure is incredible, [...] but the passion for detail is a bit missing.” (T4)

**Tourism development themes identified from interview data are as follows:**
- accommodation structure need to be improved in terms of versatility
- collaboration within tourism system could be further developed
- the target group of guests should be enlarged: younger guests, more internationality
- passion for the detail (authentic view of the villages, innovative spirit)
- enhancement of summer tourism (quality, recreational facilities)
- retention of family-run accommodations
- quality tourism instead of quantity tourism

Beside all touristic developments **the preservation of the environment was a big issue.**
Both affiliated and unaffiliated interviewees were consistently aware that the natural environment is the main attraction of their region and the tourism development should go hand in hand with environmental protection.
(8) Tourism impacts

Assessment of “perceived tourism impact will now be assessed”. The following figure summarizes all major tourism impacts both positive and negative perceived by the respondents.

![Diagram of tourism impacts]

Figure 13: Tourism impacts “Wilder Kaiser”

This section tried to approach the research question with all antecedents of impacts and concludes with the above pictured graph. The homogeneity of answers among the whole sample was very surprising. Although there was the slight tendency of affiliated residents to stress the positive impacts (especially economic ones) the perception of the different impacts did not significantly differ among residents regarding the characteristics, only the strength of perception differed to some extent. Unaffiliated residents of the sample perceived the socio-cultural impacts more strongly than affiliated residents as they have a direct impact on their personal costs and benefits.

Relating impacts to the emerging threats all three dimensions of negative impacts were relevant. Getting overwhelmed, economic dependence and destruction of the environment were the threats which were appealed the most, independent of the interviewees’ characteristics. However, threats will be discussed in detail in the conclusion and discussion, where a reference to the “ITT” will be created.
4.2.2 Findings on Community

In this section a depiction of the residents of the region could be provided from the extensive dataset.

Following sub-categories are examined:

<table>
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<tr>
<th>Finding Categories</th>
<th>Main Findings</th>
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| (1) mindset of the community | - rural rooted mindset  
- integration booster: utilize local dialect, contribute to wealth of the region  
- mindset described by respondents (view Figure 14)  
- beside the collaboration still competition within tourism system → negative attitude toward tourism without outgroup contact  
- revitalization of tradition important  
- no selling of culture at present |
| (2) personal adaption | - economic dependence lead to personal adaption → downplay of negative impacts → habituation effect  
- personal adaption supports positive attitude toward tourism  
- unaffiliated residents are expected to adapt |
| (3) migration of youth | - increased awareness level of region → increase of prices and scarceness of land  
- employment in tourism sector not attractive  
- overall reduction of local population |
| (4) tourism-community relationship | - level of discrimination, negative stereotypes, intergroup anxiety, perceived impacts, and level of knowledge → form the relationship  
- level of contact is no major impact on the relationship  
- information of residents should be fostered  
- the feeling of discrimination by residents is a key factor for an unfavorable relationship  
- educational work among tourists required |
| (5) CBT initiative | - too less promotion  
- step in the right direction – skeptical view on purpose |

Table 5: Findings on community
(I) Mindset of the community

But before taking a closer look at the relationship between tourism and the residents interviewed, the host community “Wilder Kaiser” is viewed as an individual entity. Some might think the origin of the respondents has a considerable impact on the perceived tourism impact which could not be confirmed with the underlying sample. Six residents interviewed have their origin not in the “Wilder Kaiser” region, though only one resident (T9) does not come from Austria but instead coming from Germany. Her length of residence of eleven years was at the same time the shortest residence in one of the four communities.

Only interviewee (T9) has confirmed that she has the impression to have a slightly different way of looking at things concerning her urban background.

“Yes, I came here from Hamburg, [...] I always appreciated the warmth of the Tyrolean and I think generally the mood is very positive as you have the feeling to be welcome. [...] But getting a local is rather difficult, [...]. On the surface very, very friendly, and outgoing, but until you are really accepted, it takes time. [...] Sometimes I also feel the disadvantages [...] the “rural thinking”, not as liberal-minded as in a city. From time to time it is harder to convince people with arguments about to realizing the potential of innovative ideas, it is a balancing act [...]” (T9)

The statement above perfectly reflects the mindset of the sample concerning the integration of an outgroup member. Even if the region is highly innovative and a flagship tourism destination, current residents’ mindsets are rather rural in nature according to the interview data. Using the local dialect and contributing to the wealth of the region were indicated as “key integration boosters”.

The following graph should illustrate the mindset of the residents as described by themselves. Discussing the mindset gives also valuable information for the tourism-community relationship. From the illustration below, one can conclude that especially those characteristics which were mentioned most frequently are quite contradictory. On the one hand residents are described as open-minded and on the other hand parochial thinking is attributed to them. This might be explained as follows:

“Yes, jealousy, simply parochial thinking, [...] but a very difficult combination. Residents are open to new things but concerning lettings and gastronomy [...] they are jealous [...] In the end they are very selfish.” (T1)
Collaboration vs. competition

According to the interviews frequently the collaboration among affiliated residents fail due to jealousy. This indicates that apart from collaboration, there is also competition within the tourism system of the region, which might cause negative attitude toward tourism without any outgroup contact. As the management of the region trying to present a homogenous, happy image of the region, this competition will not be productive to presenting that image.

Culture and tradition

Considering the mindset map above, one can conclude that the regional culture and the respective traditions plays a significant role for residents. After investigation of the interview data, the view that revitalization of traditions must occur is particularly important. This view was shared across the age range of participants interviewed. Tourism and regional culture is a difficult balance. There is a very fine line between turning an experience kitsch and providing tourists with an honest understanding of the traditions. According to the interviewees, the “Wilder Kaiser” region is handling this situation quite well at present. However, selling the regional culture would be for many respondents a loss of identity and unaffiliated residents remarked on that strongly in interviews.

(2) Personal adaption

Investigating residents’ mindset lead to an issue which was already introduced above in the discussion of the economic dependence. The personal adaption of residents to tourism was a topic which was frequently observed.
Throughout the interviews negative impacts were mentioned followed by a downplaying of the impact mentioned before. The most common explanation used was the habituation effect. This might be an explanation for the concordant positive attitude at present, residents are aware of their personal dependence, even if they are not directly affiliated, therefore they tend to adapt their habits and their everyday life to the tourism activity.

“[…] I have to get up a quarter of an hour earlier in tourist seasons, but that is no tragedy. I can live with it. […] That is day-to-day life for me.” (N5)

“No, that is part of it. Such is life here.” (N1)

“Usually the tourists do not bother me. It is crowded in summer, I must adjust. If I go shopping in summer, I know that I have to go before eight or during lunchtime […] otherwise I know that I have to wait.” (T6)

“I am of the opinion that the perceived disadvantage in the back of residents’ head is not justified. […] with the right schedule, you can manage it.” (T5)

Especially the last statement of a big player in the tourism sector demonstrates that residents are even expected to adapt. This pressure could have a negative impact on the attitude towards tourism and reduce support for further tourism development.

(3) Migration of youth

It is not only that the community is becoming increasingly dependent on tourism, but the phenomena of buying “second homes” and the ongoing growth of the tourism sector is becoming detrimental to the community. As identified earlier, the increase of the awareness level of the region triggers price increases and a growing focus on the sector. Due to this fact a migration of the youth away from the region was detected. According to the affiliated employers the employment in the tourism sector is not that attractive right now, especially for those with higher education.

“Most of them who stay here are taking over the family farm […]. But I know a lot who leave for studying, those tend to stay in the cities and not return.” (N1)
This development needs to be assessed, as the **migration of the youth means a reduction in the local population and more importantly an increasingly aging population.**

*(4) Tourism-community relationship*

In accordance with interview data the **crucial factors deciding if the relationship is beneficial or unfavorable are the perceived level of discrimination, negative stereotypes, intergroup anxiety, perceived tourism impacts and the level of knowledge.** What is surprising is that the level of contact or the level of involvement does not play a leading role, as statements of affiliated residents show no rational pattern.

**Discrimination**

The perceived discrimination refers to preferential treatment of either the tourists or the residents. Concerning this topic, the level of knowledge is vitally important. According to the information given by the tourism association it is attempted to keep the perceived level of discrimination as low as possible. Therefore, a counterpart to the guest card was introduced. The knowledge about this “resident card” was quite low among the unaffiliated residents with only one out of eight residents mentioning it. Following this realization, it is clear that information to residents must be a greater priority. The most frequently mentioned discriminations were special offers for tourists, decisions in favor of money and further development, and the feeling of being tolerated simply tolerated to co-utilize the touristic infrastructure such as recreational facilities.

“If decisions are taken and residents are against them, but it positively affects tourism development and the touristic income, decisions are taken in favor of tourism.” (N8)

„It is dangerous and there is the need to watch out, various offers and special discounts give tourists an edge.” (N3)

“The “Kaiserjet” is only driving in the season. If a grandmother wants to go from Scheffau to Ellmau she is reliant upon the public transport and the schedule is not that good.” (T1)
Negative Stereotypes
Negative stereotypes are omnipresent in the community. Surprising was the partial disapproval of the German tourists, whom are the main target group of the region. **It was surprising that mainly unaffiliated residents named negative stereotypes.**

“Yes, if they come with shorts and white, pulled up tennis socks and sandals. Then we say here comes the “Prussian”. They are tourists, as you can plainly see.” (N2)

The behavior and mindset attached with the German stereotype according to the data is being impatient, an obsession with details, and demanding.

Intergroup Anxiety
The last key factor for a beneficial relationship is the prevention of intergroup anxiety. Situations in which residents feel uncomfortable were described by residents. Affiliated residents mentioned the negotiating of prices by tourists whereas unaffiliated tend to describe conflicts in which tourists tend to behave rudely. **Here educational work is the solution in the opinion of the respondents. Norms, culture, and values should be communicated beforehand.**

(5) CBT initiative
As the underlying relationship of tourism and residents in the respective research site has divided the residents, the CBT initiative, as described in the research design, was created by the tourism association. This initiative aims to build awareness, fight superficial knowledge, and convey the impression of effort to integrate residents. It is a commendable initiative.

But the awareness among the residents interviewed was fairly polarized. It was observable that mainly affiliated residents were informed. The representation by the tourism association showed that mediation of the feeling of involvement outweighs the intention to integrate residents in the decision-making process. The underlying discussion of this issue can be found in the conclusion of the thesis.

There was also one interesting statement of an affiliated participant of the initiative:

“[…] too little pressure is applied to participate in the project, there should be more meetings […]. In my opinion it is too inactive, and I am afraid that it will tail off. The issues are tremendously important.” (T4)
In summation, according to participant interviews, the attitude toward tourism and its development is influenced by the local community. The wish to participate in the decision-making process is omnipresent and the initiative of the tourism association is a step in the right direction with minor weak points which will be discussed in the conclusion.

4.2.3 Findings on Quality of Life

In this section following sub-categories are examined:

<table>
<thead>
<tr>
<th>Finding Categories</th>
<th>Main findings</th>
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</table>
| (1) definition of QOL | - high attachment between region and QOL by affiliated residents  
- natural and living environment followed by health and material living conditions are the three most important QOL dimensions (view Figure 15) independent of level of involvement  
- high rating of current QOL |
| (2) future QOL | - mainly positive rating of future QOL  
- more effort will be required to keep current level of QOL |
| (3) QOL and tourism | - economic benefits, co-utilization of recreational facilities positively influence QOL  
- strong relationship of QOL and weighing of personal threats and benefits  
- threat of being overwhelmed by tourists would significantly influence QOL → perception of QOL and tourism development is related |

In this section the last construct is going to be discussed. Before relating the QOL concept to tourism, the current perception of QOL among the residents needs to be outlined.

(1) Definition of QOL

For this occasion, interviewees were asked about their current QOL and how they define it.
It was shown that the QOL in the “Wilder Kaiser” was assessed as above-average by all respondents. One unanticipated finding was that all residents interviewed evaluated the region itself as the quintessence of a high QOL. This result might be explained by the fact that the community or attachment to the region is very high which is also displayed with the mindset map of the region (view Figure 14). The pride concerning their sheared identity, culture and
tradition might be a symbol of their sense of community which leads to an increased attachment to the region. Interestingly, the strong relationship between region and QOL was mostly mentioned by the affiliated part of the sample:

Interview data disclosed a **stronger relationship between QOL and the region “Wilder Kaiser” among affiliated residents** as typified by the comments below:

“**Yes, being allowed to live here is a precondition for an incredible QOL.**” (T4)

“**That I can go out and enjoy the beautiful nature that is pure QOL. Yes, health and the region itself, they provide a lot of power and energy. QOL is also having a decent job, [...] and pursuing my hobbies.**” (T3)

“**For me the quality to live in such a region is simply the best, [...] because I have endless leisure options. In rural areas one can develop better due the symbiosis of nature, leisure time and work.**” (T7)

The majority of unaffiliated residents tried to keep QOL definition less focused on the region:

“**QOL, to live somewhere where it is safe, where I can drink the water from the faucet, where I can open the window and breath the air without concerns, where the tranquility is given, and I can enjoy nature.**” (N2)
**QOL dimensions**

The main dimensions of QOL mentions are depicted in the following graph (view Figure 15), the size of the boxes indicates the importance evaluated by respondents:

![Quality of Life Matrix](image)

*Figure 15: Quality of life matrix*

Therefore, it can be concluded that the **natural and living environment is with 16 mentions easily the most important dimension for the respondents, with no difference between the sample groups observable.**

Often **health, with eight mentions, was named as a precondition for all other dimensions.**

**Future QOL**

Concerning the future QOL **all participants have a positive attitude.** As they assess their QOL as remarkably high, most respondents assume that their QOL will remain the same. It was also noted that **more effort is required to keep the current level of QOL.**

“When we fight for it, the QOL will remain the same. It gets harder to keep the level for sure [...].” (T1)

**QOL and tourism**

The last critical issue concerning QOL of residents in the “Wilder Kaiser” region and for answering the research question, is the QOL in relation to tourism. Interview data shows that currently all respondents see no significant negative influence on their QOL from tourism as the positive influence outweigh the negatives.
Economic benefits and the co-utilization of the touristic infrastructure have an especially positive effect on the perceived QOL.

“Tourism is a means to an end to increase residents’ quality of life. Simply in form of income, or socially seen e.g. for the associations, leisure activities [..].” (T8)

However, it was noted that the ongoing tourism development with a quantitative focus will threaten their QOL.

Taken together, the results suggest if tourism negatively impacts their natural and living environment, the QOL would decrease. Therefore, the relationship between QOL and perceived threats and benefits is clearly strong.

“Yes, if it is getting too much for our environment and we take out too much. [...] It should be kept within the limits. QOL should be preserved for the subsequent generation and we should not make not too many sacrifices for tourism.” (T10)

In summary, attitudes toward tourism development and ones’ view of their QOL is linked. Apart from the dimensions described above, the threat of being overwhelmed by tourists and second home owners, which was assessed as a significant threat to the perceived level of QOL, show the interconnectedness of the QOL of respondents the tourism development.

More details of the interrelation of the constructs described in this section and be found in the final chapter “Discussion and Conclusion” (view Figure 17).
5 Discussion and Conclusion

In the following section, findings will be discussed and linked with both, theoretical and conceptual backgrounds in literature. The first section aims to answer the research question on the basis of the data gathered.

“How does the perceived tourism impact on residents’ quality of life in rural areas of Tyrol affect the attitudes of residents toward further tourism development?”

The interrelation of all four constructs (QOL, personal benefits, perceived tourism impact and attitude towards further tourism development) in the proposed qualitative research model could be confirmed by the findings of this thesis. However, in order to address the research question in-depth, the model was enhanced to detect relationships.

Before discussing the interrelation, each construct should be individually explained and related to literature.

Perceived impacts
The investigation of the perceived tourism impact was done with the help of the proposed dimensions (socio-cultural, economic and environmental) by Hall and Lew (2009, p. 55). This provided an appropriate basis for assigning impacts mentioned by the respondents. A considerable number of tourism impacts could be observed in “Wilder Kaiser” region, overall nine positive and nine negative impacts could be derived from interview data. This indicates a balance between positive and negative impacts, however the valuation of different impacts differed vastly.
Valuation of impacts

The valuation of the dimensions might be attributed to the communities’ mindset. The mindset includes values, norms but also the culture of the residents. Especially earlier research focused heavily on integrating residents’ sociodemographic data such as gender, age, length of residence, income, education, origin (e.g. Brougham and Butler, 1981; Mccool and Martin, 1994; Smith and Krannich, 1998) instead of investigating the mindset of the respective community members. The underlying qualitative analysis of the perceived impacts by the respondents implies no considerable divergence concerning the demographics (age, origin, length of residency, gender, and civil status). The examination of the respective valuation of impacts however provided valuable information. The valuation of significance is dependent upon the mindset, level of knowledge, experiences and individual as well as group dependence, in the case of the “Wilder Kaiser” region. Overall these findings are in accordance with findings reported by Andereck and Nyaupane (2011) who noted that if there is no personal importance for the individual, an attribute affected by tourism cannot be evaluated as positive or negative. This finding supports the view of the “SET” which assumes that the assessment of outcomes for residents and the community has an effect on the attitude towards tourism development. Taking the “ITT” as additional theoretical approach however has allowed to develop a deeper understanding of those attitudes.

Negative impact/positive impact vs threat/benefit

Concerning negative impacts, the ITT builds an appropriate basis for this thesis. However, it should be noted that a negative impact cannot be put on the same level as a perceived threat. According to the findings, whether a negatively perceived impact turns into a threat depends on the valuation of either the personal significance or the significance for the whole group. This applies also for positive impacts. Such a value-attitude relation was already detected in prior research (Lindberg and Johnson, 1997; Andereck et al., 2007). A detailed differentiation between realistic and symbolic threats as supposed by Stephan et al. (2009) in the respective research setting has shown that realistic threats (e.g. environmental pollution) were valued higher than symbolic threats (e.g. getting overwhelmed by tourists). However, a major different effect on attitudes was not observable. The differentiation of group and individual perception also corresponded with the “ITT” as it also draws distinction between threats posed to the individual or to the group. According to Stephan et al. (2009) the examined threats and benefits then lead to either psychological responses (emotional, attitudinal) or behavioral responses.
This concurs with the findings of the respective research, as respondents confirmed that their currently perceived threats and benefits form their support for further tourism development (behavioral response) and their attitude towards tourism (psychological response). This result also supports the view of Wang and Pfister (2008), who noted that residents' perceptions of personal benefits from tourism are closely associated with their attitudes toward tourism in a positive direction. Therefore, the relationship between perception of personal benefits and positive attitude toward tourism development which was detected by several studies (Perdue, Long and Allen, 1990; McGehee and Andereck, 2004; e.g. Andereck et al., 2005) is in accordance with the respective findings of this thesis.

Another outcome of this research was the high appreciation of recreational facilities among residents which was determined as the major noneconomic personal benefit of the underlying research. This is consistent with findings of Nunkoo and Ramkissoon (2011) who found that noneconomic benefits that a host community gains from tourism development considerably influence attitudes of residents in a positive way, which might lead to their support for tourism development in future.

**Community**

Prior research seriously neglected viewpoint of the community as a whole. In rural areas especially, the group perspective might play an important role due to the greater homogeneity of rural communities as well as closer personal ties (Huang and Stewart, 1996). The sense of community is closely linked with community attachment. According to the “mindset map” and the “QOL matrix” created in the findings section, a strong community attachment could be detected. Characteristics such as “proud of shared identity”, “tradition-conscious” and the high appreciation of the natural and living environment of the region might be indicators for a strong community attachment. Community attachment is considered to be a predictor for attitudes toward tourism and support for further development as attached people view both, impacts and costs of tourism with more concern as relatively unattached residents (Mccool and Martin, 1994; Choi and Murray, 2010). Additionally, in the viewpoint of the “ITT” it can be concluded that a stronger sense of community simplifies handling with external threats (Mcmillan and Chavis, 1986).

**Affiliation**

Concerning the perception of the economic impacts of tourism the opinions of affiliated and unaffiliated interviewees was noticeably different. As proposed by Woo et al. (2018) affiliated
residents tended to stress positive economic impacts as a reason for their support for tourism. This trait was consistently confirmed from this studies interviews with affiliated candidates. Positive impacts on the socio-cultural and environmental dimension were also emphasized by affiliated residents. Overall, results indicate that there are no fundamental differences between the perceived impacts by affiliated and unaffiliated residents. This inconsistency with prior research (Woo, Uysal and Sirgy, 2018) may be due to the strong embedment of the sector in the daily life of all respondents. Initially it was assumed that affiliated residents are those who either work directly in the tourism sector or in a connected branch. In fact, a certain degree of affiliation was also observable with apparently unconnected occupations such as teachers or housewives. This confirms that besides the economic dependence, the social dependence (e.g. co-utilization of recreational facilities) plays a leading role in how certain impacts are perceived and evaluated.

Antecedents of impacts
As determined in the findings, the tourism-community relationship within the region is at times both beneficial and unfavorable detrimental. In line with the “ITT”, negative stereotypes and intergroup anxieties are the major driver of unfavorable relationships. The level of knowledge and the perceived level of discrimination (preferential treatment of tourists) could be determined as major factors fostering an unfavorable relationship. Nevertheless, not every impact arose from intergroup contact e.g. competition within the regional tourism system. There is also an interdependence among the impacts themselves, results show that positive impacts might alter if the respondents perceive a negative environmental effect, which supports research findings of Kim et al. (2013).

QOL
The proposed relationship between impacts and QOL is supported by this research’s findings. However, it is in no way a direct relationship, as impacts have only an influence on residents’ QOL if the valuation of significance turns the impact into a threat or a benefit for the individual or the whole group. What is significant for one interviewee was not necessarily the case for others. The effect of tourism on QOL is perceived as two-sided (negative and positive) by the respondents which is in line with existing literature (e.g. Andereck et al., 2007; Andereck and G. Nyaupane, 2011). Concerning the most important QOL dimensions formulated by the respondents such as the natural and living environment, health and material living conditions are not congruent with the Austrian ranking of the respective dimensions. As the utilized
dimensions formulated by the Eurostat were not tested by their importance valuation, results are compared with the “Better Life Index Austria” (OECD, 2017). On the figure below (view Figure 16) one can conclude that only health was in the “top three” dimensions. The natural and living environment is ranked in fifth place and the material living conditions (named income, housing by the OECD) in sixth (housing) and ninth (income). A possible explanation for this could be the nature of rural destination and the respective mindset of its residents as a result.

![Figure 16: QOL dimension comparison](image)

**Tourism development**

Concerning the current perception of residents, the tourism development of the region is, according to Butler’s evolution model (1980), at the consolidation stage. This is also in line with the intention of the tourism association to expand seasons and the target market of the area. This stage is a critical stage as the maximal quantity of tourists is almost reached. This also correspond with the current attitude towards tourism planning in the region “Wilder Kaiser”, as they recommend limiting the quantitative growth and wish for instead greater improvements in quality. Butler suggested in such a critical stage the following:

> [...] a change of attitude is required on the part of those who are responsible for planning, developing, and managing tourist areas. Tourist attractions are not infinite and timeless but should be viewed and treated as finite and possibly non-renewable resources. (1980, p. 11).

Relating the stage of evolution to the matching community type according to Smith and Krannich (1998) the region can be allocated to the “tourism-saturated type” as most of residents interviewed have no request for further tourism development. The negative relation between
the perceived community future and the support for further tourism development as supported by findings of Perdue et al. (1990) correspond with underlying findings. As most of the respondents perceive the future of the region as critical and give several recommendations for tourism development as outlined in the findings section. The willingness of residents to participate in the decision-making process is omnipresent.

Community participation

The current “QOL initiative” of the tourism association is a step towards sustainable tourism development which can change and enhance the attitudes toward further tourism development (e.g. Andriotis, 2005; Tosun, 2006; Okazaki, 2008; Nunkoo and Ramkissoon, 2011). However, if one form of participation defined by Tosun (2006) should be assigned to the initiative of the region, difficulties may be encountered, as perceptions amongst residents differed. Many residents perceived it more as a “coercive community participation” than a “induced community participation”. The wording of the tourism association indicates more a symbolic involvement effort to enhance positive attitudes of residents rather than the active participation of different community groups. This might threaten the success of the CBT initiative and the accomplishment of sustainable tourism development.
Research question

It can be concluded that tourism impacts, both negative and positive, which are valued as benefits or threats form attitudes towards tourism. A positive attitude leads subsequently to support for further tourism development. The figure below illustrates, how the perceived tourism impact on residents’ quality of life in rural areas of Tyrol affect the attitudes of residents toward further tourism development and answers the underlying research question.

Of final note is that the model generated below is based on the underlying sample from this thesis and may not provide a valid relationship for the general public.

Figure 17: Answer to research question represented graphically
5.1 Theoretical Implications

This qualitative thesis aimed to enhance the understanding of the interplay of tourism, community, and quality of life. Literature on each construct is already well developed but is focused heavily on determining influencing factors for the tourism-community relationship. In general, the findings of this study support the major streams of underlying literature described in the theoretical findings. However, scrutinization of tested relations by taking a relatively new theoretical approach (“ITT” supplemented with the “SET”) has allowed several propositions to be generated:

Proposition 1: A difference between perceived negative/positive impacts and perceived threats/benefits under the condition of the value-attitude relation should be incorporated into theoretical discussions.

Proposition 2: Theoretical analysis should take into consideration to a greater relationship between residents’ attitudes towards tourism and residents’ QOL.

Proposition 3: To better identify communities attitudes towards tourism, personal and group benefits and threats need to be weighted accordingly.

Proposition 4: Determination of the nature of the tourism-community to relationship could be explained better by perceiving level of discrimination, negative stereotypes, intergroup anxieties, level of knowledge and the perceived tourism impacts.

Proposition 5: It is proposed that the level of dependence on a specific industry is in some cases not limited to the economic dimension as the dependence might be also social in nature.

5.2 Managerial Implications

According to the findings of the research, the current situation in the region could be assessed as rather critical. Even though the region performs above average and is one of the most successful tourism regions in Tyrol, according to the ÖHV Destinationsstudie (2017), the attitude towards tourism among the residents differ vastly. As the residents are an important
part of the stakeholders in the tourism system the dichotomy of the community might cause major problems in the future.

The current attitudes combined with the strong dependence on the tourism sector and heavy interrelation of other sectors in the region, have created a strong concentration of value creation in tourism. This cluster risk could be mitigated by fostering the development of economic alternatives.

The strong focus on the tourism sector has caused a major imbalance in the employment market. This imbalance forces the following generation to migrate or to commute if an employment in tourism or a related sector is ineligible. The migration is also accelerated by the increasing prices for land. The main contributor to these threats are the increased regional image and the reduction of available properties due to investors in the region. The risks of allowing this to continue is a group with a heavily skewed population dynamic, with the migration of many young people away from the region. In the long run this will result in an aging population and reduced population. Therefore, a clear, transparent, and consistent regulation regarding the availability and pricing for land is mandatory. Otherwise, the current development leads exactly to the concept of enemy “satellite villages” formulated by responsible tourism planners.

The recommended change of perspective from a quantitative to qualitative tourism development should be treated with caution. Qualitative enhancements do not only increase prices for tourists but also for residents and their daily lives.

Another very important issue is the preservation of the natural environment, which is meant to be the key touristic attraction of the region. If the tourism sector continues to grow and capture more untouched nature the key attraction will be damaged. This can be described as the cannibalization of tourism. Tourists will not come if the authenticity and the natural character of the region disappear.

As the level of knowledge is one of the major influencing factors on the attitude towards tourism, the creation of awareness among all stakeholders of the tourism sector should be a major priority for short term tourism planning. Education of tourists of what is socially and culturally acceptable, as well as how to respect the nature, is vitally important. This will help
not only preserve the unique environment of such communities, but also build on the tourism-community relationship.

The existent CBT initiative is a step in the right direction and sets a good an example for all of Tyrol. However, efforts should be ramped up, and elimination of the impression that the initiative is only symbolic must be eradicated. Generally, the change in thinking can already be observed, which might be one of the essential steps towards a sustainable tourism development strategy.

The potential and innovative spirit is apparent, now it must be put into action!

5.3 Limitations and Outlook

As all scientific work, implications and findings should be treated with caution. The qualitative nature of the underlying thesis constitutes the most relevant limitation of the work. The qualitative methodological approach limits the generalizability of findings to the general public. Although, interviews allow an in-depth insight into how respondents perceive and form their attitudes, findings, and their associated conclusions are based on a limited number of respondents from a specific region of a specific country with their own mindsets. Differences might obviously occur when conducting similar research in another rural setting from a different region, country and/or level of tourism development.

Following on from this, theoretical proposition given can be seen as future recommendations for ongoing research. Quantitative methods are recommended to be added to substantiate findings and the conclusions drawn in the underlying thesis.

The data collection may encounter some bias due to the personal bias from social interaction between interviewees and interviewer. This phenomenon is called “reflexivity”. What a respondent answers can be biased by both interviewer and situation of the interview (Maxwell, 2013, p. 125), however, awareness of how the interviewer influenced the interviewees helped to eliminate bias and draw conclusions.

Finally, awareness played a major role in the data analysis process, as it might be biased by researcher due to personal expectations and values interpreting the interview data.
References


# Appendix 1: Research Overview Key Literature

<table>
<thead>
<tr>
<th>Article (Year)</th>
<th>Author</th>
<th>Method/ Sample (Region)</th>
<th>Main (relevant) outcomes</th>
</tr>
</thead>
</table>
| A Community-Based Tourism Model: Its Conception and Use (2008) | Okazaki, Etsuko | quantitative/qualitative; open-ended interviews (32 people), closed-ended questionnaires (391) (Tagbanua, Philippines) | - Information of residents about a tourism project including community participation is important  
- to bond community relationships, assure the collaboration of stakeholders and build a relationship governmental authorities social capital (empower people to act together) should be fostered  
- if groups which are more powerful control the access to tourism resources excluded groups are disadvantaged by tourism and do not support such developments |
| A cross-cultural analysis of tourism and quality of life perceptions (2007) | Andereck, Kathleen L. Valentine, Karin M. Vogt, Christine A. Knopf, Richard C. | quantitative; questionnaire (695 people) (Arizona, USA) | - residents agree on the high importance of QOL  
- residents’ attitudes are affected directly by demographic variables through cultural components and values  
- satisfaction with community, environment, individual life, activities and QOL are closely linked  
- tourism is perceived as a positive and a negative effect on QOL  
- Hispanic sample rate positive tourism variables (sociocultural and economic) higher than the Anglo sample – there are cross-cultural differences  
- attributes such as safety and avoidance of air and water pollutions as well as overall QOL are rated as most important |
| Community Attachment and Attitudes Toward Tourism Development (1994) | McCool, Stephen F. Martin, Steven R. | quantitative/qualitative, questionnaires (1128 people), telephone interviews (100 people) (Montana, USA) | - length of residency and community attachment are significantly related but not high  
- residents in destinations with high level of tourism development show the highest level of community attachment but the shortest tenure in their community  
- more concerns relate to costs and impacts of tourism as well as a fair distribution of respective costs with tourists among highly attached residents  
- the length of residency is positively related with negative perception of tourism development |
| Development of a Tourism and Quality-of-Life Instrument (2011) | Andereck, Kathleen L. Nyaupane, Gyan | qualitative - focus groups (45 people); and quantitative – questionnaire (695 people) (Arizona, USA) | - QOL is both positively and negatively influenced by tourism  
- economy, facilities, natural and cultural preservation, possible well-being of the community and overall effect on the way of life are positively affected by tourism  
- creating awareness about economic benefits of tourism is from importance |
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Methodology</th>
<th>Location</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expected nature of community participation in tourism development</td>
<td>Tosun, Cevat</td>
<td>Case study: quantitative + qualitative; local community (240 questionnaires); local government (22 interview-based surveys); key informant interviews (32) (Ürgüp, Turkey)</td>
<td>- attitudes toward participation in tourism development differs according to the interest group membership (differentiated by goals, power, and expectations)</td>
<td>- central bodies, private sector oppose the participation in any form - on a consultative level support for community participation by local agencies is given - strong demand for involvement of locals (induced participation followed by the second ranked system “spontaneous participation”</td>
</tr>
<tr>
<td>Exploring the Nature of Tourism and Quality of Life Perceptions among Residents</td>
<td>Andereck, Kathleen L. Nyaupane, Gyan P.</td>
<td>Quantitative: mail survey (1003 people), qualitative: telephone (695 people) (Arizona, USA)</td>
<td>- if there is no personal importance for the individual for an attribute affected by tourism no positive or negative rating can exist - preservation of natural and cultural resources is facilitated if tourism is perceived as a positive influence on economy this might also increase community well-being and at the same time it positively influences the residents’ way of life - tourism is viewed in a more positive light if there is a frequent contact with tourists - the most support for existing and further tourism development show these residents who gain the most from tourism</td>
<td></td>
</tr>
<tr>
<td>Factors Predicting Rural Residents’ Support of Tourism</td>
<td>McGehee, Nancy G. Andereck, Kathleen L.</td>
<td>Quantitative, questionnaires (1403 people) (Arizona, USA)</td>
<td>- personal characteristics except age and livelihood as child in the respective community are no predictors for attitudes toward tourism - community dependence on tourism is a predictor for attitudes toward tourism - personal tourism benefit and attitudes toward tourism and support for further tourism development are positively related but no relationship between tourism planning and personal benefit → mixed SET support</td>
<td></td>
</tr>
<tr>
<td>How does tourism in a community impact the quality of life of community residents?</td>
<td>Kim, Kyungmi Uysal, Muzaffer Sirgy, M. Joseph</td>
<td>Quantitative; self-administered survey questionnaires; 321 respondents (Virginia, USA)</td>
<td>- the perceived tourism impact increases life satisfaction which affects overall life satisfaction - positive perceptions might alter negatively if environmental impact is perceived - positive social impact was important determinant in satisfaction with community well-being</td>
<td></td>
</tr>
<tr>
<td>Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations</td>
<td>Mathew, Paul V. Sreejesh, S.</td>
<td>Quantitative questionnaire-based survey (432 people) (Kerala, India)</td>
<td>- findings show that community engagement, opportunities for employment, public awareness and programs for skill development are essential dimensions for responsible tourism - quality of life can be enhanced with the help of the perception of responsible tourism by the residents - the responsible tourism perceived has a significant effect on the perceived sustainability of the tourism region</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>Authors</td>
<td>Methods</td>
<td>Findings</td>
<td></td>
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</tbody>
</table>
| Information and empowerment: The keys to achieving sustainable tourism | Cole, Stroma                                 | qualitative, observation, 30 questionnaire-based interviews, ethnographic fieldwork (action research) (Ngadha, Indonesia) | - community participation as mantra of sustainable tourism  
- barriers for community participation: a lack of knowledge, confidence, capital, skills and self-belief  
- without the understanding of the tourism development process no participation in decision-making is possible - access to information is essential |
| Resident attitudes toward sustainable community tourism               | Choi, Hwansuk C. Murray, Iain               | quantitative, questionnaires (430 people) (Texas, USA) | - direct relation between perceived positive or negative impacts and the support or no support for further tourism development  
- support for further tourism is negatively related with attitudes towards participation in community  
- strong community attachment is positively related with perceived positive tourism impact but negatively related with perceived negative tourism impact  
- attached residents rate further tourism development positively |
| Resident' perceptions of community tourism impacts                    | Andereck, Kathleen L. Valentine, Karin M. Knopf, Richard C. Vogt, Christine A. | quantitative; email-survey; 695 respondents (residents) (Arizona, USA) | - affiliated people or those who express higher level of dependence have more positive attitudes toward tourism  
- economic development mix should include tourism → higher levels of positive community impacts are remarkable  
- knowledge and contact have a positive effect on the perception of community life, image, economy and a negative effect on environment, services, and problems |
| Resident Support for Tourism Development                              | Perdue, Richard R. Long, Patrick T. Allen, Lawrence | quantitative, questionnaires (1346 people) (Colorado, USA) | - no relationship between sociodemographic features and personal benefits resulting from tourism development and the respective impacts  
- positive tourism statements received more approval than negative ones  
- further tourism development and the perceived community future is negatively related  
- need for improvement of public’s perception (negative and positive) of tourism impacts but no sociodemographic targeting needed  
- respondents who receive tourism impacts negative are more likely to support restrictions and taxes on tourism |
<table>
<thead>
<tr>
<th>Title</th>
<th>Authors</th>
<th>Methodology</th>
<th>Findings</th>
</tr>
</thead>
</table>
| Residents’ Satisfaction with Community Attributes and Support for Tourism (2011) | Nunkoo, Robin                    | quantitative, questionnaires (408 people) (Grand-Baie, Mauritius) | - no significant relation between community commitment and positive impacts perceived by residents  
- direct positive/negative relationship between perceptions of positive/negative impacts through tourism and support for tourism development  
- satisfaction with neighborhood conditions and perceived positive/negative tourism impacts direct/inverse relationship  
- satisfaction with local community services is a significant determinant of positive/negative impacts perceived by residents  
- formation of attitudes is influenced by noneconomic indicators that a host community gains from tourism development  
- the more positive impacts are perceived the more likely is the support for the sector |
| Rural Tourism Development: Shifting Basis of Community Solidarity (1996) | Huang, Yueh-Huang Stewart, William P. | qualitative, face-to-face interviews (10 people) (Texas, USA) | - delineation of boundaries between groups in society is facilitated by rural tourism development  
- through rural tourism development conformity to an ideal picture of community is fostered  
- personal ties and solidarity is enhanced by the common effort to promote an ideal image of community |
| The domains of life satisfaction: An attempt to order chaos (1996) | Cummins, Robert A. | literature review, 32 studies + 173 domain names (1973 – 1994) | - reviewed literature support following domains: some form of emotional well-being (85%), health (70%), social and family connections = intimacy (70%), material well-being (59%) and productive activity (56%)  
- additional relevant domains of measurement: community and safety, proposed by himself |
| Tourism dependence and resident attitudes (1998) | Smith, Michael D. Krannich, Richard S. | quantitative, 563 respondents (USA; Moab, Teton Valley, Vernal, Delta) | - residents of tourism-saturated communities wish less future tourism growth and perceive greater negative impacts which leads to lower satisfaction levels in the domains community and economy  
- level of tourism development and the negative resident attitudes toward tourism is directly related “tourist dependence hypothesis” |
| Tourism Impact and Stakeholders’ Quality of Life (2018) | Sirgy, M. Joseph Uysal, Muzaffer Woo, Eunju | quantitative, 500 (250 affiliated and 250 not affiliated people) (USA; New York City, Las Vegas, Orlando, Florida, New York, Hawaii, Virginia) | - perceived influence of impacts through tourism and their satisfaction with life it is dependent if residents are affiliated or not  
- impact through tourism impacts in material life domains has a positive effect on satisfaction for affiliated residents  
- satisfaction with nonmaterial life cannot be predicted by perceived tourism impacts on nonmaterial life  
- relation between perceived impact on community life and its satisfaction was for affiliated residents positive and for not affiliated negative |
Appendix 2: Information Email

Sehr geehrte Frau/Herr …,

herzlichen Dank für unser telefonisches Gespräch vorhin und Ihr Interesse.

Hiermit bestätige ich den Termin am …, um… Uhr bei Ihnen (Adresse).

Ich, Stefanie Essl, führe in Zuge meiner Masterarbeit an der Universität Innsbruck in Zusammenarbeit mit dem Tourismusverband „Wilder Kaiser“ Interviews innerhalb der Region durch.
Meine Arbeit beschäftigt sich mit dem Thema Tourismus, Region und Lebensqualität.

Das Interview wird maximal 30 bis 45 Minuten dauern und es geht lediglich um eine kurze Darstellung der persönlichen Wahrnehmung.

Herzlichen Dank im Voraus für Ihre Zeit und Ihr Interesse zur Mithilfe. Sollten Sie noch Fragen haben können Sie sich gerne jederzeit bei mir melden.

Beste Grüße
Stefanie Essl
Appendix 3: Interview Guideline

Schritt 1: Interview Einleitung

Small Talk

Grüß Gott / Hallo, …

Herzlichen Dank, dass Sie heute Zeit gefunden haben, um mit mir dieses Interview zu führen. Ich bin schon wirklich sehr gespannt und freue mich sehr auf unser Gespräch. Das Interview wird ca. 30-45 Minuten dauern und es ist wichtig, dass Sie versuchen, möglichst intuitiv auf Fragen zu antworten und mich gerne auch an Ihren Gedankengängen teilhaben lassen.

Im Zuge meiner Master Arbeit möchte ich gerne mehr über das Zusammenspiel von Tourismus und Einwohner der Region „Wilden Kaiser“ erfahren. Ich möchte jedoch nicht zu viel verraten, da für die Beantwortung der Fragen keinerlei Vorwissen benötigt wird.


Falls Interesse besteht, übermittle ich Ihnen gerne nach Abschluss meiner Analyse und der Abgabe meiner Arbeit die Forschungsergebnisse für die Region „Wilder Kaiser“.

Haben sie vorab noch irgendwelche Fragen an mich? Gut, dass starten wir direkt!
### Leitfragen/Stimuli/Erzählaufforderungen inkl. Nachfragen

1. Was zeichnet Ihre Region für Sie besonders aus?  
   a. Fühlen Sie sich integriert? Warum?

2. Sehen Sie die „Wilder Kaiser“ Region im Tirol weiten Vergleich als eine starke Region?  
   a. Bezüglich Tourismus – ist die „Wilder Kaiser“ Region für Sie eine wachsende, etablierte oder schwächere Tourismusregion?  
      i. Gibt es saisonale Unterschiede?

3. Optional (Sample Part 2): Wenn Sie an Ihren gewöhnlichen Tagesablauf denken – wo und wie fällt Ihnen der vorhandene Tourismus auf?  
   a. Sind Sie oft im Kontakt mit Gästen?

4. Stellen Sie sich vor, dass der Tourismus in der Region kontinuierlich abnehmen würde, was würde das für Sie bedeuten bzw. ändern?

5. Welche Arten/Typen von Gästen fallen Ihnen ein?  
   a. Gibt es saisonale Unterschiede?

### Inhaltliche Aspekte inkl. Quellen

<table>
<thead>
<tr>
<th>Inhaltliche Aspekte</th>
<th>Aufrechterhaltungsfragen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Sense of community (Mcmillan and Chavis, 1986), Community attachment (Mccool and Martin, 1994)</td>
<td>Könnten Sie das etwas genauer erklären?</td>
</tr>
<tr>
<td>2) Perceived tourism intensity (Butler, 1980)</td>
<td>Und sonst?</td>
</tr>
<tr>
<td>3) Level of contact with the outgroup (Allport &amp; Collection., 1954; Brougham &amp; Butler, 1981; Tajfel, 1982)</td>
<td>Und weiter?</td>
</tr>
<tr>
<td>4) Involvement (Sirgy et al., 2018)</td>
<td>(Kruse, 2010)</td>
</tr>
<tr>
<td>5) Stereotypes (Allport, 1954, p. 189 ff; Stephan and Stephan, 2000; Stephan, Renfro and Davis, 2009)</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
<table>
<thead>
<tr>
<th>Leitfragen/Stimuli/Erzählauflforderungen inkl. Nachfragen</th>
</tr>
</thead>
</table>
| 1. Wenn Sie auf die letzten 10 Jahre zurückblicken, wie hat sich der Tourismus in der Region verändert? Wie haben sich diese Veränderungen auf Sie ausgewirkt?  
   a. Welche Veränderungen sind für Sie (z. B. in Bezug auf Ihren Alltag) positiv/negativ?  

2. Wie sehen Sie die „Wilder Kaiser“ Region in 10 Jahren in Bezug auf den Tourismus?  
   a. Wie fühlen Sie sich dabei?  

3. Stellen Sie sich vor Sie könnten jetzt entscheiden, wie sich der gesamte Tourismussektor in den nächsten 10 Jahren entwickelt – was wären Ihre Vorschläge dazu?  

<table>
<thead>
<tr>
<th>Inhaltliche Aspekte inkl. Quellen</th>
<th>Aufrechterhaltungsfragen</th>
</tr>
</thead>
</table>
| 1) *Perception of tourism developments* (Benefits vs Costs / Threats)  
   (Sharpley and Telfer, 2014, p. 81 ff) | *Können Sie das etwas genauer erklären?*  
   *Und sonst?* |
   *(Kruse, 2010)* |

*Notes:*
### Leitfragen/Stimuli/Erzählaufforderungen inkl. Nachfragen

1. Sehen Sie durch den Tourismus auch Gefahren für die Region „Wilder Kaiser“?
   a. Gilt das nur für Sie persönlich oder für die gesamte Region?

2. Können Sie sich an Erlebnisse erinnern, bei denen Sie sich im Kontakt mit Gästen unwohl gefühlt haben?

3. Sind Sie der Meinung, dass Gäste den Einheimischen in manchen Bereichen vorgezogen werden, wenn ja welche?

4. Überwiegen für Sie insgesamt die Vorteile oder die Nachteile von Tourismus?
   a. Warum?

### Inhaltliche Aspekte inkl. Quellen

<table>
<thead>
<tr>
<th>Inhaltliche Aspekte inkl. Quellen</th>
<th>Aufrechterhaltungsfragen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Integrated Threat Theory/Intergroup Threat Theory: Symbolic Threat, Realistic Threat to Group and Individual (Stephan et al., 2008; Stephan &amp; Stephan, 2000)</td>
<td>Könnten Sie das etwas genauer erklären?</td>
</tr>
<tr>
<td>2) Intergroup Anxiety (Stephan et al., 2008; Stephan &amp; Stephan, 2000)</td>
<td>Und sonst?</td>
</tr>
<tr>
<td>3) Social Exchange Theory (1) (Homans, 1958)</td>
<td>Und weiter?</td>
</tr>
<tr>
<td>4) Social Exchange Theory (2) (Homans, 1958)</td>
<td>(Kruse, 2010)</td>
</tr>
</tbody>
</table>

Notes:
Leitfragen/Stimuli/Erzählauflorderungen inkl. Nachfragen

<p>| | |</p>
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<thead>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wie definieren Sie für sich Lebensqualität - fallen Ihnen drei Hauptkriterien ein?</td>
</tr>
<tr>
<td>2.</td>
<td>Glauben Sie, dass sich Ihre Lebensqualität in den nächsten 10 Jahren verbessern oder verschlechtern wird?</td>
</tr>
<tr>
<td></td>
<td>1. Materielle Lebensbedingungen (Einkommen, Konsum, …)</td>
</tr>
<tr>
<td></td>
<td>2. Gesundheit</td>
</tr>
<tr>
<td></td>
<td>3. Beschäftigung</td>
</tr>
<tr>
<td></td>
<td>4. Wirtschaftliche und persönliche Sicherheit</td>
</tr>
<tr>
<td></td>
<td>5. Bildung</td>
</tr>
<tr>
<td></td>
<td>6. Lebensraum und Umwelt</td>
</tr>
<tr>
<td></td>
<td>7. Regierung und Grundrechte (Mitspracherecht, …)</td>
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<tr>
<td></td>
<td>8. Freizeit</td>
</tr>
<tr>
<td></td>
<td>9. Soziale Beziehungen</td>
</tr>
<tr>
<td></td>
<td>10. Allgemeine Lebenszufriedenheit</td>
</tr>
<tr>
<td>4.</td>
<td>Im Hinblick auf Tourismus – inwiefern wird Ihre Lebensqualität durch den Tourismus beeinflusst?</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inhaltliche Aspekte inkl. Quellen</th>
<th>Aufrechterhaltungsfragen</th>
</tr>
</thead>
<tbody>
<tr>
<td>1) Quality of Life (1) (Uysal et al., 2016)</td>
<td>Könnten Sie das etwas genauer erklären?</td>
</tr>
<tr>
<td>2) Perceived Future Quality of Life (Massam, 2002)</td>
<td>Und sonst?</td>
</tr>
<tr>
<td>3) Quality of Life Domains (Eurostat, 2013)</td>
<td>Und weiter?</td>
</tr>
<tr>
<td>4) Impact of Tourism on Quality of Life (Andereck and G. Nyaupane, 2011)</td>
<td>(Kruse, 2010)</td>
</tr>
</tbody>
</table>

Notes:
Schritt 2: Demographische Daten

Sociodemographics: Age, Gender, Ethnicity (Brougham and Butler, 1981; Wang and Pfister, 2008)

Demographische Daten

Alter: [ ] Unter 20 [ ] 21 - 30 [ ] 31 - 40 [ ] 41 - 50 [ ] 51 - 60
[ ] 61 - 70 [ ] Über 71

Geschlecht: [ ] männlich [ ] weiblich

Familienstand: __________________________________________

Wohnort: [ ] Ellmau seit: ________________________________
[ ] Going
[ ] Scheffau
[ ] Söll
[ ] anderer Ort: _________________________________________

Derzeit ausgeübter Beruf: ________________________________

Arbeitsort: [ ] in der Region „Wilder Kaiser“
[ ] außerhalb der Region „Wilder Kaiser“

Herzlichen Dank für Ihre Unterstützung!
### Appendix 4: Codebook

<table>
<thead>
<tr>
<th>Category: TOURISM</th>
<th>Sub-Category &amp; Code</th>
<th>Examples</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>impacts</strong></td>
<td>impact_negative_economic</td>
<td><em>impact_negative_economic</em> (N1): &quot;Was negativ aufgefallen ist, das sind die vielen Tagetouristen, die z.B. aus Slowenien kommen, in Bussen. Die kommen nur her um sich die Bergdoktordrehorte anzusehen und sind im Anschluss dessen wieder weg. Also davon hat die Region nicht besonders profitiert.&quot;</td>
<td>Tourism impacts might be both negative and positive, thereby focus is solely on effects on the host community. This code section covers different dimensions of impacts (based on Hall &amp; Lew, 2009, p. 55). The allocation of statements took place at the author's own discretion. Further specification of the various dimensions can be found in the theoretical part of the thesis.</td>
</tr>
<tr>
<td></td>
<td>impact_negative_environmental_and_natural_resource</td>
<td><em>impact_negative_environmental_and_natural_resource</em></td>
<td></td>
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<tr>
<td></td>
<td>impact_negative_socio-cultural</td>
<td><em>impact_negative_socio-cultural</em> (N2): &quot;[...]die Leute, die das ganze Haus immer voll Gäste haben und auch die Hotels, also die Familie kommt schon etwas zu kurz, weil in der Zeit wo die Gäste hier sind, da muss das alles funktionieren, und keiner hat für die andere Zeit eigentlich.&quot;</td>
<td></td>
</tr>
<tr>
<td></td>
<td>impact_negative_socio-economic</td>
<td><em>impact_positive_socio-cultural</em> (N1): &quot;Vorteil ist, dass sich prinzipiell irgendwas verändert, weil ich glaube ohne Tourismus wäre bei uns noch mehr tote Hose, dann wäre wirklich gar nichts mehr, prinzipiell bringt es auch leben in Dorf.&quot;</td>
<td></td>
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<tr>
<td></td>
<td>impact_positive_economic</td>
<td><em>impact_posiitive_economic</em></td>
<td></td>
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<tr>
<td></td>
<td>impact_positive_environmental_and_natural_resource</td>
<td><em>impact_positive_environmental_and_natural_resource</em></td>
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<tr>
<td></td>
<td>impact_positive_socio-cultural</td>
<td><em>impact_positive_socio-cultural</em></td>
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<tr>
<td></td>
<td>impact_positive_socio-economic</td>
<td><em>impact_positive_socio-economic</em></td>
<td></td>
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<tr>
<td></td>
<td>impact_positive_socio-environmental</td>
<td><em>impact_positive_socio-environmental</em></td>
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</tbody>
</table>
The tourism infrastructure of a destination comprises all hard services. This means every construction to push economic and touristic development. Recreation facilities and the transport system are the most relevant issues according to the interviews.

<table>
<thead>
<tr>
<th>infrastructure</th>
<th>infrastructure_recreational facilities positive (N3): &quot;Für mich zeichnet die Region aus, dass sie sehr gute Aktivitätsmöglichkeiten, Sommer wie Winter, bietet.&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>infrastructure_recreational facilities negative</td>
<td></td>
</tr>
<tr>
<td>infrastructure_recreational facilities positive</td>
<td></td>
</tr>
<tr>
<td>infrastructure_transport system</td>
<td>infrastructure_transport system (N5): &quot;Alleine wegen der Infrastruktur, [...], aber normal haben wir eine schöne Straße zu uns, das Straßennetz ist bei uns so gut ausgebaut. Du kannst überall mit Bus, Taxi hin, [...].&quot;</td>
</tr>
<tr>
<td>prices_tourism</td>
<td>prices_tourism (T1): &quot;Ja, das wäre ein Thema für mich die Preispolitik von den großen, einfach für eine gewisse Qualität nicht unter dem Preis verkaufen, das ist auch das, [...].&quot;</td>
</tr>
<tr>
<td>region</td>
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<tr>
<td>region_distinguish feature</td>
<td>region_distinguish feature (T4): &quot;Wir sind eine top Ferienregion, mit einer top überdurchschnittlichen touristischen Infrastruktur, mit vielen Arbeitsplätzen, mit einer super Lage, die internationale und nationale Angebundenheit and alle Ballungszentren, an alle Universitäten, an alle Veranstaltungsräume, es ist unglaublich.&quot;</td>
</tr>
<tr>
<td>region_economic alternative</td>
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<td>region_economic dependence</td>
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<td>region_economic strength</td>
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<tr>
<td>region_geographical location</td>
<td></td>
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<tr>
<td>region_geographical location/distinguish feature (T4):</td>
<td></td>
</tr>
<tr>
<td>region_image</td>
<td></td>
</tr>
<tr>
<td>region_image (T3): &quot;Das hat sich durch den medialen Auftritt, der in den letzten Jahren passiert ist.&quot;</td>
<td></td>
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<tr>
<td>region_natural environment</td>
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</table>

Code and subcode refer to the economic competition between commercial lessors (e.g. hotels) private proprietors (≤ 10 beds).

The respective code and the corresponding subcodes refer to the destination "Wilder Kaiser" in general. The distinguish feature defines how the region differ from comparable regions. The dependence investigates how the region depend on tourism, whereas alternatives present possible economic solutions for the region.

Geographical location as well as the natural environment emphasize respective features of the region. The image of the destination contributes to the perceived image and specific issues which matter for the image.
### Seasonality

<table>
<thead>
<tr>
<th>seasonality</th>
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<tbody>
<tr>
<td>seasonality_allyear opponent</td>
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<tr>
<td>seasonality_allyear support</td>
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Seasonality in general includes the seasons summer and winter and the respective perception of residents inter alia it refers to the intensity of tourism. The initiative to implement an "all year tourism destination" was also a point of discussion.

### Tourism Development

<table>
<thead>
<tr>
<th>tourism development</th>
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<tbody>
<tr>
<td>tourism development_future change (quant --&gt; qual)</td>
</tr>
<tr>
<td>tourism development_critique/mass tourism</td>
</tr>
<tr>
<td>tourism development_push factor: intn. situation</td>
</tr>
</tbody>
</table>

This major part includes everything in relation to tourism development in future and past (milestones). Especially critique, recommendations and perceived level of tourism intensity should help to determine the respective support for further tourism development. New topics which arose were the reorientation to quality tourism and the attraction of tourists through the critical international security situation. The tourism cannibalization is a term defined by the author which examines the discrepancy of natural resources as one the key determinant why tourist visit the destination and further tourism development.
**tourism system**

| tourism system_accommodation | tourism system_tourist attractions_"Bergdoktor" (N4): "In den Zwischensaisonen sind jetzt dann vor allem die Seniorengruppen und vor allem zieht bei uns natürlich die Werbeschiene über den Bergdoktor. Weil wir selbst hier das Ursprungs-Heimathaus vom Doktor Gruber, das ist ja bei uns in Söll positioniert, da staunt man ja wie viele Busse pro Tag hier anreisen um da hinaufzukommen, um das zu sehen." |
| tourism system_regulation |
| tourism system_tourism marketing |
| tourism system_tourist attractions |
| tourism system_tourist attractions_"Bergdoktor" |

**tourists**

| tourists_level of contact high |
| tourists_level of contact low |
| tourists_regular guests |
| tourists_second homes |
| tourists_stereotypes |
| tourists_stereotypes summer |
| tourists_stereotypes winter |

| tourists_stereotypes summer (N2): "Ja, wenn nun einer mit der kurzen Hose daherkommt und hat dann die weißen Tennissocken richtig weit hochgezogen, und dann die Sandalen an. Das ist aber wirklich… da sagt man bei uns hier, das ist ein Preuße. Das sieht man, dass das ein Gast ist."
| tourists_regular guests(T3): "Also, es wir, haben 80% Stammgäste, wir haben immer wieder Gäste, die immer wieder den XY besuchen, mehrmals im Jahr."

<p>| “The tourist industry consists of all those firms, organizations and facilities which are intended to serve the specific needs and wants of tourists” (Leiper, 1979, p. 400). The sub code accommodation relates to everything which has to do with hotels but also discussions concerning the hosting structure within the region. Regulation is concerned with e.g. administration or legislation. |
| The code &quot;tourists&quot; broadly refers to the outgroup. Generally, who visits the region and how can the outgroup be differentiated in terms of nationality, season, status, .... The sub code &quot;level of contact&quot; determines how often the interviewee is in touch with the outgroup (directly and indirectly). Negative stereotypes in terms of the ITT include all expectations toward the behavior of outgroup members. |</p>
<table>
<thead>
<tr>
<th>Sub-category &amp; Code</th>
<th>Examples</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>culture</td>
<td>culture_traditions (N5): &quot;[...], dass durch den Tourismus oder ich habe die Befürchtung, dass durch den Tourismus die Traditionen ein bisschen verkitscht werden.&quot;</td>
<td>The culture and traditions refer to the cultural idiosyncrasies of the residents within the &quot;Wilder Kaiser&quot; region.</td>
</tr>
<tr>
<td>discrimination</td>
<td>discrimination_residents (N1): &quot;Ja, es gibt natürlich so Sonderangebote, gerade von der Bergbahn. [...] Da gibt es solche Inklusivangebote, mit denen man von München mit dem Bus hierherfahren kann und die Tageskarte auch schon dabei ist, das finde ich etwas unfair. Weil Einheimische bekommen keine Ermäßigung, [...]&quot;</td>
<td>The discrimination describes the weighing between advantages and disadvantages of being a tourist or a resident (preferential treatment).</td>
</tr>
<tr>
<td>employment</td>
<td>employment_tourism (N6): &quot;Ja, es dadurch eine Beschäftigung im Wilder Kaiser Region für alle möglich, ich meine ob man immer das findet was man, aber grundsätzlich ist vieles möglich, es würde der Tourismus auch sehr viele Arbeitsplätze bieten, was aber leider nicht so angenommen wird, [...]&quot;</td>
<td>Employment reflect the labor market situation in and outside the tourism sector of the region.</td>
</tr>
<tr>
<td>personal involvement</td>
<td>region_personal_relation (N5): &quot;Mein Zuhause, dass ich hier zuhause bin.&quot;</td>
<td>The involvement of residents implies personal benefits and costs, but also their personal relation and attachment to the region should be examined with those sub codes.</td>
</tr>
<tr>
<td>prices</td>
<td>Prices relate to the pricing structure within the region and how it differs from other regions.</td>
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<tr>
<td>prices_everyday life</td>
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<tr>
<td>prices_land, living space</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>residents</th>
<th>The subcodes “residents” should emphasize the characteristics of the locals. It involves an outline the personal dependence on the tourism sector. Another issue is the tendency of young people leaving the region. Roots indicate if the origin of an interviews is within or outside the region.</th>
</tr>
</thead>
<tbody>
<tr>
<td>residents_involvement high</td>
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<tr>
<td>residents_involvement low</td>
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<tr>
<td>residents_migration of young people</td>
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<tr>
<td>residents_mindset</td>
<td></td>
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<tr>
<td>residents_roots within</td>
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<tr>
<td>residents_roots outside</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>threats</th>
<th>This subcodes pick the ITT up and examine the different determinants (symbolic, realistic threat and intergroup anxiety).</th>
</tr>
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<tbody>
<tr>
<td>threats_intergroup anxiety</td>
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<tr>
<td>threats_realistic</td>
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<tr>
<td>threats_realistic_competition over resources</td>
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<tr>
<td>threats_symbolic</td>
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<tr>
<td>threats_symbolic mindset</td>
<td></td>
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</tbody>
</table>

*“prices_land, living space (T9): “[…] als Einheimischer, wenn man noch kein Eigenheim hat oder eben gerade mal sucht, eher Probleme bekommen kann, Wohraum zu finden, das ist hier schon ein Problem in der Region, durch das, dass die Preise sehr stark gestiegen sind [...].”*

*“residents_mindset (T1): ”Ja Futterneid, also Kirchturmdenken, aber an und für sich wieder relativ offen. Es ist eine schwierige Kombination, also sie sind schon für alles neue offen, aber es ist doch relativ, also man merkt es speziell in der Vermietung oder alles was die Gastronomie betrifft oder was auch immer, das ist so der Futterneid und das Kirchturmdenken, ich bin der Wichtigste am Ende.”*

*“residents_migration of young people (N5): ”[...] die Jungen heutzutage, verstreuen sich sehr oft [...].”*

*“threats_intergroup anxiety(T6): ”Wir hatten vor zwei Jahren Beerdigung von meinem Schwiegervater. Da gehen Gäste hin und fotografieren, die Leute verstehen das einfach nicht, dass wir hier leben und dass das kein […]”*

*“threats_symbolic mindset (N1): ”Das verursacht vielleicht auch der Tourismus, dass viele Leute eher unter sich bleiben wollen und keine neue Leute aufnehmen wollen. Es gibt natürlich auch Leute die offen für neue Bekanntschaften sind aber mir kommt vor, der Großteil eher nicht.”*
<table>
<thead>
<tr>
<th>tourism system</th>
<th>tourism system_ collaboration (T6): &quot;Da hilft man sich gegenseitig und das ist für mich sehr wichtig, dass ich für mich selbst kein Neiddenken habe. Wie das andere sehen weiß ich nicht, aber ich habe es nicht.&quot;</th>
</tr>
</thead>
<tbody>
<tr>
<td>tourism system_ competition</td>
<td>This subcodes examine the collaboration and at the same time possible competition within the group of stakeholders.</td>
</tr>
<tr>
<td>tourism-community relationship</td>
<td>tourism-community relationship_CBT initiative (T4): &quot;Der erste Wunsch wäre schon dieses Projekt, viel intensiver, viel öfter, viel mehr Brainstorming, viel mehr und sukzessive, wenigstens in kleinen Schritten, es sind ja nur die kleinen finanzierbar, umzusetzen.&quot;</td>
</tr>
<tr>
<td>tourism-community relationship_personal adaption</td>
<td>The tourism-community relationship which contributes to the tourism experience refers to beneficial and unfavorable relationships or even conflicts. It also presents the willingness of locals to adapt. As the &quot;Wilder Kaiser&quot; region established a kind of CBT imitative, this was also investigated.</td>
</tr>
<tr>
<td>tourism-community relationship_beneficial</td>
<td></td>
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<tr>
<td>tourism-community relationship_CBT initiative</td>
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</tr>
<tr>
<td>tourism-community relationship_unfavorable (T6): &quot;Ich habe ja täglich mit Gasten zu tun, da gibt es viele die sehr unzufrieden sind.&quot;</td>
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<tr>
<td>tourism-community relationship_conflicts</td>
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<td>tourism-community relationship</td>
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</table>
## Category: QUALITY OF LIFE

<table>
<thead>
<tr>
<th>Sub- Category &amp; Code</th>
<th>Examples</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>future QOL</td>
<td>future QOL_negative (T5): &quot;Wo man sicher in Zukunft etwas aufpassen muss, ist dies Umweltverschmutzung, Verkehrsströme, Verkehrsbelastungen. [...] mit Fortschreiten des LKW Verkehrs, Transits, ob hier nicht ein gewisses Umdenken stattfinden muss, um weiterhin diese Lebensqualität erhalten zu können.&quot;</td>
<td>Future QOL presents how interviewees forecast their QOL (also regardless of tourism).</td>
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<tr>
<td>future QOL_negative</td>
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<tr>
<td>future QOL_positive</td>
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<tr>
<td>QOL category</td>
<td>QOL category_important (N8): &quot;Ja, ich glaube das wichtigste ist die Gesundheit. Und dann... materielle Lebensbedingungen und Lebensraum und Umwelt.&quot;</td>
<td>QOL category shows the individual evaluation of on the one side important determinates of QOL and on the other side less important determinates.</td>
</tr>
<tr>
<td>QOL category_important</td>
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<tr>
<td>QOL category_less important</td>
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<tr>
<td>QOL definition</td>
<td>QOL definition (N2): &quot;Lebensqualität... Wo zu wohnen, wo es sicher ist, wo ich das Wasser trinken kann, das beim Wasserhahn herunterrinnt, wo ich ohne Bedenken ein Fenster aufmachen kann und die Luft atmen kann und wo noch Ruhe gegeben ist und ich die Natur genießen kann.&quot;</td>
<td>This code shows how interviewees define their individual QOL. The subcode refers to a strong connection between the &quot;Wilder Kaiser&quot; region and QOL.</td>
</tr>
<tr>
<td>QOL definition_region</td>
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</tbody>
</table>
Affidavit

I hereby declare that this master’s thesis has been written only by the undersigned and without any assistance from third parties. I confirm that no sources have been used in the preparation of this thesis other than those indicated in the thesis itself. This Master’s thesis has heretofore not been submitted or published elsewhere, neither in its present form, nor in a similar version.

Innsbruck, 30.05.2018

Stefanie Essl