Tourism Impact and Residents' Perspectives: The Case of Zell am See-Kaprun

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Submitted to Dr. Bozana Zekan

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AFFIDAVIT

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ABSTRACT

This master thesis focuses on the perspectives of residents from the destination Zell am See-Kaprun. Recently, the region has become popular for tourists from Arab countries, especially in the summer months, which has led to a negative response from local residents. The following master thesis examines, if local residents have been affected by the change in tourist demographics, and if negatively affected, what strategies might exist to improve interactions between the two groups. The study analyzed the current situation in Zell am See-Kaprun through the use of two research instruments: a survey that was administered to local stakeholders, as well as an interview that was conducted with a representative from the regional destination management organization.

Based on the results, the local residents have a rather negative attitude towards the tourists from the Arab countries, despite the fact that they are aware of the economic benefits for the destination. People feel that almost all the aspects of the destination are negatively affected by the Arab tourists, but mainly feel concerned about the increasing traffic congestion. The cultural differences between the residents and the Arab tourists and stereotypes also play a very important role in this case. In the end, the author gives recommendations to improve the relationship between the hosts and the guests, based on the responses from the questionnaire and the recommendation of the interviewee. Ultimately, the author recommends that to improve the situation both sides need to be informed about the cultural habits, traditions and rules of either side in order to promote understanding.

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1 Introduction

In the last decades, travel has become a favorite means of relaxation and an escape from everyday duties. Members of recent generations are traveling more often and as a result are experiencing new parts of the world and different cultures. Nowadays, not only is traveling commonplace, but also living and working abroad is becoming more usual. Although cultures on the same continent may have very similar characteristics, cultures originating from different continents often have very significant differences.

It can be difficult for people to adjust to and identify with different cultures. Since traveling and even moving to different countries is becoming easier, different cultures are mixing more often. The communication between people from different parts of the world and with different cultural background is not always easy though. Since language and even aspects of the behavior are different, people may misunderstand sensitive information, which can lead to a conflict. Conflicts can easily arise when cultures mix, but it is important to deal with these problems so they do not escalate. For this reason, it is important that people understand each other, know about cultural differences and respect these differences. A problem concerning culture clash as a result of tourism has appeared in the destination Zell am See-Kaprun, which will be the focus of this master thesis.

Zell am See-Kaprun, a small village in the Austrian Alps, is traditionally known as a winter destination, but lately has gained popularity in the summer season (Zell am See-Kaprun, 2016a). Recently, Zell am See-Kaprun has encountered a trend of an increasing number of summer visitors, especially from Arab countries. Issues regarding cultural differences have occurred and led to growing unhappiness of local residents and tourists from other countries. Zell am See-Kaprun is facing a cultural mismatch and the problem continues to persist, as the number of visitors from Arab countries and their number of bed nights is growing fast (Fernandez, 2007; Daily Mail Online, 2014; Calibri, 2014; Statistik Austria, personal communication, May 24, 2016). Different cultures have different habits and expect very different services. The need to satisfy the expectations of customers from different cultures and surroundings is one of the main challenges that the hospitality industry is facing. The destination has tried to adapt to this new and growing group of tourists. For example, many Arab restaurants and shops are now present at the destination, but not everyone thinks that this change is for the best (Fernandez, 2007; Daily Mail Online, 2014; TripAdvisor, 2012).

This motivates the research questions, which investigate the impact of the current tourism trend on the local residents. If the results show that the current tourism trend has had a negative impact on the residents, the research aims to then identify the possible ways to improve

the situation. The research questions are: How have local residents been affected by the growing number of foreign tourists from Arab countries? If local residents feel they have been negatively affected, what strategies exist to improve the interactions between residents and tourists in the region? It is very important for not only the local DMO, but also the regional DMO and other interested stakeholders to know the composition of tourists coming to the destination as well as their behaviors and needs. Knowing the tourists needs is not enough to be a popular and successful tourist destination, the local residents are also a very important component of the overall destination. The local residents are the people, who meet the tourists and ultimately are the face of the destination. They highly influence the tourist experience, influence the atmosphere of the destination and also have the ability to influence the tourist decision to return. Overall, it is very important to be aware of not only the tourists' needs, but also the local residents' needs, opinion and attitude towards tourism in order to determine the best way to make both the tourists and the residents happy. The audience of this research and its results focus on local stakeholders, such as the DMO, political parties and the residents themselves.

To answer the research questions, local residents have been asked to take part in a survey, specifically by filling out questionnaires. The goal of the survey is to assess the opinion of the local residents concerning the changes in summer tourism and determine what they would change if they could. The aim is to have a sample size of 200 completed questionnaires and to conduct an interview with a representative from the regional destination management organization (DMO) of Salzburgerland. All questionnaires will be collected in person.

The master thesis is divided into several chapters. The following chapter is the literature review, which contains general information about the positive and negative impacts of tourism and information about the residential perspectives on tourism. The chapter continues with a focus on the cross-cultural problems, stereotypes and their influence on the local residents' attitudes and the relationships between the hosts and the guests. It also specifically points out the main pillars and characteristics of the Islam religion. At the end, this chapter presents real case studies that are relevant to the topics presented in the literature review.

The next chapter of the master thesis contains an overview of the current situation in Zell am See-Kaprun. This chapter includes information about the location itself and the most important tourism information, such as the major source markets and number of arrivals and bed nights during the summer season from last decade. This chapter also shows how the destination is handling the current situation and the problems that have arisen. Finally, it includes a comparison between the situation and research in Zell am See-Kaprun and the previously mentioned case studies, looking specifically at the similarities and differences.

The following chapter focus on the methodology used for the research in Zell am See-Kaprun

itself. The first subchapters serve as an introduction to the research and so include a literature review of the instruments used in the research, including the survey and the interview. The chapter then continues with information about the methods used, the development of the survey and interview questions and the actual data collection.

After this, the Results and Discussion Chapter present the findings from the overall research in Zell am See-Kaprun. It focuses on the questionnaire results, such as the frequencies and cross tabulations between different kinds of questions and a summary and discussion of the interview results. At the end, the chapter discusses the overall results of the questionnaire survey and the interview.

The final chapter presents the conclusions of the research that are connected back to the information from that is presented in the literature review. Additionally, this chapter points out the limitations of the study and the recommendations for further research.

2 Literature review

2.1 Introduction

The following chapter gives the reader an overview of the literature related to the current research topic. The following subchapter, titled 'Tourism Impacts, covers the economic, socio-cultural and environmental impacts. After this, the subchapter 'Residential Perspectives' continues with information about residential perspectives towards tourism, factors that influence the local residents' attitudes and the social exchange theory. Additionally, this subchapter focuses on the national and cultural differences including cross-cultural differences and stereotypes and details Islamic culture and its characteristics. Finally, this subchapter provides an overview of literature regarding the encounters between the hosts and the guests and how they gaze at each other.

The next subchapter focuses on real case studies from all around the world, in order to connect the literature with the real cases. There are five case studies from Masooleh (Iran), Bigogi (Uganda), Samos (Greece), Dawlish (United Kingdom) and Arizona (USA) that focus on residents' attitudes towards tourism in a certain destination and in what way the residents feel affected. These case studies have different, but related topics. The study from London (United Kingdom) focus on differences in nationality and how it affects tourism, while the study from San Felipe (USA) focuses on ethnic stereotypes and their influence on tourism. The case study from Switzerland also focuses on Stereotypes, but from a different point of view. The author examined what stereotypes guidebooks include and how this influences the destination image, the hosts and the tourists. The last three studies target mainly cultural differences. For example, in Volendam (Netherlands) the author focused on cultural distance and how it influences the hosts' attitudes towards tourists that are culturally close versus those that are culturally distant. Another study conducted in Australia analyzed the cultural differences between the hosts and the guests from the main source markets and which aspects should be incorporated in the promotional strategies in order to attract more visitors. The study conducted in Antalya (Turkey) examined the cultural differences between the Turkish hosts and the Russian tourists. The author of the study analyzed problems that occurred between the hosts and the guests in order to come up with a solution for how the Turkish hoteliers should handle the specific situation. All of the studies were specifically chosen because they are connected with the literature and to show that these issues do not just occur in Zell am See-Kaprun, rather to show that there are many other real cases dealing with the same or similar problems all around the world.

2.2 Tourism impacts

Tourism is a common strategy used to popularize a destination. In other words, tourism can

attract tourists and bring benefits, such as improvements to the local economy as a result of additional profit. Although increased profits are one of the most common and well-known impacts of tourism to the general public, tourism is known to have other impacts (García, Vázquez & Macías, 2015). The impacts of tourism can be divided into three main categories: economic, socio-cultural and environmental (Andereck, Valentine, Knopf & Vogt, 2005). Although there are three defined categories, benefits may fall into more than one of the categories. In all cases, there are both positive and negative impacts as a result of tourism. The impacts are also very important aspects for tourism planning and management in a destination (Mason, 2008). In order to realize how the exact destination is affected by tourism, different characteristics of the actual place needs to be considered.

Tourism impacts are influenced by (Mason, 2008, pp. 39-40):

- Type of the destination and where it is located
- Number of tourists
- Type of tourists
- Activities the tourists are interested in
- Infrastructure
- Destination area life cycle
- Time/seasonality

2.2.1 Economic impacts

One of the most obvious impacts of tourism is the economic impact. The impacts of tourism are very important not only for the local or regional economy, but also for the national economy and its inhabitants (Mason, 2008). One of the positive economic outcomes of tourism are increased employment possibilities, which means more income opportunities for the residents (Andereck & Nyupane, 2011). Nevertheless, when it comes to tourism, destinations typically have to deal with the problem of seasonality. Although tourism creates new job opportunities, it is often only for one season. As a result, residents have to split income between both seasons or the residents are forced to find different jobs during the off-season (Bujosa & Rosselló, 2007). Another positive outcome of tourism is the impact on the local businesses, infrastructure and public facilities. As a result of tourism, infrastructure and public facilities are improved, which leads to the overall enhancement of the living standards in the destination (Andereck & Vogt, 2000; Haralambopoulos & Pizam, 1996). In the same regard, tourism also helps the overall regional development of infrastructure and public facilities (Mason, 2008).

Although tourism may be a way to increase the income of the destination, it could also cause problems. For example, inflation is often a by-product of tourism development, which causes prices to generally increase at the destination (Mason, 2008). As goods, services and housing

become more expensive, the cost of living increases more than it would without tourism in the destination (Haralambopoulos & Pizam, 1996). Additionaly, some destinations, mainly smaller ones, tend to be overly dependent on tourism, as the majority of residents end up working in the tourism industry (Mason, 2008). The problem here is that destinations, which are overly dependent on tourism, may face an economic crisis if trends change and tourists prioritize other destinations.

Additionally, the positive and negative impacts of tourism are more noticeable in developing countries. This can be shown in the case of the Indonesian island of Bali. After the 1960s, tourism in Bali started growing, which created a lot of job opportunities. People worked in all parts of the tourism industry, including accommodation, service, activities offerings and souvenir selling (Mason, 1995), but would not want to work in different industries, since they could see the higher income opportunity in jobs related to tourism (Cukier & Wall, 1994). The negative effect of tourism showed up in a way of inflation. The prices of houses and land in some places grew by more than 100%. Since Bali is very dependent on tourism, a lot of money is used to improve the tourism industry. Sometimes this money would have a better use in preserving the nature, forests and the whole environment. Bali's dependency on tourism became apparent after the terrorist attacks in 2002 and 2005. The inbound tourism decreased a lot, mainly after the second attack in 2005 not only in Bali, but in all of Indonesia. The destination needed time after the attacks to recover and to attract the tourists back to the island. When such events happen, not only the economical situation of the residents is negatively affected, but also the overall economic situation of the destination as a whole and its connected industries, such as airline industry (Mason, 1995).

2.2.2 Socio-cultural impacts

Tourism is also known to have a socio-cultural impact, which affects mainly the society and culture of a destination. Tourism affects the main elements of the culture, such as the customs, beliefs and values (García et al., 2015), as well as language, art, education, clothing, architecture and religion (Ritchie & Zins, 1978). Tourism also positively affects the community services and extends the range of leisure activities (Andereck & Vogt, 2000). Since travelers often visit historic sites in different destinations, it also gives more emphasis to these sites and the chance to protect these historical buildings and monuments (Andereck et al., 2005). There are many organizations helping to protect the environment, such as the United Nations Educational, Scientific and Cultural Organization (UNESCO) with its World Heritage List (Hall & Lew, 2009). As reflected in the introduction of the chapter, the tourism impacts are often connected. A good example is that tourism provides employment opportunities for the local residents, which is not only a positive socio-cultural impact but also the economic one (Mason, 2008).

The local residents and the society are a very important part of the destination, which is very

much affected by tourism. People are often in daily contact with tourists and this contact can have a positive or negative influence on the residents. One possible outcome of the encounters between the local residents and the tourists is the demonstration effect. The demonstration effect occurs when hosts meet the travelers and the hosts adapt their behaviors or appearance. For example, the demonstration effect may be seen in the way of new eating habits or different clothing. Ultimately, these adaptations to behavior or appearance could be viewed as good or bad. Mainly young people are inclined to make these changes (Hall & Lew, 2009). If the demonstration effect shows its negative side, the hosts could be desperate because it is not possible for them to live lives as the tourists do. The residents are not able to purchase the same goods as the tourists (Burns & Holden, 1995). On the other hand, the demonstration effect could for example enhance the intercultural communication. However, this was more likely to happen earlier in the history, when tourism was not so common. In recent years, people are more accustomed to meeting tourists from all around the world (Hall & Lew, 2009).

Tourism also has a number of negative impacts on the society and culture of a destination and there are few that should be mentioned. One of the most important aspects is traffic congestion (Bujosa & Rosselló, 2007) and overcrowding. These impacts are not only environmental, but also socio-cultural, since they could negatively influence everyday life of the local residents. Tourism could also result in increased vandalism, delinquency or serious crime (Haralambopoulos & Pizam, 1996; Brunt & Courtney, 1999; Andereck et al., 2005). The affects of tourism on the culture and tourist - host encounters are described in more detail later in the literature review and are also provided in the real cases.

2.2.3 Environmental impacts

The last indicated category is the environmental impact, which is also very important for the destination itself and the rest of the world. The environment includes both the geographical aspects, which includes mountains, beaches, wildlife, natural resources, the farmed environment, such as animal farms or man-made forests and the built environment, such as villages or reservoirs (Swarbrooke, 1999). Tourism and the environment should be in a balanced relationship, in which both parties benefit from each other, but unfortunately that is not the case with the introduction of mass tourism (Mason, 2008).

The environmental impacts depend on characteristics of the destination, such as if the destination is urban or rural. Urban areas would be probably less susceptible to the environmental impacts of tourism than rural areas (Williams, 1998). Also the activities tourists take part in while traveling are important. The tourism offerings can significantly impact the way in which the tourists impact the local environment. For example, offering fishing as a tourist activity would increase the resource consumption, which could result putting some species on the edge of extinction (McKercher, 1993). Conversely, tourism may bring benefits, such as eco-

nomic resources or a justification to protect certain species (Hall & Lew, 2009). Since natural sights are often the main reason for tourist visits, seasonality also plays an important role. For example, skiing areas need enough time after the end of the season to recover if the mountains are overloaded during the winter season (Krippendorf, 1987).

The positive impacts of tourism include increased effort to protect the natural resources and to improve public spaces as well as the destination as a whole (Andereck et al., 2005). Tourism is a good means of raising money, for example, to maintain the natural environment or historical buildings and villages. Not only is the money important and useful, but tourism also helps promote and raise awareness about the parks, environment and natural resources (Mason, 2008).

As mentioned above, there are also negative impacts of tourism on the environment. Among them are increased pollution and litter. The most popular destinations also face the problem of overcrowding, which is very unpleasant for the local residents, who try to avoid these places especially during the high season (Andereck et al., 2005; Brunt & Courtney, 1999). Tourists and tourism also endanger the wildlife habitats (Mason, 2008). Countries that rely on the surrounding natural environment, such as New Zealand, should be active in environmental preservation efforts. One of the main reasons for tourism in New Zealand is the nature, which creates a dilemma for the inhabitants. On one hand, tourism is important for them because of economic impacts and job creation. On the other hand, it is important for the inhabitants to protect the natural environment, in order to prevent tourists from damaging it and allow natural environment time to recover (Mason, 2008).

2.3   Residential perspectives

Residential perspectives on tourism are the main focus of the research in Zell am See-Kaprun. Many similar studies have already been conducted in destinations around the world (Zamani-Farahani & Musa, 2008; Haralambopoulos & Pizam, 1996; Brunt & Courtney, 1999; Andereck et al., 2005). The local people are one of the main and most important aspects of any destination, since they help construct the image of the destination and how visitors perceive the destination. As previously mentioned, tourism may have positive and negative impacts on a destination, these can influence the residents' quality of life (QOL), which can ultimately influence the residents' opinion of tourism. QOL is impacted by many aspects of people's everyday life, such as safety, happiness, family, friendships, work, health, financial situation or education (Andereck & Nyupane, 2011).

How the local residents see tourism depends not only on the tourism or the visitors, but also on the residents themselves and their knowledge. Wiliams and Lawson (2001) compiled a list of possible aspects that impact the residents' opinions.

Possible factors influencing the resident's opinion on tourism are as follows (Williams & Lawson, 2001, p. 271):

- Distance of respondent's home from tourism center – This factor shows that the opinion could be influenced, for example, by position of the resident's home in relation to the tourism center. Previous studies have shown that this can work both ways, meaning that the further the resident lives the more negative or positive attitude she/he might have.
- Heavy tourism concentration – The more tourism is concentrated in a specific place, the more likely the residents will be affected and influenced.
- Greater length of residency in the community – The longer the person is a part of the community the more she/he can see the differences and impacts of tourism.
- Native-born status – People born in different countries and have different cultural backgrounds are used to different habits and traditions and this can influence their opinion of tourism.
- Personal economic reliance on tourism – Residents whose income is closely dependent on tourism can have different attitudes towards tourism than residents who work in different fields and whose income is not dependent on tourism.
- Ethnicity – People from different ethnic groups are used to different things and as a result can also have different opinion about tourism.
- Retail activity attributable to tourism – If a big part of the overall retail activity of the residents, the community or the destination is related to tourism, it could influence the residents' lives and opinions.
- Stage in destination Area Life Cycle – The residents' opinions could also be influenced by the stage in which the destination is in the destination life cycle.
- Level of knowledge about tourism and the local economy – The more people know about the impacts of tourism and the economic benefits of tourism, the more understanding and supportive they are.
- Level of contact with tourists – Residents who are in frequent contact with tourists may have different opinions of tourism than those who are in rare contact with tourists.
- Perceived impact on local recreation opportunities – The residents could form their opinions according to changes in the recreation opportunities, which are there for both residents and tourists. Residents' opinions can be, for example, negatively influenced if these areas, such as parks, are overcrowded.
- Gender – Men and women can have different opinions about tourism.
- Perceived ability to influence tourism planning decisions – People may be more supportive if they contribute to the decision-making process of the destination. They may feel more important and also motivated to cooperate once their opinion is valued and

taken into consideration during the decision-making process of the whole destination.

It is very important for a destination to be supported by local residents, in order to follow a successful development process. A possible explanation for why resident support tourism is the social exchange theory (SET) (Nunkoo & Ramkisson, 2011). SET is based on an exchange of resources between people. It this case, residents engage in an exchange with tourists, if it means that there are some benefits for them and the negative impacts are not too high. With benefits, residents are more likely to support the tourism development process (Ap, 1992; Dyer, Gursoy, Sharma & Carter, 2007). One of the main parts of tourism and aspects of the travel experience is the interaction with different people from different countries and cultures. These interactions can influence not only the tourists' experience, but also residents' attitudes towards tourism itself. The encounters between the hosts and guests are in a certain way very special. These encounters are either forced in shops, restaurants or other business related places or are spontaneous interactions, for example, on the street where tourists and residents do not need to talk to each other (Sharpley, 2014). A very important point is that the encounter does not always need to be truthful. As the authors Reisinger, Kozak and Visser (2013) indicated in their study, residents could already have a negative attitudes towards tourists from a certain country, but, nevertheless, behave differently during an interaction with these tourists, in order to have a successful business and more profit. In cases such as this, it is not always easy to recognize these attitudes.

2.3.1   The social exchange theory

There are a number of different theories concerning residents' attitudes toward tourism. The most commonly used theory is the social exchange theory (SET) (Andriotis & Vaughan, 2003; Nunkoo & Gursoy, 2012). As noted above the SET is based on the exchange of resources between people. In the case of tourism, the people are the hosts and the guests.

As a first step, people need to consider the benefits and costs of the exchange they will enter. When the residents perceive the exchange to be beneficial for them, their attitude toward tourism is expected to be rather positive. That would also mean a positive attitude toward the tourists themselves. If the social exchange does not deliver positive outcomes to the hosts, their attitudes would, as a result, be rather negative (Gursoy, Jurowski, & Uysal, 2002; Andriotis & Vaughan, 2003). In tourism, social exchange occurs on an economic, socio-cultural and environmental level. Overall, economic gain is one of the most attractive aspects for residents. If, for example, the hosts get economic benefits from tourism, the hosts will be more supportive and have a positive attitude towards tourism (Jurowski & Gursoy, 2004). Of course every situation is different, so individual opinions and preferences concerning tourism may differ. Even though the economic benefits are, according to research (Jurowski & Gursoy, 2004; Liu & Var, 1986), the most influential aspect, some studies focused on the residents' attitudes have

shown that some people are more supportive if they see positive effects on the environment, such as when the natural resources are preserved as a result of tourism activity. On the other hand, if residents think tourism harms the environment in some way, they are rather unsupportive (Liu & Var, 1986).

While using the social exchange theory as a framework for developing the residents' attitudes, it is important to consider the degree of power that the different players hold. Aspects, such as additional knowledge, money or property, are connected to increased power in the social exchange (Nunkoo, 2016). To be part of an exchange with the higher power means to own and manage more resources and use them as an advantage. The more resources a person has, the more power she/he has (Ap, 1992). Another important aspect is the level of trust. In order to be able to go through the social exchanges, it is important for both sides to trust one another. The local residents are more likely to support tourism development in a destination if they trust the institutions involved, such as the destination management organization. The residents trust that the organization will not take advantage of their trust and support in order to use the power against them (Nunkoo, 2016).

As written above, the residents' opinion towards tourism are based on many aspects of the hosts life, but it always involves some kind of evaluation of the costs and benefits either for the person or a group of people regarding the economic, socio-cultural or environmental aspects.

2.3.2 Cultural differences

Nationality is an important factor that differentiates tourists. In fact, various studies have focused on the subject of nationality and if it affects tourist behavior. Different studies have shown different results, both showing a connection and no connection between nationality and tourist behavior. Many studies have examined and confirmed their assumptions that nationality affects the tourist behavior, such as Pizam and Sussman (1995) in their study about British tour guides and tourists from four different countries or Pizam and Jeong (1996) in their study about Korean tour guides and tourists from Japan, USA and Korea. But the question arises if the differences are really an effect of nationality or an effect of the life-style and culture? Dann (1993) criticised the idea that nationality influences tourist behavior and said that tourist behavior is rather a result of life-styles, social classes, culture and personality. According to Dann (1993), nationality in not a decisive factor. For example, Dann (1993) argues that many people have more than one nationality and many people also do not live, sometimes even their whole life, in their country of origin or country of birth.

As noted above, nationality is, according to part of the research, an important aspect when talking about differences between tourists, but also national culture or culture by itself should not be forgotten. Culture is a very complicated topic, which has various definitions from vari-

ous perspectives. Culture has many definitions, but one of the oldest definitions by Tylor (1920, p.1.) is: '' Culture, or civilization, taken in its broad, ethnographic sense, is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society''. Other research looks at culture from different perspectives and has changed the view on the culture. For example, the behavioral anthropologists added that culture encompasses human behavior and so it also influences the social interactions (Harris & Moran, 1983). Functionalists looked at culture more deeply and focused on the reasons behind human behavior in order to understand different cultures (Reisinger & Turner, 2003). It has also been said that culture is a system of knowledge (Keesing, 1974) and that it is made from symbols and their different explanations and implications (Schneider, 1976).

When culture itself has been identified from different points of view, the studies focused on the individual differences between cultures from all around the world. Each culture typically also has subcultures, which are related to smaller groups of people, who may be distinguished by nationality, ethnicity or social class (Reisinger & Turner, 2003). One of the most valuable and utilized studies regarding cultural differences between nations was conducted by Professor Geert Hofstede (1980), who collected information from IBM employees from more than 50 countries from 1967 to 1973. Based on the collected information he came up with four dimensions. These dimensions influence the national culture, and so the nations differ in these aspects the most (Hofstede, 1980).

Hofstede's dimensions of national culture (Reisinger & Turner, 2003, pp. 104-108):

- Power distance – The power distance index shows the extent to which people with less power are able to understand and accept the inequality in power distribution. In countries with high power distance indices, people give the authorities very important value, while countries with low power distance indices focus on independence and personality.
- Individualism versus collectivism – This dimension differs between countries, which give importance to individuals or groups of people. In individualistic countries, people typically work by themselves and rely only on themselves. In contrast, in collectivistic societies, people do everything in groups and they can rely on each other.
- Masculinity versus feminity – Masculine cultures are more focused on "masculine" values, which include money, desire for achievement, assertiveness or competitiveness. More feminine cultures give more importance to the care of others, modesty or good quality of life. Feminine cultures also focus on equality between men and women.
- Uncertainty avoidance – Countries also differ in the dimension of uncertainty avoidance, which means that cultures with high uncertainty avoidance try to avoid risk and conflict as much as possible and are not very much open for changes which would not

be surely successful. Low uncertainty avoidance is used to describe cultures, where people are not stressed, like innovations and support new ideas.

After Hofstede's original study, he added two additional dimensions, which are long-term orientation versus short-term normative orientation and indulgence versus restraint. Hofstede's dimensions have been criticized for the fact that the data was collected only from one industry and one company (Moufakkir, 2011; Reisinger & Turner, 2002).

As seen in Table 1, Arab countries and Austria differ according to Hofstede's dimensions. The table below shows both an index score and a ranking. The index score is based on a scale from 1 to 120 and the higher the number the more the country is focused on power, certainty, individualism or masculinity. The ranking number shows the countries rank in comparison to the 50 countries and three regions from all around the world that Hofstede examined. Number one is the highest rank and so the country had the highest index and a country with in the 53rd ranking would be the lowest (Hofstede, 2001).

The most significant differences between Arab and Austrian cultures according to Hofstede dimensions is the power distance. Arab countries have a high power distance with an index of 80, which shows that people value the authorities very highly. Conversely, Austria is a low power distance culture with an index of only 11. This suggests that people in Austria put high importance on personality and independence. This is also reflected in the ranking for this dimension, since Arab countries rank as 7th and Austria is ranked as 53rd, which is the lowest index of all examined countries. In case of uncertainty avoidance, Arab and Austrian cultures are the most similar. Austria has an index of 70 and Arab countries of 68. Austria is ranked between 24th and 25th place and Arab countries in the 27th. Neither of them is specifically low or high uncertainty avoidance culture, which means that neither of these cultures avoid or search for uncertain situations or risks on purpose. Regarding individualism and collectivism both countries are rather collectivistic. Austria, which has an index of 55 and rank of 18, is slightly more individualistic than Arab countries, which has an index of 38 and a ranking between the 26th and 27th place. Arab countries are slightly more focused on the needs of the whole group. The two countries also differ in final dimension of masculinity and femininity. Austria is, according to Hofstede, a highly masculine country, which means Austrian culture is more assertive, materialistic and does not put importance to the care of others or quality of life. Austria has an index of 79 and ranked 2nd among all examined countries. Arab countries are rather in the middle of the spectrum of the masculinity and femininity dimension. Their index is, according to the results, 53 and they are ranked 23rd in the overall ranking (Hofstede, 2001).

TABLE 1. DIFFERENCES BETWEEN THE ARAB COUNTRIES AND AUSTRIA ACCORDING TO HOFSTEDE

Country	Power distance		Uncertainty avoidance		Individualism		Masculinity	
	Index	Rank	Index	Rank	Index	Rank	Index	Rank
Arab countries	80	7	68	27	38	26-27	53	23
Austria	11	53	70	24-25	55	18	79	2

Note. Adapted from *Culture's consequences: Comparing Values, Behaviors, Institutions and Organizations across Nations*, p. 500, by G. Hofstede, 2001, London: Sage Publications

It is well known that there are many differences between cultures. This has also been supported by Hofstede's research. Wei, Crompton and Reid (1989) noted that the main differences in cultures are found in communication, social categories, relationships, both verbal and nonverbal language, cultural values and service.

Culture is not limited by the border of an country, rather it is proven that nations in proximity to one another have similar cultural characteristics, which according to the cultural distance theory, makes these societies more likely to get along with each other (Reisinger & Turner 2002; Hofstede, 1991). This theory has been used in the tourism and hospitality industry to better understand the cultural aspects of the service encounters (Moufakkir, 2011). If the cultural distance is too large, this could cause problems or even conflicts between the hosts and the guests from different cultures. The conflicts could arise from different causes.

The main causes of conflicts (Reisinger & Turner, 2002, p. 298):

- Cultural ethnocentrism
- Communication process related to language and interpretation
- Poor quality of service and lack of understanding and appreciation of international service standards and visitors' expectations
- Lifestyle differences and differences in customs, particularly in relation to accommodation and food

Cultural conflicts often occur when there is a rise in the number of tourists, although it is not unusual for conflicts to also occur while there is an unchanged number of tourists in the destination (Wei et al., 1989). A lack of knowledge concerning other cultures is often the root of these conflicts (Reisinger & Turner, 2002).

It is important for a society to follow the rules of social behavior, in order to establish relationships and to be able to cooperate and communicate with different cultures. Every culture sees

social behavior differently. There are differences, for example, in how people express their feelings (Reisinger & Turner, 2002), how much personal space people need (Moufakkir & Reisinger, 2013), how people spend their leisure time or how and where people travel (Pizam & Sussman, 1995). Jahandideh, Golmohammadi, Meng, O'Gorman, and Taheri (2014) also found out that there are aso differences in the complaint behavior between people with different cultural backgrounds. The research focused on Arab and Chinese visitors and was partly compared with Hofstede's dimensions. The results indicated that Chinese tourists, in general, complain more, but do not really tell other people about their experience. In contrast, Arab visitors complained less often, but were more likely to tell people about their bad experience. According to the research (Jahandideh et al., 2014), it is more important for hotel managers to focus on the complaints from Arab tourists, because they could spread bad word of mouth for the hotel. To know the differences in cultural behavior is very useful also for managerial (Jahandideh et al., 2014) and marketing purposes (Reisinger & Turner, 2002).

Since people do not always follow the behavioral rules, some behaviors or information may be misunderstood or misperceived and that can cause problems (Argyle, 1967). In this regard, social interactions are very important to the tourism and hospitality industry. The local residents are an integral part of the whole destination and could even influence the traveler's decision to return. If the tourists feel welcomed they are more likely to come back, but if they do not feel welcomed, this significantly reduces the likelihood of their return and also these tourists likely would not recommended the destination to their friends (Hoffman & Low, 1981). Guests typically form opinions about the hosts through service encounters, which influence their attitude towards the destination (Wei et al. 1989). At the same time, the hosts also form their attitudes toward the visitors (Moufakkir & Reisinger, 2013). An important aspect for the residents is their own values, which differ from person to person. Values provide an individual framework, while developing personal attitudes towards various situations, including tourism and tourists as well as individual behavioral characteristics (Samovar & Porter, 1988).

The outcomes of the service encounters could be explained by the contact hypothesis, which is based on the fact that increased interactions between people could cause positive or negative effects (Reisinger & Turner, 2003). Positive outcomes of increased contact include better understanding and appreciation of boths sides, reduced stereotypes and racial attitudes and more respect and tolerance for each other (Bochner, 1982). Personal contact results in participants learning about different people and cultures (Reisinger & Turner, 2003). Nevertheless, increased contact could also have negative impacts, such as increased tension between people, which could in the end result in violence. It also results in developing prejudice and stereotypes (Bochner, 1982).

2.3.3   Stereotypes

Social interactions and service encounters could result in the development of stereotypes (Bender, Gidlow & Fisher, 2013). Stereotypes are characteristics of people and their behavior, which are attributed to a group of people, such as a nation, based on generalizations from the behavior of one or few people. Stereotypes are often used when people do not have enough knowledge and are faced with a completely new situation. Tourists and hosts can easily be influenced by stereotypes, because they often provide a basis of knowledge for the social interaction. In fact, stereotypes have an impact on the whole travel experience and the tourists can even base their decision to come to a destination (Reisinger & Turner, 2003). Nevertheless, stereotypes serve as a potential guide to show how to behave and on what to focus with certain groups of tourists (Frankowski-Braganza, 1983).

Stereotypes make it difficult for people to consider any exceptions in people's behavior and therefore are very often wrong and misleading. Utilizing stereotypes is often associated with discrimination and limits the understanding of individual people (Lustig & Koester, 1999). In fact, stereotypes are often wrong, because they are based on the past experience or even someone else's experience, gossip, promotional materials, media (Pepitone, 1986) or tourist guidebooks (Bender, Gidlow & Fisher, 2013). Additionally, stereotypes are not easily changed (Reisinger & Turner, 2003). When there is minimal contact between the hosts and the guests it is hard to change negative stereotypes, but if there is more contact it becomes easier to change the stereotypes into the positive way (Frankowski-Braganza, 1983). The residents then base their opinion and behavior more on individual experience rather than stereotypes.

A related aspect to stereotypes is ethnocentrism. Ethnocentrism is when someone believes their culture is a superior to others and judges other cultures and people's behavior by comparing them to their own. As a result, any aspects of behavior or culture that are different are considered "wrong" (Reisinger & Turner, 2003). When people are ethnocentric it is not possible to be objective when assessing another culture and they are not able to understand the other people. This prevents neutral social interaction between the hosts and the guests and may lead people to be arrogant and discriminatory (Dodd, 1995; Reisinger & Turner, 2003).

2.3.4   Islamic religion and culture

Islam is one of the most wide spread religions in the world (Scott & Jafari, 2010). The followers of Islam are called Muslims. The main difference between Islam and other religions, such as Christianity, is that Islam is not just a religion but also the state system follows Islamic rules. Islam influences every aspect of life of its followers. The main books are the Quran and Sunnah. The god in Islam is Allah and he is the one who shows the Muslims how to live in the best way. The most important place for the prayers is the mosque. Islam has five major pillars that need to be followed (Scott & Jafari, 2010, pp. 3-4):

- Confession of complete faith to Allah
- Five prayers a day
- Paying the charity tax of 2,5% from the annual income
- Fasting during the Ramadan from sunrise to sunset
- Realizing a pilgrimage to Mecca at least once in a lifetime

It is not very easy for Muslims to adjust to different countries due to differences in habits, traditions and way of living. For example, eating habits are very strict according to Islam (Scott & Jafari, 2010). Food is divided into two groups. It is either ''halal'', which is the food Muslims can eat, or ''haram'', which is the forbidden food. Forbidden food is considered bad in unhealthy or moral manner (Maurer, 2008). Mainly narcotics, such as alcohol or drugs, are haram; meat from animals, which is not bloodless and pork is also forbidden to eat according to Islam. Since it is very important for Muslims to strictly follow these rules, it is not always easy for them to travel to different countries, where there is no certainty of having the right food choices. Offering halal food in a destination could possibly promote a successful attraction for Muslim tourists (Scott & Jafari, 2010).

The Islamic society is very patriarchal and so men have a superior position in comparison with women. For example, men are allowed to marry up to four women and testimony of two women equals the testimony of one man (Maurer, 2008). The clothing and veiling of women are also a topic of discussion. According to the Quran, women should wear a veil when outside the house. Their hair, neck and breast should be covered and most of parts of their body cannot be seen by anyone other than members of the family. Nevertheless, the Quran only mentions the veil twice, does not seem to put too much importance to it (Maurer, 2008). Since it is not obligatory, forty years ago only a few women wore the veil outside the house. That has changed and now it is one of the most important symbols of the right Muslim woman (Karlík, 2011). According to different sources (Karlík, 2011; Hrebenar, 2014), women actually choose to wear the veil themselves, rather than adhering to the wishes of men. It is often a sign of respect, equivalence and privacy for them. There are different kinds of veiling depending on the country and strengths of the religion. When the woman's face can be seen this is called a hijab, when only the eyes can be seen it is called a niqab and burka covers the whole face. There is also chador, which is similar to hijab, and so the woman's face can be seen (Hrebenar, 2014).

After the September 11th terrorist attack on the World Trade Center in New York, Westerner's view of Muslims has changed. People associate terrorism with the Islamic religion and Muslims (Scott & Jafari, 2010). This is referred to as Islamophobia, which expresses itself as prejudice, political and social exclusion, discrimination or even racism (Bianchi, 2006). Research on this topic shows that many people feel nervous seeing a Muslim woman and even more so if they see a Muslim man in the same airplane (Scott & Jafari, 2010).

Islamophobia does not only affect Western people but also people from Arab countries who want to travel and see the world. The Quran encourages Muslims to travel - not only to realize the pilgrimage to Mecca but also to see the rest of the world and get to know new societies and cultures. The freedom Arab tourists to travel has been affected by Islamophobia. For example, security checks at the airport are more strict, especially for Muslim tourists or tourists from Arab countries (Scott & Jafari, 2010). Also the demand of tourism in Arab countries has decreased, which has negatively influenced the economic situation in the Middle East.

The literature also mentions (Scott & Jafari, 2010) the cultural sustainability. Cultural sustainability focuses on protecting and maintaining the local culture such as the traditions, habits and norms. It is then also very useful to prevent possible misunderstandings (Carbone, 2005). Tourists need to be well informed about that and so the cultural sustainability indicators are often already included in the promotion materials (Scott & Jafari, 2010). In the case of Muslim countries the inhabitants are afraid of bad tourism influence on their culture. The mosque is a very important place for Muslims for example and so the tourists should be informed to take of their shoes while entering the mosque or they should not kiss in front of a mosque (Olsen & Timothy, 2006). The tourists should also be informed about the dress code. Woman should have their hands, hair and neck covered and man should not wear shorts. Overall provocative clothing should be avoided (Din, 1898). All these necessary information about the right behavior should be forwarded to the tourists so the culture is protected.

2.3.5   The tourist - host encounters

Social interactions have a common place in people's daily routines. People meet at work, at school, in a shop, for a coffee with friends and interact with others during any kind of service encounter. When people go on holiday they also have interactions with a variety of different people. Tourists will interact with a variety of people from the employees of the hotel to taxi drivers, restaurant personnel and shop assistants. Additionally, tourists likely will also interact with other tourists. Although these encounters seem to be the same on the surface, the encounters between hosts and guests, while traveling abroad are different. People behave and think differently when they are tourists on holidays (Jafari, 1987). The literature refers to this phenomenon as tourist culture. Hosts also do not behave naturally, since their aim is to satisfy the customers. Despite this, people cannot hide their culture completely and for this reason tourist culture should always be examined with the consideration of the hosts' and the guests' original culture (Jafari, 1987).

According to de Kadt (1979) there are three types of tourist-host encounters:

- Service encounters – goods and services purchase
- At public spaces and attractions
- Information exchange – at a tourist center

The tourist culture can in an extreme situation even influence the host culture. In Arab states with the Islamic religion, hosts are not happy about the clothing or behavior of tourists, since tourists may, for example, be drunk and behave intrusively. This type of contact is very negative and could even lead to a separation of cultures in the destination (Ritter, 1975). Overall, the cross-cultural tourist-host encounters could cause serious problems for the destination, but when interactions are positive, the participants may feel enriched with new information, history or even a new language (Hofstede, 1997). The encounters in less developed countries are often more difficult, because the differences between cultures are very obvious and tourists are often perceived as disrespectful (de Kadt, 1979).

The encounters between the tourists and the hosts have some very specific characteristics. These encounters are often short, temporary and a one time situation (Sutton, 1967). Since these encounters are mainly service encounters, they are usually not spontaneous or natural, since hosts may behave in a specific manner to satisfy the customers. In a spontaneous encounter host may behave differently, perhaps even negatively (Fridgen, 1991). The location of the encounters is also very specific, since it is often a tourist place, where local residents rarely go if not for their job. Attitudes toward different cultures are important in determining whether an interaction between hosts and guests will be successful. Not only should the hosts be respectful of the guests' culture, in order to satisfy the customer and create a successful business exchange, but also the guests should be grateful and respectful (Nozawa, 1992). The tourist and host interaction depends also on the tourist's desire to interact more than it is necessary, develop some sort of relationship and get to know the society and culture of the destination (Robinson & Preston, 1976).

If cultural differences are extreme, they may cause what is known as cultural shock. This occurs mainly when a person moves to a destination with very different culture and it is very hard for him/her to adapt. People in such situations may feel desperate and frustrated, due to aspects, such as differences in language, which would make it difficult for them to communicate at first. Also the body needs to get used to different foods and the overall environment (Bochner, 1982). Since the culture influences peoples' behavior, values, customs or language, it also influences the encounters between the tourists and the guests. People who do not know the other culture, the language or habits, could feel lost. The encounters are then more and more difficult. Cultural shock is not exclusively experienced by tourists, but also by hosts when the tourists behave very differently than expected (Reisinger & Turner, 2003).

2.3.6 The gaze

In the tourism industry, there is a well-known concept of the gaze. In general, to gaze at something means basically looking at something but with a high interest, curiosity and in more detail. In tourism, research focuses on both the gaze of the tourists and the hosts. The word gaze from the medical point of view was explained by Foucault in 1976 as the way a doctor looks at

the patient in details trying to find anything abnormal or extraordinary (Reisinger, Kozak & Visser, 2013). Urry (2002) expanded upon Foucault's idea of gaze by applying it to the tourist. He suggested that the tourist gazes upon something, such as a tourist site, which is new and special. The tourist gaze is unique to each individual. Social groups, society and culture and historical development may influence the tourist gaze (Urry, 2002). Additionally, the tourist gaze is connected to tourist perceptions, expectations and experiences. In fact, before people actually travel. The tourist gaze is influenced by the guidebooks, which also often include stereotypes (Bender et al., 2013), media, travel agents, photographers and more (Morrison, 2013).

The tourist gaze is based on signs. People, for example, believe that Paris is the most romantic city in the world, so a fitting sign to develop the romantic gaze is the image of two people kissing in Paris (Urry, 2002). When people see this, they think about how the city is romantic, because they already have this image in their mind. Tourists may not have the same reaction to seeing two people kissing in another city, because it does not align with their preconceived image of the city. Throughout history tourism has developed into a means of relaxation, pleasure and escape from everyday life and the tourist gaze has developed along side it. Technological advances have also played an increasingly more important role in the development of the gaze. Aspects, such as photography and the Internet, have allowed hosts to capture an experience, so that potential tourists could easily visualize places before visiting (Urry, 2002). MacCannell's (1999) research on the tourist gaze and authenticity suggests that the tourist gaze is not authentic. People do not want to be gazed upon, so they prepare tourist places that do not show actual everyday life (MacCannell, 1999).

After the initial focus on tourist gaze, research transitioned its focus to the host gaze. In tourism experiences, tourists do not only gaze upon the hosts, it also works the other way around – the hosts gaze upon tourists as well. The host gaze has very similar characteristics to the tourist gaze, especially in the sense that both are always changing (Urry, 2002). Additionally, the gaze depends on the gazer and the gaze, the kinds of tourists are coming to the destination, the tourists' visibility and the tourists' economic situation (Moufakkir, 2011). Both the tourist and host gaze are influenced by history, social class and society (Urry, 2002). In particular, the host gaze develops from cultural differences (Moufakkir, 2011) and depends on the perceptions and experiences of the hosts (Reisinger et al., 2013). Hosts gaze and think differently than tourists with different cultural backgrounds and vice versa (Moufakir, 2011). There is also a difference between the hosts, who work in tourism and hospitality industry and the local residents who are not involved in tourism. Even though all the hosts have the same culture and live in the same place, they may think about tourists differently. The people who work in tourism may often misunderstand the tourists and then have negative attitudes (Reisinger et al., 2013).

The host gaze is influenced by their own nationality and the nationality of the tourists and all the cultural aspects noted above such in the theory of cultural distance (Moufakkir, 2011). The hosts, for example, often base their opinion on tourist's culture in comparison to their own national culture and do not consider the culture of the tourists. The host gaze is also influenced by the tourist culture, which is when people on holiday act differently than while being at home (Reisinger & Turner, 2003). The host gaze is mainly constructed by the stereotypes, which are typically only partially true and as a result tends to influence the host gaze in a negative way (Reisinger et al., 2013). According to Maoz (2006), the economic dependence of the hosts is also an important factor in the development of the host gaze.

Reisinger et al. (2013) have also developed a new term cultural borrowing. Cultural borrowing happens when hosts adapt their own culture to the culture of the tourists. After people experience something special they, for example, may change their values and way of life. The hosts could learn a new language or incorporate new habits and customs into their lives. The process of cultural borrowing is very long. In fact, there are many things that people think come from their own culture, but are actually borrowed from another culture (Reisinger et al., 2013).

2.4 Previous studies

2.4.1 Masooleh, Iran

Masooleh is a town in Iran known for its national heritage with many historical sites listed on the UNESCO World Heritage List. In the city of Masooleh, a survey examining the residents' attitudes was conducted.

The aim of the study (Zamani-Farahani & Musa, 2008, p. 1233) was to:

1) Identify the demographic profiles and residents' level of involvement in tourism
2) Explore the residents' attitude towards tourism development
3) Examine the perception of local residents toward tourism development
4) Suggest the future management strategy for the area

The research took place in October 2006 over a four-week period (Zamani-Farahani & Musa, 2008). The questionnaire focused on the socio-cultural impact of tourism in the area and the authors visited every house in Masooleh to gather all necessary information for their study. In the end, 250 completed surveys were analyzed. The composition of the respondents was mainly young and married men.

The results of that study were mostly positive with 83.6% of the respondents showing support for the development of tourism. This positive support is likely due to the fact that almost 50% of the respondents indicated that they had a job closely related to tourism. The biggest problem that the results indicated is that the residents were not very satisfied with the work of

their authorities in regards to tourism. The local people were aware of the advertising efforts to promote the city of Masooleh, which were good in the main season, but they believed that promotion efforts were lacking in the low season. Overall, the residents themselves indicated that they could be more involved in the decision-making process (Zamani-Farahani & Musa, 2008).

2.4.2 Bibogi, Uganda

Bigogi, a small rural village in Uganda with its main attraction being the forested wetland called Magombe Swamp. Bigogi lies right next to the Kibale National Park (KNP) where tourists can see many different kinds of animals and experience the real wildlife. Uganda, overall, is a very poor country and the majority of people work as farmers. It was not very easy to come up with tourism strategies, since people were worried about losing their village as it was. In the end, a cooperative called Kibale Association For Rural and Economic Development (KAFRED) was created and tourism started to develop (Lepp, 2007).

Lepp (2007) conducted a study on the residents' attitudes towards tourism in Bigogi. He experienced living in Bigogi for about two years, so he was familiar with the culture as well as with the residents and languages. Instead of using a survey for data collection, primary data was collected through interviews about the residents' satisfaction with tourism. Overall, Lepp conducted interviews with 48 out of the total 385 residents.

The results of that study show that the majority of the respondents had very positive opinions about the development of tourism in Bigogi. Only a few were unhappy, which is probably due to the fact that their houses and crops border the KNP and these residents had to spend a lot of time protecting themselves and their crops from the national park's wildlife. In the end, the results showed the residents understood that there were two main costs and four benefits of tourism (Lepp, 2007).

According to Lepp (2007, p. 880) the costs of tourism include:

- Inflation
- Crop raiding

and the benefits include (Lepp, 2007, p. 880):

- Community Development
- Income
- Improved agricultural markets
- Random good fortune

2.4.3 Samos, Greece

Haralambopoulos and Pizam (1996) conducted research about tourism impacts and residents' attitudes towards tourism on one of the largest Greek islands called Samos (Haralambopoulos & Pizam, 1996). The island of Samos is considered to be prosperous with a good economy dependent on areas, such as agriculture, tourism, retailing and shipping. One of the reasons for this research was the high growth of tourism in the area. The study took place in Pythagorion, a small town on Samos island, where the majority of the residents make their living in tourism. The tested hypotheses focused on the thought that the very high concentration of tourists may lead the local residents to develop negative attitudes towards tourism in Samos. The researcher visited 116 households in order to interview the local residents. Overall, 85.6% of the residents participated in the study, of which the majority were men working in tourism. The results showed that the residents were in favor of tourism in their town and the majority of the respondents already saw the positive results of tourism.

Haralambopoulos & Pizam (1996, pp. 512-513) found that residents perceived the following aspects improved as a result of tourism:

- Employment opportunities
- Town's overall tax revenue
- Personal income
- Standard of living
- Attitudes towards work
- Hospitality towards strangers

The authors of this study indicated two limitations of the study. The interviews were conducted at the very beginning of the main tourism season. Additionally, as a small island community, there is a patriarchic authority, which can be still seen in many households, so in some cases the wife could not answer the survey without her husband listening.

2.4.4 Dawlish, United Kingdom

In 1999, Brunt and Courtney conducted a study about host perceptions in a small city called Dawlish in South Devon. This seaside resort town was used as a representative area for many other seaside resorts in the southern part of the United Kingdom. The data was collected through in-depth personal interviews and the respondents were specifically chosen from three types of groups. The first group of residents included people dependent on tourism, who mainly worked in the tourism industry and were in direct contact with tourists. The second group also had intensive contact with tourists, but did not work in tourism. The last group encompassed residents who were only rarely in contact with tourists. For purposes of the research, three people from each group were chosen to participate in the interviews. These respondents

were also chosen with regard to how long they lived in the city and what job they had. The interviews were focused on socio-cultural impacts of tourism and were conducted at the respondents' homes. The questions were for example: ''Do you feel that family life is in any way affected by tourism''? or ''Are your feelings of safety and security in any way affected during the tourist season'' (Brunt & Courtney, 1999, p. 499).

Results of the study have shown some patterns. For example, the majority of the respondents agreed that they perceived a negative impact on their quality of life, because the city is overcrowded and there is more traffic congestion, noise, pollution and litter. Nevertheless, the respondents mainly disagreed with the idea that there was more vandalism or crime as a result of tourism. Respondents perceived an improvement in leisure facilities as a result of tourism. However, they did not perceive an improvement in social services, healthcare or education as a result of tourism. From the answers, the authors also drew a few other conclusions. First, they concluded that the answers were very mixed, meaning that there was almost no relation between the answers and group of people from which the respondent came. Another conclusion was that the cultural impacts of tourism are not of a high importance for the residents (Brunt & Courtney, 1999).

2.4.5 Arizona, USA

Another survey about host perceptions of tourism was conducted in Arizona by Andereck, Valentine, Knopf and Vogt (2005). The data was collected via email from full-time employed residents and the ratio of the respondents was representative of the population living in Arizona. The researchers gathered 1.003 completed surveys, which was only a 35% response rate. The majority of the respondents were females around 54 years old.

The results showed that the residents think tourism can help improve the local environment and community life and that it also helps improve the destination image. The residents are aware of the positive influence on the community services, public transportation and the local economy as well as the negative effects, which included increased traffic, litter or crime. There are also differences between attitudes of people who work in tourism or those who does not.

Since respondents indicated both positive perceived impacts and negative impacts, the researchers suggested a possible way of dealing with the negative impacts. For example, the level of education is an important factor in creating a positive attitude towards tourism. To help the residents understand the industry, the researcher suggested the implementation of education and awareness campaigns. The residents, in general, were also often not happy, because they cannot contribute in any decision-making processes. If the locals can contribute in that process, they would feel more engaged and helpful. Taking these steps would encourage the residents to be more supportive and welcoming and make them feel more important

in regards to tourism.

2.4.6 London, United Kingdom

The authors Pizam and Sussmann conducted a study in 1995 in order to identify whether nationality affects tourist behavior. The research focused especially on Japanese, French, Italian and American tourist. Tour guides, who were members of the British Guild of Guides in London, were asked to fill out an email questionnaire for each nationality she/he had guided at sometime in the past. The authors got 252 answered questionnaires back from 123 guides who were mainly from Britain with an average age of 50 years old. Majority of the respondents were women with 12,5 years of experience.

In order to come up with the right tourist behavioral characteristics, 12 tour guides participated in a focus group session, which resulted in a list of 20 most typical tourist behavior characteristics. This list included interactions with other tourists, traveling alone or in group, buying souvenirs, taking long or short trips, taking photographs, sending letters and postcards, having previous knowledge about the destination, preferring local food and beverages and having the trip planned or being rather spontaneous. After the analysis of all the questionnaires, the authors used the factor analysis and summarized all the behavioral characteristics in five factors.

The factors include (Pizam & Sussmann, 1995, pp. 912-913):

- Social interaction factor
- Commercial transaction factor
- Activities preference factor
- Bargaining factor
- Knowledge of destination factor

In the end, the survey revealed very interesting results. For example, the differences between the factors have shown that the Japanese tourists are the least social nationality and mostly stay together. The second nationality in this case was the French, third Italian and the most interactive tourists were perceived to be the Americans. The results have also shown that Americans were the only nationality that preferred local food and beverages. All the other nationalities tested prefer their own cuisine even though they are not in their own country. French tourists also take short trips, in contrast to Americans, who travel rather for a longer period of time. The commercial transaction factor proved that French tourists buy the least souvenirs and do not go shopping abroad, while the Japanese tourists buy the most souvenirs and do the most shopping. The most adventurous according to the questionnaires are the Italian and French tourists, while the least adventurous are the Japanese tourists, which is also connected to the fact that they also prefer to plan everything in advance. The Italians, Ameri-

cans and French are the most interested in the local culture and having the most authentic experience, while Japanese tourists prefer the tourist places (Pizam & Sussmann, 1995).

Overall, the main purpose of this study by Pizam and Sussmann (1995) was to prove or disprove the fact that tourist behavior is influenced by nationality. The final results have shown that nationality is an important behavioral factor as a part of the national culture. Nationality is not the only factor affecting tourist behavior, but it is definitely one of them. That also does not mean that there are no exceptions. People do not behave the same way only because they come from the same country, but some specific behavioral characteristics or habits could be part of the national culture.

2.4.7   San Felipe, Baja California, Mexico

San Felipe is a town, which is surrounded by deserts in Baja California, located not far away from the border of US and Mexico. The inhabitants traditionally work in commercial fishing and tourism, but lately the tourism industry has become more important and provides the majority of residents' jobs. Every year San Felipe welcomes about 100.000 tourists, who are mainly from United States. Even though people come here to have fun at a very cheap place, the majority of the encounters between the tourist and local residents happens due to their business interest (Brewer, 1984). This study by Brewer (1984) focuses on stereotypes and specifically proves on a real case that there are two types of stereotypes, the general and the specific ones.

As usual the local residents are not only Mexican, but also the immigrants live in San Felipe for a very long time or even their whole life. Since the majority of the population consists of Mexicans and Americans, they can easily recognize themselves according to the language or skin color. There are also many stereotypes held between them, such as that Americans are more focused on work and Mexicans on pleasure, which also may suggest that Mexicans have less money, are more friendly and more impulsive. These stereotypes according to Brewer (1984) are called general. Unfortunately those are not very useful for local businesses, because these stereotypes do not really reveal anything about behavior in a specific situation, such as how to persuade American tourists to buy products. The more important stereotypes are called specific. One of the aspects the specific stereotypes have is the language. For example, a specific stereotype is that Americans speak English and Mexicans Spanish. That means that most shop managers like to have an American employee in order to satisfy the American customers and make them feel more comfortable, as they speak the same language.

In certain circumstances, specific stereotypes help businesses identify tourist behavior and identify how to properly satisfy the tourists. For example, one of the well-known specific stereotypes between the restaurant owners is that the American tourists come to San Felipe in

order to eat seafood. As a result, the majority of the tourist restaurants focus on serving sea-food dishes even though the stereotypes are not necessarily trustful.

Overall, the study by Brewer (1984) proves the initial assumptions that the general stereotypes can be observed in most of the cases and that the specific ones can be used in order to interact between different ethic groups. Nevertheless, stereotypes are not all encompassing and there are definitely exceptions. A lot of interactions can be very individual. It is also proven that people often adapt to the stereotypes, since it is expected by the locals or the other way around. It also should be kept in mind that this case has very specific characteristics, since the majority of the tourists are only from the US and only the local residents manage the businesses.

2.4.8 Switzerland

A very important source of information about destinations, habits and culture for the travelers are guidebooks, which often include stereotypes. In many cases, guidebooks form the image of the specific destination and the hosts for the tourists, and for that reason the content of guidebooks is very important. Bender, Gidlow and Fisher (2012) focused their study on the issue of tourist guidebooks, investigating how interpretations of information about Switzer-land, its culture, inhabitants etc. vary in guidebooks of different languages. The authors used content analysis of seventeen of the most popular British, American, Spanish, French and German guidebooks. In the end, the authors identified seventeen topics, including opening hours and eating times, environmental sustainability, chocolate, cheese and wine, prosperity and economics.

The overall analysis has shown that there are differences in interpretations, but also common-alities. The majority of the guidebooks, for example, include information about the good quali-ty of Swiss public transportation, chocolate, cheese, the prestigious watch-making industry, prosperity and luxury. When it comes to the differences there are dissimilarities, for example, Spanish and French people find the opening hours are quite early. The Spanish guidebooks also were the only ones to point out that the nightlife in Switzerland is not very good. The English guidebooks say that Swiss people have a really good language skills, but that is the exact oppo-site from what the French book says.

The author divides the stereotypes into two groups. The first group are the auto-stereotypes, which determines what people think about their own culture/countries and the second group are hetero-stereotypes, which says what people think about the other cultures/countries (Bender et al., 2012). The auto-stereotypes are easily identified, since the guidebooks compare the behavioral characteristics with their own country. For example, all the countries examined are less punctual than Switzerland and with the exception of Germany, also less clean. The comparison with the author's nationality causes differences between guidebooks in different languages, even though they are about the same country. Each country also focuses on things

the tourist nation typically likes to do. For example, the Spanish tourists seem to be interested in a good quality nightlife, while the Americans or French are mainly interested in food.

Ultimately, the way guidebooks present and interpret information will likely influence tourists' opinions about the destination. Since the author describes her/his own experience, the information written may not be very objective and could include many stereotypes. This also may be influenced by the author's cultural background. To write an objective guidebook, the researchers suggest that the author should write a guidebook about a country from where neither the author nor the audience come from (Bender, Gidlow & Fisher, 2013).

2.4.9   Volendam, Netherlands

Another study regarding cultural differences between different nations, namely cultural distance, was done by Moufakkir in 2007. The research was focused on cultural distance between Dutch hosts and German and Asian tourists and how the cultural distance mediates the host gaze. The whole study is based on the contact hypothesis and the theory of cultural distance according to which the author came up with a research question: ,,How do Dutch hosts feel about German and Asian tourists in their community? Is there a difference between their gazes upon culturally remote tourists and culturally close tourists (Moufakkir, 2011, p. 75)?''

The contact hypothesis says that the personal encounters between tourists and hosts can have both positive or negative results. The theory of cultural distance tells us that when it comes to tourist and host encounters people understand each other more if they come from similar cultures due to increased certainty (Reisinger and Turner, 2003). Based on the theory of cultural distance, the Dutch hosts should have more positive attitude towards the German tourists than towards the Asian tourists, who have a very different cultural background. To complete this study Moufakkir (20011) conducted seventeen in-depth interviews with the Dutch hosts working in tourism related positions. The interviews have shown that the most common topics were stereotypes and language.

When it comes to the Dutch and German relationship, the results have shown that there are many stereotypes held, which mainly have a negative undertone. Germans are, for example, seen as heavy beer drinkers, who do not speak any other language than German and are very loud. The negative attitude according to the author comes from history. According to the respondents, the Asian tourists are very polite, friendly, shy, modest and take lots of pictures. Only few of the answers were rather negative (Moufakkir, 2011).

In the final results, Moufakkir (2011) also focused on the language barriers. These results have shown negative attitude towards the German tourists even though German and Dutch language are very similar and most of the Dutch people speak German. The Dutch people have negative attitudes as a result of the German attitude towards the Dutch. Apparently, German people never even try to speak Dutch or English, because they automatically assume that the

other person speaks German as well. The Dutch hosts perceive this as a lack of respect towards them. On the other hand, the Dutch respondents have shown rather positive or neutral attitude towards the Asian tourists. The minority of Asian tourists speaks English, but at least try to or they use gestures. According to the author this is a case of assumptions and expectations. The Dutch hosts expect that the German tourists speak Dutch at least a little bit, since it is very similar, but they do not expect to understand the Asian people.

Overall the research results have shown (Moufakkir, 2007, p. 84):

1. The lower the cultural distance between hosts and guests, the lower the tolerance for perceived misbehavior;
2. The higher the cultural distance between hosts and guests, the lower the expectations, and the higher the tolerance of perceived misbehavior.

In general, these results did not prove the researcher's original hypothesis and does not support the theory of cultural distance. However, the author argues that the gaze depends on many factors other than cultural distance. For example, these factors include tourist visibility and the historical and cultural factor should not be forgotten either.

2.4.10 Australia

Australia has been and still is a very popular tourist destination. The main tourist markets are Asian countries. In 1998, the arrivals of Asian tourists, excluding Japan, to Australia were 24% of the overall arrivals from the top market sources. Japan makes additional 18%. The large percentages of Asian tourists were the trigger for Reisinger and Turner in 1994 and 1995 to conduct a study about the main cultural differences between the Asian tourists and Australian hosts. Overall, Reisinger and Turner (2002) interviewed 618 tourist from Asian countries and 250 hosts from Australia.

The objectives of the study were (Reisinger & Turner, 2002, p. 297):
- to identify the key cultural differences between the Asian tourists markets and Australian host population, as a representative of Western culture;
- to determine the key dimensions of these differences and their indicators; and
- to identify major cultural themes that should be included in every promotional strategy aiming at the Asian tourist market.

The results have shown that the majority of the aspects measured really differ between the Asian tourists and Australian hosts. After a deep analysis of the data, five cultural dimensions occurred to be the most important and have shown the most significant differences between the hosts and guests. The dimensions are communication, family and competences, interaction differences, feeling display and satisfaction (Reisinger & Turner, 2002).

The results have shown many differences between the Asian and Australian culture. For example, the Asian language has many versions based on with whom are you talking and in what social class the person is. On the other hand, Australians use only one language for all situations (Reisinger & Turner, 2002). Also family ties are a very important aspect of Asian cultures, but in Australia, the family members are not so connected to each other and they rather put a high importance on independence. Another difference between the cultures is that Asian people give importance to a good education and a great job in the future and they give importance to social classes as well. On the other hand, Australians can work very hard, but it does not mean they are aiming to be the managers or have a very high education. Asian people also tend to be always in a group, work in a group and rely on other members of the group, while Australians prefer to be self-reliant and independent. When it comes to the service satisfaction, the Asian tourists are used to higher customer-oriented service, people being more welcoming and having less difficulties in communication (Reisinger & Turner, 2002).

In the end, the findings are useful for the marketing purposes. In order to better understand the Asian culture and satisfy the guest, Reisinger and Turner (2002) suggest offering more group activities or special offers for families. The Australian hosts should also put more emphasis on the hierarchical structure in the society when they deal with Asian people and be aware of how to communicate with people from different social classes. They could also come up with more personalized services and if possible learn some basic phrases in Asian language, so that the Asian guests feel more welcome.

2.4.11 Antalya, Turkey

Tourists from Russia travel all around the world, but one of their favorite destinations is Turkey. The Russian source market was the largest one in Turkey in 2010. That year the arrivals of Russian travelers rose above three million. The hosts were only used to dealing with German, British and Dutch travelers and so the new source market was a culture shock for them. The cultures are very different and the behavior of Russian tourists has changed how the hosts look (gaze) at them. These issues raised a question: what do the hoteliers in Turkey think about the Russian tourist and how should they handle this particular situation? This attracted the attention of Yvette Reisinger, Metin Kozak and Esmé Visser who subsequently conducted a study in 2007 and 2008 on that topic.

The results are based on 20 interviews with the hotel employees working in different positions. When it comes to communication, most of the respondents talked about the Russian unwillingness to speak a language other than Russian. They either cannot speak English or they do not want to. Since there are also differences between the language expressions, the Russians express themselves in a very strong manner, which could also be perceived as aggressive. The hotel employees also noticed that tourists from different countries interact with each other

despite the language barrier, while the tourists from Russia only talk to each other (Reisinger et al., 2013).

Social behavior is a very complicated topic in these terms, since each culture or even nation has their own habits, language and way of communicating with other people. For example, Turkish hosts do not like the fact that the Russian tourists do not greet them or say please or thank you. Apparently, this is part of the Russian culture. They typically do not greet other people and also each other more than once a day. Also how they treat employees is perceived as rude by the respondents. The employees also explained the fact that Russians were careless to the other guests. For example, they often jump the queue and do not wait in line. The stereotypes definitely play an important role in this case and people generalize the behavioral patterns of all Russian tourists, even though, not everyone from Russia has the same behavioral characteristics. During the interviews positive stereotypes were also mentioned (Reisinger et al., 2013).

The Russian market is very important for the Turkish hosts since the majority of incoming tourists is from Russia, so the hosts should care about the tourists' satisfaction, since it results in economic benefits. Many of the answers were really based on the stereotypes, which means that not everyone acts in the manner described by the respondents. Additionally, the respondents' negative perceptions were based on their limited understanding of the other culture and looking at it from their own cultural perspective. According to Reisinger, Kozak and Visser (2013) the Russian behavior has its roots in history. They also have different behavioral rules within the customer – service employee encounter. They think they do not have to say thank you, because the waiter was paid and they already paid for the service, because it is included in the final check. Understanding the Russian culture would be very helpful, in order to improve the relationships between the hosts and guests. Also at least a minimal knowledge of the Russian language would be a good icebreaker. In the end, the authors refer to the cultural relativism theory that says that no culture or behavior is right or wrong and people cannot judge other cultures based only on the knowledge of their own culture. Many behaviors may be perceived as rude in one culture, but normal in another (Reisinger et al., 2013).

3 CURRENT SITUATION IN ZELL AM SEE-KAPRUN

3.1 Introduction

In order to know as much as possible about the current situation at the chosen destination, the following chapter includes a general overview of Zell am See-Kaprun. It then continues with an explanation of the current tourism situation with information about the most important visitors in terms of numbers to be able to investigate the initial assumptions. The final part of this chapter focuses on a comparison between the research in Zell am See-Kaprun and the previous studies described above.

3.2 Location

As indicated in the introduction, the research topic focuses on tourism at the destination Zell am See-Kaprun in the state of Salzburg (Salzburgerland). As depicted in Figure 1, the destination is located in the Austrian Alps approximately 85km from Salzburg. In 2015, the destination had altogether around 13.000 inhabitants, with Zell am See itself having 10.000 inhabitants and Kaprun almost 3.000 (Zell am see-Kaprun, 2016a).

FIGURE 1. ZELL AM SEE-KAPRUN LOCATION

Note. Adapted from *Google maps,* 2016

This destination is very mountainous with the glacier Kitzsteinhorn as its most important attraction. Additionally, Zell am See-Kaprun is right next to the national park Hohe Tauern and also very close to Großglockner, the highest mountain in Austria (Zell am See-Kaprun, 2016e). It also offers other popular attractions, such as the lake and the mountain Schmittenhöhe in

Zell am See. The destination offers beautiful natural sights, many reachable peaks with stunning views of the surrounding area and it is the perfect place for a variety of sport activities. It is very popular destination for active holidays. The destination was originally famous mainly for the winter season and the skiing opportunities, but lately the destination has become increasingly more popular as an active summer destination. The promotion of Zell am See-Kaprun focuses on sport activities, nature and wellness and spa possibilities (Zell am See-Kaprun, 2016b). The destination marketing is provided by the DMO Zell am See-Kaprun Tourismus GmbH (Zell am See-Kaprun, 2016a).

During the summer season, Zell am See-Kaprun offers primarily nature and sports activities, such as hiking, biking, running, water sports, golf and tennis. Also during the summer season the destination hosts a number of races, such as the Ironman 70.3 race or the Großglockner Ultra Trail (Zell am See-Kaprun, 2016d). There is also the possibility to go skiing during the summer months on the Kitzsteinhorn glacier. For relaxing experience there is a possibility of going to Tauern Spa, one of the most popular spa resorts in the area (Zell am See-Kaprun, 2016d). In winter, Zell am See-Kaprun is famous for its various skiing opportunities at Kitzsteinhorn, Schmittenhöhe or Maiskogel. From other winter sports, there are for example cross-country skiing or skating possibilities (Zell am See-Kaprun, 2016c).

3.3 Current situation

Regarding tourism Zell am See-Kaprun is a very popular destination for tourists. In 2015, the region offered around 17.620 beds in 790 accommodation offerings. The winter season 2014/2015 registered 1.262.225 bed nights and 1.159.920 in the following summer season 2015. Overall, this adds up to 2,42 millions bed nights and 573.864 visitors in both the summer and winter season 2014/2015 (Zell am See-Kaprun, 2016a).

As seen in the previous paragraph, the numbers show that the destination is becoming almost as popular in summer as it is in winter. Figures 2 and 3 below show number of arrivals and bed nights during the winter season 2015 to Zell am See and Kaprun from the top 10 source markets. Majority of tourists, who came to Zell am See and Kaprun over the winter season 2015 come from Germany, Netherlands, Austria and United Kingdom. These top countries are followed for example by Czech Republic, Denmark, Belgium or Hungary. At the last places, there are the Arab countries (Arab countries in Asia, Saudi Arabia, United Arab Emirates) but with very low arrivals and bed nights in comparison with the other countries in the ranking. In Zell am See there are also some visitors from Switzerland and Lichtenstein coming.

FIGURE 2. ARRIVALS AND BED NIGHTS IN WINTER SEASON 2015 - TOP 10 COUNTRIES IN ZELL AM SEE
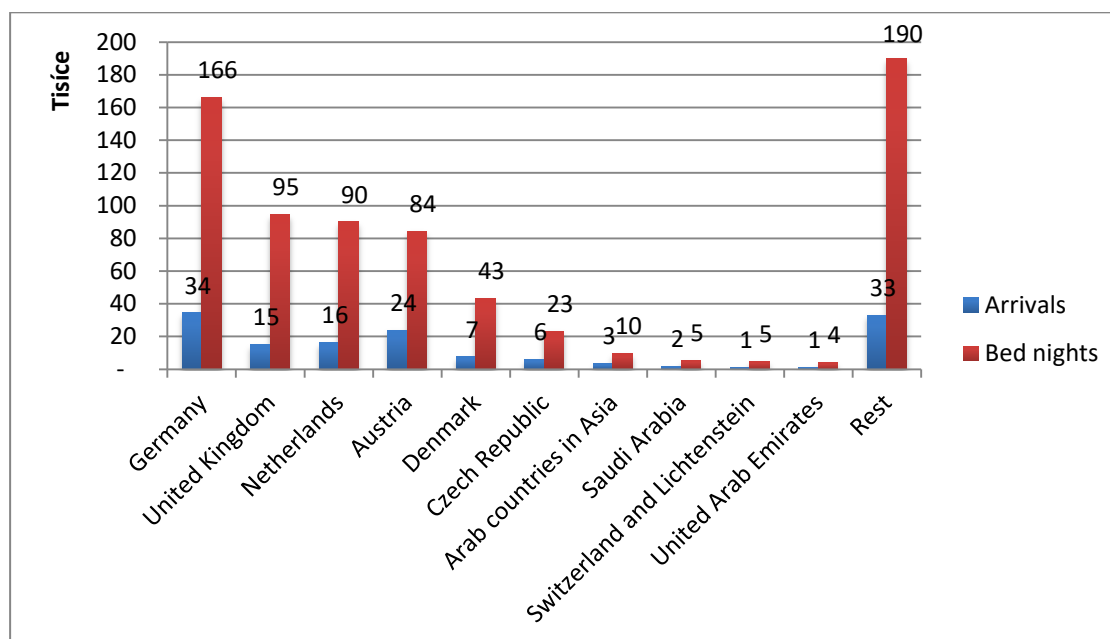
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

FIGURE 3. ARRIVALS AND BED NIGHTS IN WINTER SEASON 2015 - TOP 10 COUNTRIES IN KAPRUN
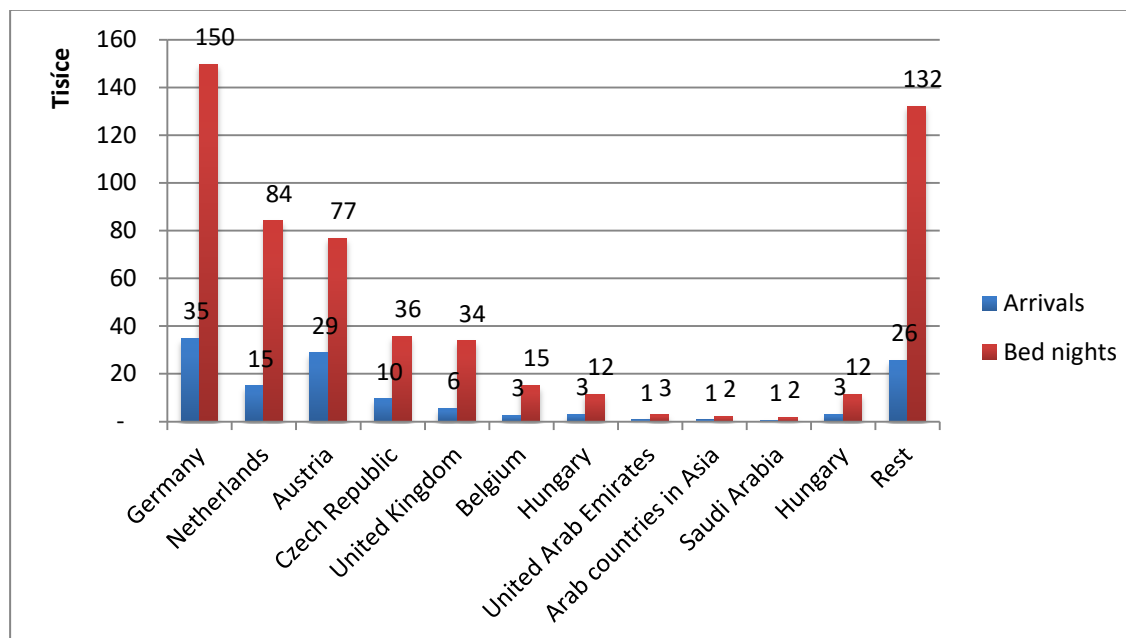
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

Figures 4 and 5 also show the top 10 countries coming to Zell am See and Kaprun during the summer season in 2015. As seen in Figure 4, the top source markets over that summer season in Zell am See are Germany, Arab countries in Asia, Austria and Saudi Arabia. These countries

are followed by United Kingdom, United Arab Emirates, Netherlands and Czech Republic. Denmark, Switzerland and Lichtenstein are in last place. According to Figure 5, in Kaprun most of the tourists over the summer season came from Germany, Austria, Arab countries in Asia, Saudi Arabia and United Arab Emirates followed by the Netherlands, Czech Republic, United Kingdom, Hungary and Belgium. After comparing the winter and summer season it can be concluded that the summer season is becoming almost as popular as the winter season however, the structure of tourists is different. Germany and Austria are still on top places during both seasons, but tourists from Arab countries (Arab countries in Asia, Saudi Arabia, United Arab Emirates) are mainly coming during the summer seasons.

FIGURE 4. ARRIVALS AND BED NIGHTS IN SUMMER SEASON 2015 - TOP 10 COUNTRIES IN ZELL AM SEE
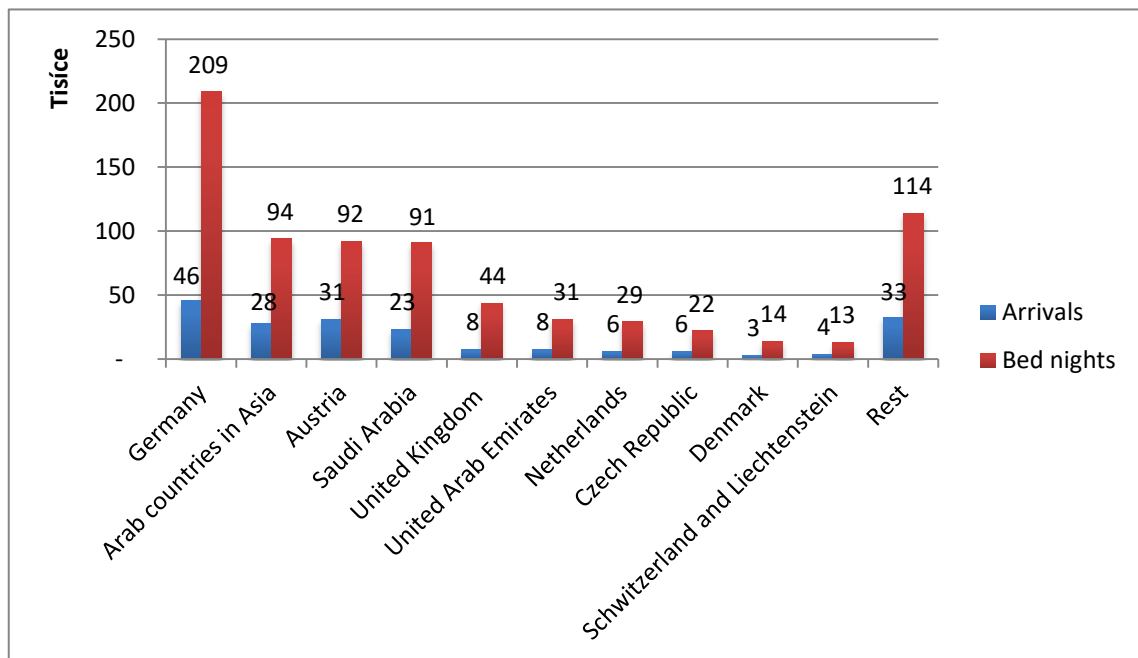
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

FIGURE 5. ARRIVALS AND BED NIGHTS IN SUMMER SEASON 2015 - TOP 10 COUNTRIES IN KAPRUN
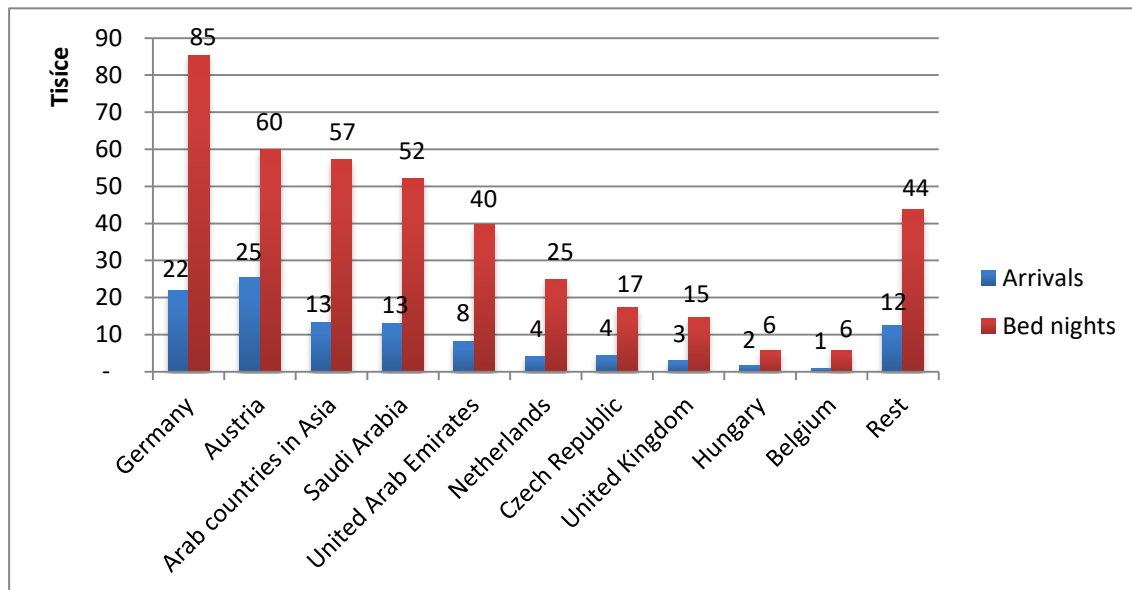
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

Figures 6 and 7 below show the three largest source markets visiting Zell am See and Kaprun during the summer seasons 2014 and 2015. In Figures 6 and 7, the numbers of bed nights and arrivals from Arab countries represents Arab countries in Asia, Saudi Arabia and United Arab Emirates together. Based on these Figures, people from Arab countries are one of the most frequent visitors together with Germans and Austrians. In 2014, the Germans were the most frequent visitors coming to Zell am See, but that has changed in the summer season 2015 where the Arab countries had not only more arrivals, but also bed nights. In Kaprun, Arab countries together had more arrivals and bed nights than Germany and Austria already in 2014 as well as in 2015.

FIGURE 6. SUMMER SEASON **2014** AND **2015** - TOP **3** COUNTRIES IN ZELL AM SEE
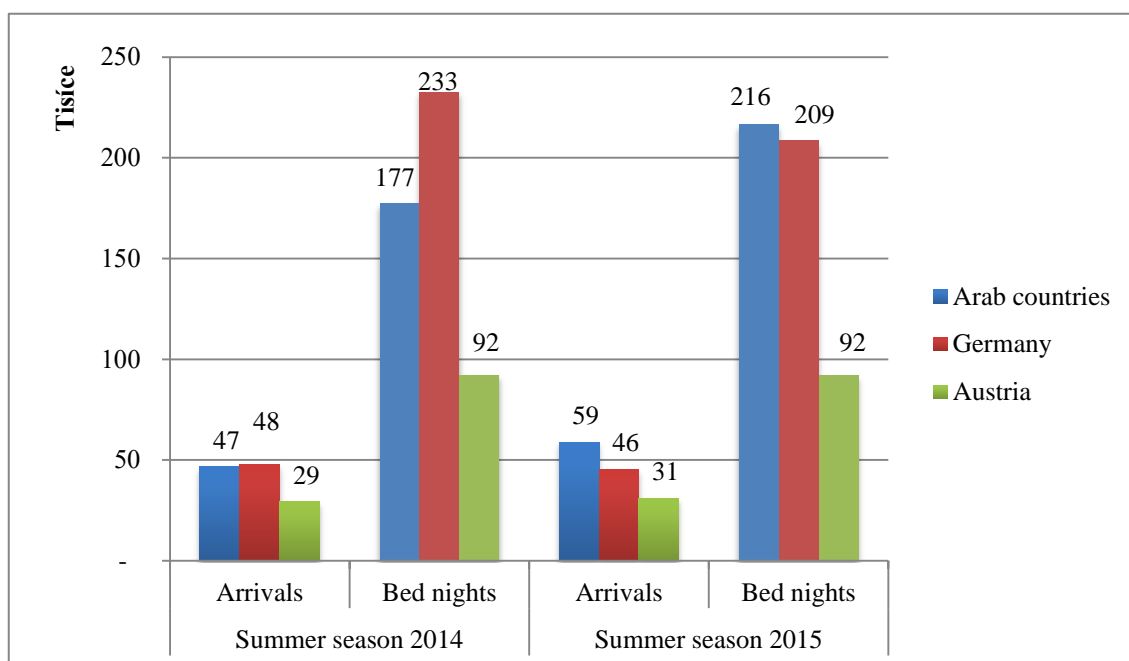
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

FIGURE 7. SUMMER SEASON **2014** AND **2015** - TOP **3** COUNTRIES IN KAPRUN
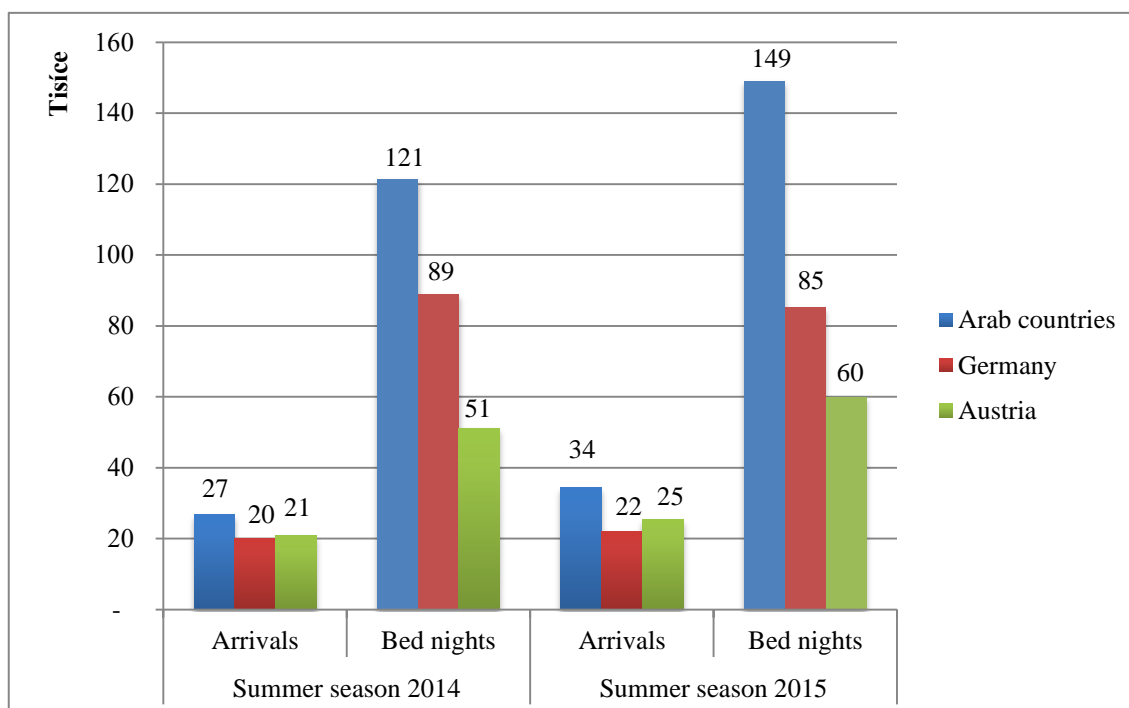
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

Figure 8 focuses only on inbound tourism from Arab countries to Zell am See-Kaprun all to-gether. Also in Figure 8 the numbers of bed nights and arrivals from Arab countries represent

Arab countries in Asia, Saudi Arabia and United Arab Emirates together. The growing trends in both arrivals and bed nights are very apparent. Both arrivals and bed nights registered a drop in 2009. Conversely, from the year 2009 the arrivals and bed nights of tourists coming from the Arab countries are growing fast. In the summer of 2005, there were around 50.000 bed nights of visitors from the Arab countries and in 2015, this number increased to around 365.000 (Figure 8). When it comes to arrivals, during the summer season 2005, Zell am See-Kaprun experienced approximately 10.000 arrivals. In the summer season 2015, the arrivals of tourists from the Arab countries have increased to more than 101.000 (Statistik Austria, personal communication, May 24, 2016).

FIGURE 8. SUMMER INBOUND TOURISM FROM ARAB COUNTRIES TO ZELL AM SEE-KAPRUN (2005 - 2015)
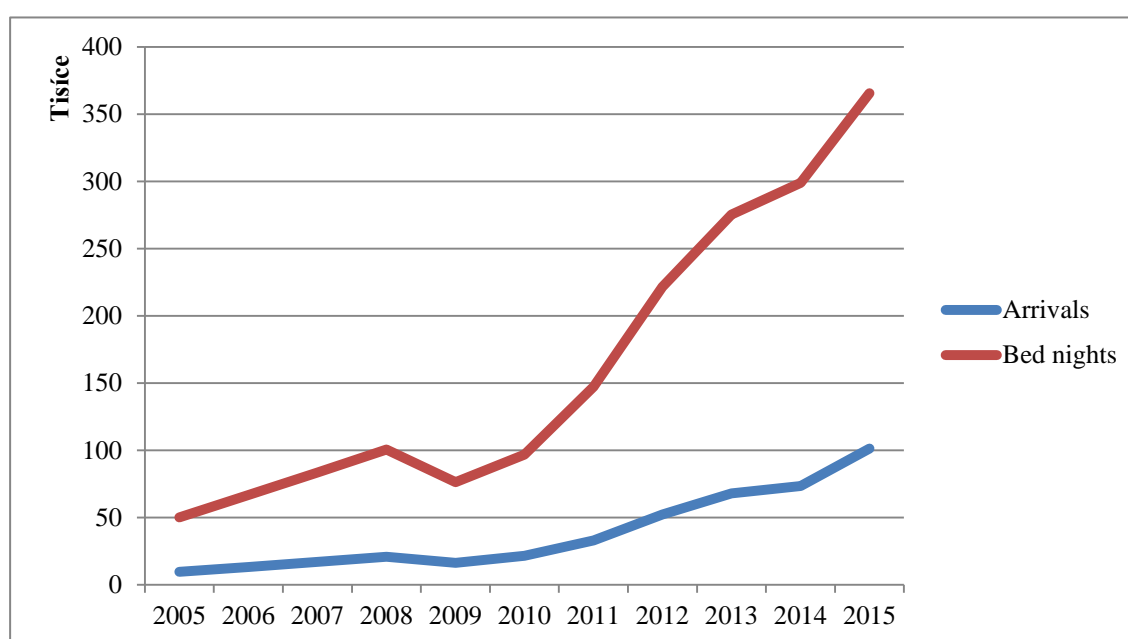
Note. Adapted from *Statistik Austria*, personal communication, May 24, 2016

As can be seen in the Figures above, Zell am See-Kaprun is dealing with large numbers of summer visitors. Additionally, the destination has become, during the summer season, very popular for tourists from Arab countries, which has led to growing unhappiness of local residents and tourists from other countries. Over the summer seasons, Zell am See-Kaprun is facing a cultural mismatch (Daily Mail Online, 2014). Cultural clash arises from the fact that different cultures have different habits and also expect very different services and it is not easy to satisfy everyone. In the city, one can now see many Arab restaurants and shops, and all necessary information is also written in Arabic (see Appendix 1). Zell am See-Kaprun has changed as a summer destination (Daily Mail Online, 2014; Fernandez, 2007).

Since there is a growing unhappiness from both residents and tourists from other countries, Zell am See-Kaprun Tourismus GmbH has tried to handle the situation, but it has not been very successful. In April 2014, a brochure called: ,,Where cultures meet'' was launched, which provided recommendations for proper behavior in the destination, eating habits in Europe and proper clothing. For example, the brochure included the recommendation to wear colorful clothes without a burka, not to throw garbage on the streets and not to negotiate prices because they are fixed (Daily Mail Online, 2014) (see Appendix 2). The focus of this research is relevant and further supported from the interview where the mayor of Zell am See said, "[h]ere the Arabs have the problem that their strong presence in the region is very clearly visible because of the burka. That causes irritation among locals and among visitors from other countries," said Peter Padourek, mayor of Zell am See, for The Daily Mail 2014 (Alexander, 2014).

Tourists from other countries are also not very happy. For example, a claim from a tourist recommendation website stated, "I completely agree. I am also in Zell am See as I write this. I have been traveling to Austria and Zell am See for about 8 years now. While I saw a few Arabs here last year, this year it feels like an invasion. I honestly have never seen myself as discriminatory, but the sheer number of women in full burkas and men treating serving staff rudely is beyond what I can handle. It has truly changed the town of Zell. The town no longer offers an authentic Austrian experience. You are as likely to see signs written in Arab as you are in German. There are large groups of Arab men staring us down as we walk by, muttering comments and making us feel like we no longer belong here. I have never felt so uncomfortable anywhere. I think it will be awhile[sic] before I come back here" (TripAdvisor, 2012).

3.4   Comparison with the previous studies

If the planned research in Zell am See-Kaprun is compared with the case studies in Masooleh, Bigogi, Samos, Dawlish and Arizona described above (Zamani-Farahani & Musa, 2008; Lepp, 2007; Haralambopoulos & Pizam, 1996; Brunt and Courtney, 1999; Andereck et al., 2005) there are not only various differences visible but also similarities. The purposes of the research are the same. The main aim is to understand the residential perspectives, specifically if the local residents are satisfied with tourism in the destination where they live or if there is something they would change. One of the main differences is the timing of the research. The studies were mostly conducted before a problem occurred to know the potential impact that tourism may have at the destination or whether locals are satisfied with the current situation. If the research identified a potential problem, the DMO would then take action to prevent these problems. In Zell am See – Kaprun the research is conducted due to a situation that has already occurred.

The author expects the results from the previous studies and the anticipated results from Zell am See-Kaprun to differ. According to the known current situation in Zell am See-Kaprun, the

results are expected to be rather negative. This would contrast these five case studies that were summarized in the previous chapter, where the results showed the residential attitudes to be mostly positive. Nevertheless, the author also expects some positive reactions. For example, it is expected that residents from Zell am See-Kaprun will be satisfied with the economic situation, since the growing number of tourists causes growth in the overall profits. This would be an important similarity with the results of the five aforementioned case studies, in which residents were also satisfied with the economical positive contribution of tourism. These case studies also showed differences in attitudes of people working in tourism versus people not working in tourism. The results showed that majority of people with positive attitude towards tourism also work in the tourism sector. This difference is also expected for the results from the current research focused on Zell am See-Kaprun.

The study on Arizona's tourism (Andereck et al., 2005) provided possible solutions for the current problems caused by tourism. For example, the author suggested engaging and educating the locals about tourism, in order to better understand the benefits. In a similar manner, the current research aims to provide suggestions to Zell am See-Kaprun.

The case studies from San Felipe, Baja California and Switzerland are focused on stereotypes as well as cultural differences and nationality. In that effect, these studies differ from the research in Zell am See-Kaprun. Stereotypes are not the one main topic of the research in Zell am See-Kaprun but could also play a very important role. The research from Volendam in the Netherlands, which holds the same initial assumptions, did not prove the theory of cultural distance in the end. Regarding the theory of cultural distance, it is also assumed that local residents in Zell am See-Kaprun would get along better with tourists from countries, such as Germany, than from Arab countries, due to their low cultural distance. The research conducted in London, which proved that nationality affects tourism behavior, is also important in order to assess the research in Zell am See-Kaprun. If the results of the research in Zell am See-Kaprun show possible misunderstandings or lack of communication between the Austrian local residents and Arab tourists, then differences in culture and national behavior could be possible reasons.

The study conducted in Australia is very similar to the research in Zell am See-Kaprun regarding the purpose of the research. Both studies aim to find and determine differences between the local residents and the very important source market. In the case of Australia the important source market comes from Asia and in the case of Zell am See-Kaprun from the Middle East. It is important for the hosts to behave correctly based on the culture and habits of the tourists, in order to satisfy the visitors and to persuade them to come back. It is very important to understand the cultural differences and to be able to cooperate in tourist and host encounters.

Despite the fact that the situation in Zell am See-Kaprun is not very common, the research

conducted by Reisinger, Kozak and Visser in 2010 in Turkey may be similar if the current study proves the assumption that there are of negative attitudes towards Arab guests. The main difference between the current study and the study conducted by Reisinger, Kozak and Visser is the respondent population. In Zell am See-Kaprun, the whole destination is part of the survey as a study population, but in Turkey the research was conducted in only one hotel. Nevertheless, it is very similar due to the composition of the tourists. The main similar characteristic is that the significant majority of tourists is from one country, in comparison to the number of tourists from other countries.

4 Methods

4.1 Introduction

The following chapter gives an introduction to the research in Zell am See-Kaprun. At the beginning there is a literature overview of the survey methods used specifically concerning conducting a survey and interview. Then the chapter continues with information regarding the specific survey and interview questions. It explains the reason each question has been chosen and shows the link between the questions, the literature and the research questions. The last part of the chapter explains the process of gathering data by means of questionnaires and an in depth interview.

All the information regarding the literature and the situation described in the previous chapter motivates the following research questions:

1. How have local residents been affected by the growing number of foreign tourists from Arab countries?
2. If they feel they have been negatively affected, what strategies exist to improve the interactions between residents and tourists in the region?

4.2 Surveying

In order to answer the research questions, it is often necessary to conduct a survey. According to O'Leary (2014, p. 202) a survey is "[t]he process of collecting data through a questionnaire that asks a range of individuals the same questions related to their characteristics, attributes, how they live, or their opinions." There are of course different kinds of surveys, which may differ in regards to the administration of the actual survey, the topic or types of questions (Fowler, 2002).

Choosing the right type of survey is not always easy, because many factors and characteristics, such as the time frame or the budget of the research, influence which type of survey will be utilized. Surveying has various advantages as well as disadvantages (Fowler, 2002). A very important advantage is the possibility of reaching many respondents, which results in having more data to analyze. Another positive aspect is that surveying makes it possible to obtain both quantitative data from close-ended questions and qualitative data from open-ended questions. Surveys are also anonymous and confidential, which is often the trigger for people to help the researcher and answer the questions. Also surveys give the author the possibility of comparing the data between the respondents (O'Leary, 2014).

Nevertheless, surveys also have disadvantages. As mentioned above, the process of distributing and collecting surveys may be a long and expensive process, which may depend on the

type of survey utilized (Fowler, 2002). One of the main disadvantages is that the results depend on people's willingness to complete the survey. The respondents often do not want to spend their leisure time answering questions and it is very difficult to actually persuade them to do so (O'Leary, 2014). Surveying requires a very standardized approach, which does not allow the researcher to change the questions during the data collection process. All the questions need to be prepared before gathering any of the data (Flick, 2011).

The process of conducting the surveys has many important steps. It all starts with the planning phase, then continues with developing the survey instrument and pilot tests and in the end the survey needs to be administered and collected. The final step consists of the data analysis (O'Leary, 2014; Flick, 2011; Babbie, 1990). Planning is a very important step, because the researcher needs to mainly decide which respondents to target. In other words, the researcher must identify who is most fitting for the topic and how to reach this group of people not only in a sense of place but also language, cultural differences or ethics (O'Leary, 2014). If possible, it is also useful to use colloquial language in order to reduce differences in people's understanding (Flick, 2011). In the end, the author should decide what information she/he needs to know, which also plays an important part in analyzing the data (O'Leary, 2014).

The most important part of the questionnaire is the questions. If the questions are poorly formulated, it could very much affect the answers and the final conclusions as well (O'Leary, 2014). The author should be careful that the questions are clear and short, so that people know exactly how to answer. Additionally, it is important for the researcher to specifically avoid questions that are formulated in a way that lead respondents to answer in a specific manner (Flick, 2011). Therefore, the questions should be neutral so they do not influence the respondent. The author should be also careful to avoid offensive questions, which could make the respondents skip the question or not to complete the questionnaire (O'Leary, 2014).

Different types of questions offer different types of answers (Flick, 2011). First, open-ended questions allow respondents have the opportunity to write in the answer, while close-ended allow respondents to simply select an answer (O'Leary, 2014). Closed-ended questions may have a yes or no answer or the respondent may have to choose from a list of answers, which could allow for a single or multiple answers (Flick, 2011). Another possibility is to arrange all the statements into the right order based on her/his opinion regarding the topic. For example, respondents may be asked to arrange statements from the most favorite to the least favorite (O'Leary, 2014). The Likert scale is also an option for providing answers, which is used when the author asks the respondent about her/his positive, neutral or negative attitude towards a certain statement. The respondent then must circle the right answer on a scale from strongly agree to strongly disagree depending again on her/his attitude (Flick, 2011).

Since mistakes regarding the questions can be done unintentionally, it is important to test the survey instrument first. It is very important to do a pilot test, because it provides feedback to

improve the survey (O'Leary, 2014). It may be the case that the first pilot respondents see the questions in a different way than the author. This feedback allows the author to then modify the questions in order to avoid misunderstandings (Fowler, 2002; Babbie, 1990). Pilot testing is also a very important step when the questionnaire is translated into a different language, in order to verify that the questions have exactly the same meaning in both the original and the translated language.

The final survey instrument should include a cover letter with information about the importance of the respondents' participation, the purpose of the research, the university or institution of the researcher and deadlines and return address (O'Leary, 2014; Flick, 2011). It is also important to include information about the data confidentiality and acknowledgment. The overall survey instrument, such as the questionnaire, should not be too long or too short. The pilot testing may play an important role in determining the appropriate length of the questionnaire (Fowler, 2002). Also the layout and the design of the survey should not be underestimated. It is important to start with easy "warm-up" questions, rather than difficult questions (O'Leary, 2014). Since the questions could influence each other depending on the positions they have, it is suggested to put general questions at the beginning and slowly continue with more and more specific questions (Flick, 2011). The instrument should also look professional in order to persuade people to participate.

After the questionnaire is prepared, it needs to be distributed so that the actual data can be gathered. Surveys also differ in regards to how it is administrated.

Types of surveys include (O'Leary, 2014, pp. 202-204; Fowler, 2002, pp. 71-74):

- Face-to-face surveys
- Telephone surveys
- Self-administered mail/e-mail/online/in households (drop off – pick up) surveys

The way in which surveys are administrated have advantages and disadvantages. For example, face-to-face surveys are more expensive and more time demanding than online or telephone surveys. The drop-off and pick-up approach does not require trained staff in comparison to face-to-face surveys. It is easier to explain the study and persuade people in person as opposed to written mail or online surveys. On the other hand, it is not cheap and it requires more time (Fowler, 2002).

In addition, while conducting an e-mail or mail survey, it is often useful to use reminder letters or follow-up e-mails in order to remind people about the questionnaire. These follow-ups may ultimately prove useful and respondents may end up answering the survey and sending it back to the author (Babbie, 1990).

Due to the technical development in last years, it is obvious that the online surveys are being used more often. They have many advantages, such as flexibility regarding the types of questions as well as time (O'Leary, 2014). As mentioned above, the author would save time as compared to face-to-face survey administration (Fowler, 2002). If people use the right online tools the data could be directly transformed into a database, which is efficient and therefore also saves time. Online surveys are also cheaper, since there is no need for any printing (O'Leary, 2014).

However, in order to conduct an online survey, the researcher needs to be sure about the respondent sample. Not everyone uses Internet so the author should make sure that the targeted respondents use the Internet and are able to answer online and send it back (Fowler, 2002). Online surveys are more likely to be answered by younger generations, which are used to working online, more so than older generations, which are more likely to answer the face-to-face or mail survey. If that happens, the sample may not be heterogeneous and the final results are not representative and cannot be generalized to the overall population (O'Leary, 2014).

4.3 Interviewing

"Interview is a method of data collection that involves researchers seeking open-ended answers related to a number of questions, topic areas, or themes" (O'Leary, 2014, p. 217). Interviews are also one of the most favored data collection methods.

A very useful advantage of the interview is the aspect of personal contact, which allows the interviewer to develop a relationship with the respondent. The interviewer and the interviewee then have the opportunity to develop trust and the respondents could be more willing to help or more truthfully or openly answer questions (Fowler, 2002). Interviews also give people the opportunity to talk more and thus gives the author in-depth qualitative data. Interviews are in fact very flexible, which allows the interviewer to asks new questions, based on the respondent's answers or skip specific questions (Flick, 2011). If the interview is standardized, then it is also possible to get quantitative data (O'Leary, 2014). On the other hand, interviews have the disadvantage that they lack anonymity, which may not be viewed very positively by the respondents (O'Leary, 2014).

The most important step regarding the interview is the preparation. The interviewer should be able to talk about her/his research, behave professionally and be prepared for all possible situations (Babbie, 1990). The interviewer should be well trained to be professional (Fowler, 2002; Babbie, 1990). While conducting an interview and developing a relationship based on trust, it is also important to know all the ethical manners and cultural differences if necessary. This could be a challenge, but if successful it could also leave a good impression.

There are three types of interviews regarding the flexibility of the interview instrument – structured, semi-structured and unstructured. In the structured interview, the interviewer strictly follows the prepared interview guide and asks only the prepared questions. The structured interview allows for comparison between the respondents and is rather formal (O'Leary, 2014). In the semi-structured interview, the interviewer has the questions prepared and starts with them at the beginning of the interview, but does not need to follow them if the conversation switches to a different, but still useful topic. The interviewer then could ask different questions than the ones prepared (Flick, 2011). The last type is the unstructured interview. In this case, the interviewer does not have any questions prepared. All of the information gathered depends on the flow of the conversation, which is very open and flexible. This kind of interview often focuses on attitudes, beliefs or opinions and is very informal (O'Leary, 2014).

The interviews could also be distinguished in regards to the number of interviewees. If there is only one respondent, then it is referred to a one-on-one interview. If there are multiple respondents at the same time, this is referred to as a multiple interview. The respondents can then influence each other and that could provide more information for the interviewer (O'Leary, 2014). During the multiple interview, the respondents are interviewed together, but do not discuss anything between each other only with the interviewer. If there are more interviewees and the interview is rather a discussion moderated by the interviewer, it is called a focus group. Interviewing more than one person at a time definitely saves both time and money (Flick, 2011).

As mentioned earlier, the interview requires in-depth preparation and planning. The planning phase may include scheduling the meetings (O'Leary, 2014). The interview guide needs to be in most cases prepared in advance. Regarding the structured interviews, the questions should be tested previously and then modified if necessary depending on the feedback and also the interviewers themselves should practice their position (Fowler, 2002; Babbie, 1990). Part of the preparation also includes recording the answers. The first option is to take notes, which requires being able to talk, listen and write at the same time, which may be challenging. Therefore there is the option for the interviewer to use voice or video recording, which makes it easier for the interviewer during the interview. However, this method then takes lots of time to write the transcript after the actual interview. There is another possibility of post interview data dump, which means recording all the insights and thoughts of the interview right after the interview takes place. This is also a useful option in addition to note-taking or recording (O'Leary, 2014).

Nowadays, it is possible for interviews to be conducted online. Online interviews require technological preparation not only from the interviewer's side, but also the respondent's side. Despite the necessary preparation, this allows the researcher to interview someone from abroad without actually traveling to meet her/him, which again saves time and costs (O'Leary, 2014).

4.4 Zell am See-Kaprun survey development

One of the survey instruments, specifically the questionnaire, used for the research in Zell am See-Kaprun has been developed with regard to the literature and with the aim of answering the research questions after analyzing the gathered data. The research questions, as noted above, are: How have local residents been affected by the growing number of foreign tourists from Arab countries? If they feel they have been negatively affected, what strategies exist to improve the interactions between residents and tourists in the region? In order to answer the research questions, the questionnaire is divided into three main parts. The first focuses on the tourism and its impacts on the Zell am See-Kaprun in general. The second is more specific and focuses only on tourists from Arab countries and their perceived impacts on Zell am See-Kaprun and the final includes demographic questions.

The initial part of the questionnaire consists of two questions regarding the residents' attitudes and opinions on tourism in the destination. The first question is a general "warm-up" question, examining if the local residents think of Zell am See-Kaprun as a popular tourist destination, such as the residents' perspectives and attitudes. The second question is already more specific about the residents' attitudes and asks the respondents to assess their attitude towards different parts or aspects of the destination on a Likert scale from strongly negative to strongly positive. The aspects of the destination were chosen based on the literature focused on tourism impacts – economic, socio-cultural and environmental – which were discussed earlier. The aspects mentioned in the questionnaire, such as standard of living, prices, economy of the destination and infrastructure illustrate the economic impacts. The destination image, crowding, traffic congestion, public services, culture (traditions and habits) and community spirit represent the socio-cultural impacts. The environmental impacts are examined through questions that address public spaces (recreational opportunities such as parks, etc.), the environment and the overall city (destination).

The second part of the research is more specific and consists of eleven questions examining the local residents' attitudes towards the inbound tourism from Arab countries. The first question (question three) asks the respondent if she/he feels a change in the number of tourists coming from Arab countries in last ten years. This question is in the questionnaire, because the statistics show the number of Arab tourists has been growing and to better understand the residents' attitudes towards this group of tourists. The next two questions (question four and five) focus on how people feel affected by the tourists from Arab countries. These questions are connected to the literature regarding the factors that influence the residents' attitudes (Wiliams and Lawson, 2011), the cultural differences and the tourist and host encounters. These questions help answer both research questions. The following question (question six) is similar to question two in the first part of the questionnaire, but focuses specifically on the impact of the tourists from Arab countries. This question helps again to answer the first research question and is based on the literature regarding the economic, socio-cultural and envi-

ronmental impacts. The reason for having two similar questions is to be able to compare the residents' feelings about the tourism in Zell am See-Kaprun in general to their feelings specifically about Arab tourists. This comparison could help answer the first research question focused on how the residents feel affected by the tourists from Arab countries.

The following two questions (question seven and eight) ask if there is something specific the local residents would change regarding Arab tourists if they could and what would it be. These questions are included in the survey instrument mainly because of the second research question to see what exactly the residents, if anything, perceive as problematic. These questions are also connected to the literature regarding the tourist and host encounters, cultural differences and the residents' attitudes towards tourism and the tourists. Question number nine examines what the residents' attitudes are based on, such as their own experience, someone else's or hearsay. This question is basically an introduction for the next questions (10, 11, 12) regarding stereotypes. With these questions, the author would like to get to know if people base their opinion on stereotypes. This part also includes questions that ask what stereotypes people know, if any, and if they agree with these stereotypes. These questions help clarify the influence of the tourists on the residents. It is also connected to the literature focused on stereotypes. Question 13 focuses on the actual topic examining if residents feel Zell am See-Kaprun is adjusting too much to the tourists from Arab countries. As mentioned in the previous chapter, there are new restaurants and shops that opened in Zell am See-Kaprun. For this reason, it is important to examine how the local residents feel about it in order to answer the research questions.

The last part of the questionnaire asks about the respondents' demographic details. This includes questions about gender (question 14), age (question 15) and education (question 16). This part also includes questions about the respondent's occupation (question 20), how often are they in contact with tourists (question 21) or how long do they have lived in the destination (question 17). Based on these questions, the author will see if there are differences, for example, between people working in tourism or not or people living in Zell am See-Kaprun for a long or short time.

In order to complete the instrument, the questionnaire had to be translated. The questionnaire was translated into German, as it is the official language in Austria and thus, the mother tongue of the Zell am See-Kaprun residents. A professional agency translated the questionnaire and then was tested in a pilot study. The pilot study included five respondents and did not show any misunderstandings or irregularities. Both the English and German versions of the questionnaire can be found in Appendix 3 and 4.

4.5   Interview questions development

An interview was also conducted, in order to understand the situation from the perspective of the DMO. The structure of the interview is very similar to the questionnaire, starting with broader questions and moving to more narrow questions. The interview starts with two "warm-up" questions asking the position of the interviewee (question 1) and her/his tasks and responsibilities specifically (question 2).

Questions about tourism and the main source markets follow. It starts with question three about Salzburgerland and then continues with a question (4 and 5) about Zell am See-Kaprun. These questions are connected to the literature regarding the tourism impacts and work as an introduction into the overall topic. The interview continues with the topic about Arab tourists in Zell am See-Kaprun. The following questions (6 and 7) examine if there are other destinations in the region of Salzburgerland with such a high number of tourists from Arab countries and if yes what is the situation there. Regarding the literature, it is connected to the host-tourists encounters. The interviewee is also asked why are the tourists from Arab countries attracted to Zell am See-Kaprun (question 8). In addition to the previous question, the interview guide also includes a question (10) about if Salzburgerland and Zell am See-Kaprun are promoted in Arab countries, which is a highly possible reason for that many people from Arab countries coming to the destination.

The last part of the interview is mainly focused on answering the research questions and to see differences between the questionnaire responses and the interviewee's. This part consists of questions, such as if and how the residents are affected by the tourists (question 9) and if there are any tensions between the various stakeholders and if yes what could be done to make everyone happy (question 12). These questions are very important for the research questions. They are also connected with the literature focused on residential perspectives, such as the factors influencing the residents' attitudes, the cultural differences, the tourists-hosts encounters and the gaze. The exact interview guide can be found in Appendix 5.

4.6   Data collection process

4.6.1   Questionnaire

After the questionnaire was created and tested, the sampling process started. The population of the research are the local residents in Zell am See-Kaprun. The respondents were chosen randomly from different subgroups. The subgroups are differentiated by people working in different fields such as gastronomy, hospitality or medicine. The survey was conducted during the summer season 2016, more specifically from the end of July until the end of September, in both Zell am See and Kaprun.

The drop-off and later pick-up approach was utilized and questionnaires were handed out in person (Fowler, 2002). That allowed the author a better opportunity to explain the questionnaire, which was very helpful due to the controversial topic. The researcher chose places to target respondents, which mainly included restaurants, cafes, hotels, hospital, different kinds of shops, information places for tourists and the local community offices in Zell am See-Kaprun. When necessary, the author conducted a follow-up visit to these places, in order to remind the residents about the survey.

Overall, it was not very easy to persuade the local residents to participate in the survey. The researcher experienced two kinds of people. The first group consisted of people, who were very happy to help and be part of the research and the second group consisted of the residents, who either did not want to talk about this topic, did not have time or were not willing to participate. In the end, the researcher collected a total of 121 answered questionnaires.

4.6.2 Interview

The aim of the interview is to understand the research topic from a different perspective than the local residents, specifically the DMO perspective. The whole destination Zell am See-Kaprun has its own DMO, which was the first option for the interview. The author started contacting possible interviewees on managerial positions, employees in marketing department or people included in the decision-making process of Zell am See-Kaprun GmbH, before and during the summer 2016. First the researcher attempted to contact the potential respondents from Zell am See-Kaprun GmbH via email, but did not receive any response, so the researcher resorted to contacting these potential respondents via phone call. Unfortunately, all except for one employee from the marketing department either refused to be interviewed mainly due to a busy work schedule or did not answer at all. The one employee from the department of press relations and marketing agreed to be interviewed via email. Later, after receiving more information regarding the overall master thesis and its research, this person also refused to be interviewed. The reason for this was a busy schedule, due to an illness in the team.

After unsuccessful efforts of obtaining an interview with a member of the DMO of Zell am See-Kaprun GmbH, the author decided to contact the regional DMO, which is responsible for the whole region of the state of Salzburg (Salzburgerland). After conversations via e-mail and phone, the market manager of the CEE, USA, UK, Scandinavia, Asia, Middle East and Russia agreed to meet in person. In the end, the interview has been conducted face-to-face on the 9th of November in the residency of SalzburgerLand GmbH in Hallwang Salzburg. The interview was conducted in English and lasted one hour and 15 minutes. The exact transcript of the interview can be found in Appendix 6.

5 RESULTS & DISCUSSION

5.1 Introduction

The following chapter is focused on the results of the overall research in Zell am See-Kaprun. First, the research sample is introduced, describing the respondents and their main demographical characteristics. Then the chapter continues with the results of the questionnaire. The results of each question are shown separately, presenting the frequencies, in order to get to know the attitude the respondents have towards tourism in general and towards tourists from the Arab countries. Regarding the frequencies, this chapter also includes a comparison between questions dealing with the impact of tourism in general on the destination and the impact of tourists from the Arab countries. That comparison is important to see if the respondents view the impacts of tourism in general or tourism from Arab countries the same or differently.

Later, the chapter also focuses on the links between different questions. A cross tabulation between questions focused on if and how people feel affected by tourists from the Arab countries. That comparison shows the difference between yes or no question and a detailed list of possible answers. In a similar manner, also the two questions investigating the stereotypes are compared. This cross tabulation analyzes if people who are aware of some stereotypes also believe in these stereotypes or not. The rest of the cross tabulations focus on the most important questions and their link to the demographic questions, in order to see if people are answering according to their demographic characteristics or groups. The specific questions have been chosen, as they are important for answering the research questions. Question number four investigates if people feel affected by tourists from the Arab countries, questions number 10 and 12 investigate if people know about any stereotypes and if they trust them or not. Question number 13 examines if people agree or disagree with the statement that the destination Zell am See-Kaprun is adjusting too much to the tourists from the Arab countries. The last cross tabulations focused on the question regarding tourism related jobs. The respondents would often think their job is directly related to tourism even though it is not. The cross tabulations then analyse the adjusted tourism related jobs and their connection to the most important questions, which are previously described.

The methods have been chosen due to their effectiveness, easy understanding and best fit for the questions in the questionnaire. All the questions have been analyzed in the statistical program SPSS (Statistical Package for the Social Siences). Towards the end, the chapter focuses on the outcome of the interview with the market manager of the CEE, UK, USA, Scandinavia, Asia, Middle East and Russia from the regional DMO SalzburgerLand GmbH. Lastly, the chapter includes the discussion of the overall results and their possible outcomes.

5.2 Questionnaire results

5.2.1 Sample

The sample consists of 121 questionnaires. Regarding the gender, the sample consists of 46 male respondents, which is 38% of the whole sample and 73 female respondents, which is 60.3% of the sample. Two people chose not to identify their gender in the questionnaire.

In terms of age, the sample is relatively balanced across almost all categories. Most respondents (26.4%) were between the ages of 25 and 34 years old. That is followed by the group of the respondents from 18 years old to 24 years old, which was 22.3% of the total sample. The third group 35 to 44 years old made up 17.4% of the sample, followed by respondents from 45 to 54 years old (16.5%) and respondents from 55 to 64 years old (14.9%). Of the total sample, only one is older than 65 years old and two respondents chose not to answer the question.

Regarding the level of education, the majority of the respondents have a high school education (39.7%). The following group with 28.1% of the overall sample is the group having different education than the answers offered. Majority of the respondents from that group have visited a trade school with a focus on a special profession. Almost 16% indicated that they have a bachelor's degree and 8.3% a master's degree. Only 3.3% of the respondents indicated that they finished their education after primary or secondary school and only two people indicated that they finished their post-graduate degree. Finally, 3.3% of the respondents chose not to answer the question.

The following question was focused on the length of a time the respondent has lived in Zell am See-Kaprun. The majority of the respondents (45.5%) have lived in Zell am See-Kaprun for more than 20 years, while 19.8% of the respondents have lived in Zell am See-Kaprun from 1 to 5 years. Of the respondents, 14% have lived in Zell am See-Kaprun from 6 to 10 years and another 14% have lived there from 11 to 19 years. Overall, three people did not answer this question.

The next question focuses on work period. The large majority of respondents (82.6%) work in Zell am See-Kaprun throughout the whole year, while only 9.9% work only during the summer season and 2.5% only during the winter season. Additionally, 5% of respondents did not answer.

The answers regarding the tourism-related jobs have shown very interesting facts. Ninety-one respondents, which make 75.2% of the sample, answered that their job is directly related to tourism, which is very high, while 27 people (22.3% of the sample) indicated that she/he has a job, which is not directly related to tourism. The respondents that answered that their job is directly related to tourism indicated that they work in tourism, such as in a hotel, in gastronomy most often as a waiter/waitress or in a trade business, such as in a shop as a shop assistant.

In fact, 29.8% of the respondents work in gastronomy and 16.5% work for example in a shop in the destination. The author argues that gastronomy and trade jobs are actually indirectly related to tourism rather than directly related, since these jobs interact with tourists as well as residents. If that is assumed, then 68.6% of respondents work in a job that is not related to tourism or only indirectly, while 28.9% of the respondents work in a job directly related to tourism. Only 3 respondents did not answer the question.

The last demographic question shows that the majority of respondents, exactly 86%, is in contact with tourists daily or often. Only 10.7% of the respondents are in contact with tourists sometimes and 2.5% meets them rarely. One respondent did not answer this question.

5.2.2 Frequencies

1. Do you agree or disagree with the following statement?

Zell am See – Kaprun is a very popular tourist destination and often sought-after by tourists from many different countries.

According to the first question 90.9% of the respondents agree that Zell am See-Kaprun is a very popular tourist destination and only 2.5% of the respondents disagree with that statement. 6.6% of the respondents did not answer the question.

TABLE 2. AGREEMENT WITH ZELL AM SEE-KAPRUN BEING A POPULAR TOURIST DESTINATION

Answer	Frequency	Percentage
Agree	110	90.9
Disagree	3	2.5
N/A	8	6.6
Total	121	100

2. How would you describe the impact of tourism on Zell am See-Kaprun? Please mark your answer in the table below.

Question number 2 examines how the respondents feel about the impact of tourism in general, on aspects regarding the economic, socio-demographic and environmental impacts on the destination Zell am See-Kaprun. Almost 67% of respondents believe that tourism has had either a positive or strongly positive impact on the standard of living, with an additional 22.3% indicating that tourism has had a neutral impact. Only 13 respondents (10.7%) indicated that they think tourism has a negative or strongly negative impact on standard of living.

In terms of pricing, the majority of respondents feel that tourism has a negative or strongly negative impact (48.8%), while 41.3% believe tourism has a neutral impact. Only a small percentage (9.9%) believes there is a positive or even strongly positive impact of tourism on prices in the destination. Although most respondents believe that tourism has a negative impact on prices, majority (75.2%) of respondents think the economy is positively affected by tourism. Twenty four percent of respondents indicated that they believe that tourism has a neutral impact on the economy, while only one respondent thinks tourism has a negative impact on the economy. Majority (63.6%) of respondents also believe that tourism has a positive or strongly positive impact on infrastructure. Only 10% believe that it has a negative or strongly negative impact on infrastructure, while 25.6% believe tourism has a neutral impact on infrastructure.

According to the respondents, the destination image is mostly viewed as being positively affected by the tourism. Sixty three respondents (52%) think there is a positive influence of tourism on the destination image and 23 (19%) there is even a strongly positive influence, 24 (19.8%) do not think there is an influence and 11 (9%) that there is a negative or strongly negative influence of tourism on the overall destination image. When it comes to crowding, people have a rather negative perception. Almost 40% of people think tourism influence crowding negatively and over 10% of people even strongly negatively. There are also 43 respondents (35.5%), who think crowding is not influenced by tourism and 17 respondents (14%) think tourism influences the crowding in a positive or strongly positive way. Also respondents feel that tourism has rather a negative impact on traffic congestion. Over 44% of respondents think that traffic congestion is strongly negatively affected by tourism and 35.5% that it is negatively affected. Eleven people (9%) think there is no influence on the traffic congestion and 13 (10.7%) that traffic congestion is positively affected by tourism. According to most of the respondents the public services are not influenced by tourism. Exactly 52% of respondents think public services are not influenced by tourism at all, then 27.3% of people feels public services are positively affected and almost 6% that there is a strong positive influence. Only 12.4% of respondents feel there is a negative influence of tourism on the public services. Culture, as traditions and habits, is according to the residents not impacted by tourism. Fifty one people (42.1%) answered that there is a neutral impact on culture by tourism, 30 people (24.8%) think there is a positive impact and 18 (14.9%) there is a strongly positive impact. On the other hand, 16.5% of the sample think tourism has a negative or strongly negative impact on culture. Another aspect that is addressed is community spirit. In this case, the answers are almost balanced. Fifty percent of respondents feel there is no impact of tourism on community spirit, 20.6% of respondents feel the community spirit is positively affected by tourism and 7.4% that there is even a strong positive influence. Eighteen people (14.9%) think the opposite that there is a negative influence of tourism on community spirit and three that there is a strongly negative impact.

Regarding the public spaces, such as parks, 45 people (37.2%) think that tourism has a positive impact and 13 (10.7%) strongly positive. On the other hand, 14% of people feel there is a negative influence of tourism on the public spaces and 3.3% there is a strongly negative influence. When it comes to the overall environment 32.2% of people think there is no impact of tourism on the environment, another 32.2% of respondents feel tourism negatively influences the environment and 8.3% there is a strongly negative influence. From the positive side, 22 people (18.2%) feel the environment is positively affected by tourism and eight (6.6%) that there is even a strong positive influence. Regarding the overall destination, people feel rather positive, as 46.3% of respondents think there is a positive influence of tourism on the destination and 14% there is a strong positive influence. Thirty six people (29.8%) think there is no influence of tourism on the overall destination and only 11 people (9%) think there is a negative influence of tourism on the overall destination. Overall, the numbers show that most of the respondents feel there is either no influence or positive influence of tourism on different aspects of the destination.

TABLE 3. IMPACT OF TOURISM ON ZELL AM SEE-KAPRUN

Impact on:

	Strongly negative	Negative	Neutral	Positive	Strongly positive
Standard of living	1	12	27	62	19
Prices	16	43	50	11	1
Economy of the destination	0	1	29	76	15
Infrastructure	3	9	31	55	22
Destination image	2	9	24	63	23
Crowding	13	48	43	15	2
Traffic congestion	54	43	11	5	8
Public services	0	15	63	33	7
Culture (traditions and habits)	3	17	51	30	18
Community spirit	3	18	61	25	9
Public spaces (recreational opportunities such as parks, etc.)	4	17	40	45	13
Environment	10	39	39	22	8
The overall city (destination)	4	7	36	56	17

3. Do you feel there is a change in the number of tourists from the Arab countries in the last 10 years?

The majority of respondents feels that there is a change in the number of tourists coming from the Arab countries over the last 10 years. Approximately 75% of respondents feel the number of Arab tourists has increased, while 13.2% feels the number of Arab tourists have decreased. Nearly 10% do not feel any change in the number of Arab tourists in the last 10 years and two respondents did not answer the question.

TABLE 4. CHANGE IN THE NUMBER OF TOURISTS FROM THE ARAB COUNTRIES

Answer	Frequency	Percentage
Yes, there are more	91	75.2
Yes, there are less	16	13.2
There is no change	12	9.9
N/A	2	1.7
Total	121	100

4. Do you feel affected by tourists from the Arab countries?

Over 50% of the local residents taking part of the survey in Zell am See-Kaprun feel negatively affected by tourists from the Arab countries. Conversely, only 4.1% feel positively affected by the Arab tourists. 41.3% of the sample indicated that they do not feel affected by tourists from the Arab countries and 4.1% of the sample did not answer the question.

TABLE 5. AFFECTION BY TOURISTS FROM THE ARAB COUNTRIES

Answer	Frequency	Percentage
Yes, I feel positively affected	5	4.1
Yes, I feel negatively affected	61	50.4
I am not affected	50	41.3
N/A	5	4.1
Total	121	100

5. If yes, please briefly explain in what way:

A total of 54 people answered question number five. Out of this number, 50 (41.3%) respondents feel, according to the previous answer, negatively affected. Majority of these respondents (14.9%) feel negatively affected mainly due to the traffic situation. They are not happy with the driving skills of the Arab tourists and their ignorance of the Austrian traffic laws.

The second most often mentioned answer is regarding the behavioral habits. People feel affected by the different behavior of the Arab people, such as eating habits that are apparently

very different and inappropriate. Some people indicated that they do not feel well while being in a restaurant with the Arab tourists. According to the respondents the Arab guests are not aware of the typical behavioral manners, which are followed not only in Austria, but also throughout Europe. Another seven respondents (5.8%) feel affected due to the hygienic habits. Additionally, the local residents also do not like that the Arab people are apparently not using the litterbin and leave the garbage around. The local respondents also do not like the way the Arab guests behave towards them. According to the respondents the Arab tourists are rude, unfriendly and arrogant. The difference between Austrian and Arab cultures causes a clash between the tourists and residents. The respondents indicated that traditional clothing worn by Arab women, such as the niqab and burka, impacted them negatively, since the clothes make the local residents uncomfortable.

In addition, nine respondents (7.4%) answered that they feel affected by the tourists from the Arab countries, because these tourists do not respect the Austrian local residents and their rules and laws and another seven (5.8%) that they feel affected by the Arab tourists, because of their unwillingness to integrate and for not adjusting to the Austrian culture. Nine respondents (7.4%) also mentioned that they feel affected by the high number of tourists from Arab countries. According to the local residents, the Arab tourists do not have good relationships with the tourists from other countries and as a result, fewer Europeans are coming to Zell am See-Kaprun.

Few respondents have mentioned that they are not happy about the Arab tourists' attitude towards the environment, such as polluting the environment by leaving the car running unnecessarily. Additionally, they do not like that all notice boards and signs are also in Arab. According to the respondents, these aspects are disturbing the original atmosphere of the place. Two respondents also mentioned that the Arab tourists do not visit the local places and that the right communication is missing. Since there are new Arab restaurants and shops opened in Zell am See-Kaprun, two of the respondents wrote that the image of the region has changed, because of these aspects. There was also one answer that indicated that the Arab people visit only once and do not have any intention to return to the destination and they do not engage in any sports activities. Additonally, this answer mentions that there is a fear of terror and that the Arab law has a bad influence on the Austrian culture.

Only four respondents feel positively affected by the tourists from the Arab countries, which is mainly a result of having more work. The Arab tourists bring more business to the overall destination and so help the economy. According to the respondents, due to the inbound tourism from the Arab countries, there are now as many tourists in summer as in winter. Additionally, one respondent, who does not feel affected by the tourists from the Arab countries, answered that some of the Arab tourists are negative and unfriendly and that there are too many of them in the destination.

6.   How would you describe the impact of tourists from the Arab countries on Zell am See-Kaprun? Please mark your answer in the table below.

The first aspect covered in question number 6 is the standard of living. Most people feel either neutral (no impact on standard of living by tourists from Arab countries) or negative. Fifty respondents (41.3%) have chosen neutral as a response and 49 (40.5%) negative. Additionally, almost 5% people feel there is a strong negative impact and 10.7% there is a positive impact or even strong positive impact on standard of living by tourists from Arab countries. When it comes to prices, 63 respondents (52%) feel that tourists from Arab countries have a negative impact on prices in the destination and 39 (32.2%) that there is no impact by people from Arab countries. Only 9 respondents (7.4%) feel there is a positive or strongly positive impact and 7 people (5.8%) feel the impact on prices is even strongly negative. Regarding the economy of the destination, 40.5% of people feel there is no impact on the economy of the destination by the tourists from Arab countries, 28.9% of respondents think there is a positive impact by the tourists from the Arab countries on the economy of the destination and 13.2% that there is a strongly positive impact. On the other hand, 16 respondents (13.2%) think the impact is negative or even strongly negative. When it comes to another important aspect, such as infrastructure the answers are very well balanced. Forty five percent of respondents think Arab tourists have no influence on the infrastructure, there are then 19% who think there is a positive impact and 17.4% that there is a negative impact. Seven people (5.8%) who think the impact is in this case strongly negative and another seven (5.8%) strongly positive. The destination image is mainly seen as being negatively impacted by tourism from Arab countries. Forty five respondents (37.2%) answered that the impact is negative, 23 (19%) that it is strongly negative and 28 (23.1%) there is no impact on destination image by tourists from Arab countries. Nineteen percent of people think there is a positive impact and only 5.8% there is a strongly positive impact.

Respondents also believe that crowding has been negatively impacted by Arab tourists. In fact, 48 people (39.7%) answered the impact is negative and 31 respondents (25.6%) answered the impact is even strongly negative. Twenty one respondents (17.4%) indicated a neutral impact and only 17 people (14.9%) chose positive or strongly positive impact. When it comes to traffic congestion, 57% of people think there is a strongly negative impact on traffic congestion and 23.1% believe there is negative impact. Only seven people (5.8%) think there is no impact on traffic congestion by tourists from Arab countries. On the positive side, only one person thinks there is a positive impact and almost 10% of people believe there is a strongly positive impact. The impact on public services is again quite balanced. Majority of the respondents, exactly 72 of them (59.5%), answered there is a neutral impact on public services by the inbound tourism from Arab countries. Then 19 respondents (15.7%) indicated that they believe there is a negative impact and five (4.1%) a strongly negative impact. On the other hand, 15 people (12.4%) think the public services are positively influenced and 7 (5.8%) strongly positively.

Another area of focus in this question is the location's culture, traditions and habits. The majority of the respondents (37.2%) think there is no impact on culture by Arab tourists. Thirty one respondents (25.6%) answered that the Arab tourists have a negative impact and 24 respondents (19.8%) indicated they perceived a strongly negative impact. On the positive side, 9% of people think culture is positively impacted by tourists from the Arab countries and almost 5% strongly positively. Community spirit is mainly seen as neutrally impacted (43% of respondents). The rest of the responses perceive a negative impact, with 39 respondents (32.2%) indicating a negative impact and 12 (9.9%) indicating a strongly negative impact. Only nine respondents perceived a positive impact (7.4%) and another four (3.3%) a strongly positive impact.

Public spaces, such as places for recreation, parks and other are according to 31.4% of people negatively affected, according to 22.3% of people strongly negatively affected and 26.4% answered the public spaces were not affected by Arab tourists. The rest of the respondents (16.5%) answered there is either a positive or strongly positive impact. In terms of the environment, many of the respondents believed that this group of tourists had a negative impact to the overall environment. The majority of respondents (38%) answered that there is a strongly negative impact on the environment, 27.3% answered that there is a negative impact and 30 (24.8%) that there is no impact. Only nine (7.4%) respondents indicated that the impact is positive of strongly positive. Regarding the overall city, 47 respondents (38.8%) see the impact on the destination as negative, 13 (10.7%) as strongly negative and almost 34% as neutral. On the other hand, 9% of people think the impact is positive and almost 5% that the impact on the overall destination by Arab tourists is strongly negative. Overall, the majority of the respondents think the influence of tourists from the Arab countries on Zell am See-Kaprun is either neutral or negative.

TABLE 6. IMPACT OF TOURISTS FROM ARAB COUNTRIES ON ZELL AM SEE-KAPRUN

Impact on:

	Strongly negative	Negative	Neutral	Positive	Strongly positive
Standard of living	6	49	50	10	3
Prices	7	63	39	6	3
Economy of the destination	2	14	49	35	16
Infrastructure	7	21	55	23	7
Destination image	23	45	28	11	7
Crowding	31	48	21	10	7
Traffic congestion	69	28	7	1	12

Public services	5	19	72	15	7
Culture (traditions and habits)	24	31	45	11	6
Community spirit	12	39	52	9	4
Public spaces (recreational opportunities such as parks, etc.)	27	38	32	14	6
Environment	46	33	30	6	3
The overall city (destination)	13	47	41	11	6

7.   Is there something specific you would change when it comes to tourists from the Arab countries? For example, something that the residents could do, the tourists themselves, local tourism board, etc.

Overall, 57.9% of respondents indicated that they would change something when it comes to Arab tourists, while 37.2% of respondents would not change anything regarding the Arab tourists and 5% did not answer the question.

TABLE 7. POSSIBLE CHANGES

Answer	Frequency	Percentage
Yes	70	57,9
No	45	37,2
N/A	6	5
Total	121	100

8.   If yes, what would it be and how would you change it?

Overall, this question was answered by 68 (56.2%) people. The highest number of respondents (17.4%) have suggested it is important to inform the Arab tourists about the culture of the local residents, their laws and rules. The respondents think that informing tourists would help the tourists from the Arab countries get along better at the destination and with the locals. They also suggested that there should be a way to inform Arab tourists about the traffic rules as well as the regulations regarding waste and recycling. A few of the respondents suggested that a book or a mobile application would be a good method to inform the tourists from Arab countries about these aspects. One of the respondents also suggests having a workshop or a congress for not only the tourists, but also for the local residents working in tourism, in order to inform each other about their culture, habits, rules and laws.

Many respondents identified the problem of Arab tourists adapting to the culture, since the two cultures do not really fit together. Almost 15% of the respondents answered that the Arab tourists should adapt and adjust better to the Austrian culture, in the same way that western tourists visiting Arab countries have to adjust. Then another seven respondents (5.8%) were concerned about the traffic situation and suggested to expand the number of the police officers and police controls. Additionally, respondents suggested to create more parking lots in the city. Regarding the traffic situation, one of the respondents would even forbid the people from the Arab countries from driving in Austria. Seven respondents (5.8%) would also look at the number of incoming tourists from the Arab countries and would not apply any marketing in Arab countries and would limit the number of travel offers to the destination Zell am See-Kaprun. One of the respondents indicated that Austria should ban tourists from Arab countries.

Four respondents (3.3%) would like the Arab tourists to have more respect towards the local residents, mainly woman and also dogs. Another four respondents (3.3%) would change the clothing rules and other manners such as saying thank you. When it comes to the clothes, almost 2.5% of people would forbid burka. Exactly seven of the respondents (5.8%), are concerned about the impacts Arab tourists have on the environment. They suggest to make regular controls at Klamsee in Kaprun, which is one of the most favorite natural attractions, as it attracts many tourists from the Arab countries. They also suggest to focus on a better recycling system and waste management enhancement. That also includes for example less cars in the city.

Another part of the respondents would not treat the Arab tourists in a special way. For example, they suggest that the destination should not prepare special menus, signs or restaurants and shops. They would also impose a fine to people that do not follow the rules and laws. Nine people (7.4%) suggested this. Regarding the laws, two other respondents are concerned that the Arab tourists are not following them. One of the respondents also does not like that the children run around in the city without a parental supervision. One respondent also mentioned that it is good to have different cultures in one place, because when tourists come mainly from only one country as it can be risky. The respondent suggests that a good mix of the tourists and cultures is important and allows the location to preserve its values, traditions and language. According to the respondent, the tourists should appreciate the values of the local residents, but currently these values are neglected. That respondent also thinks that people should also have in mind that the employees in the hotels and restaurants are unfriendly and nervous, because of the high number of Arab guests, who are very demanding and require a lot of patience to work with.

9.   My opinion about the tourists from the Arab countries is based on:

Question number nine has shown that 83.5% of the overall respondents base their opinion about the Arab tourists on their personal experience. Only 6.6% base their opinion on someone else's experience, such as family member's or a friend's experience and 2.5% trust the hearsay and base their opinion on it. Over seven percent of the respondents decided not to answer the question.

TABLE 8. BASIS FOR THE RESPONDENTS' OPINION

Answer	Frequency	Percentage
Personal experience	101	83.5
My family member/friend's experience	8	6.6
Hearsay	3	2.5
N/A	9	7.4
Total	121	100

10. In your opinion, are there any stereotypes held about the tourists from the Arab countries?

Regarding the stereotypes, 62.8% of the respondents agree that there are stereotypes held about the tourists from the Arab countries. 31.4% of the respondents do not agree that there are stereotypes held about them and 5.8% did not answer the question.

TABLE 9. STEREOTYPES

Answer	Frequency	Pecentage
Yes	76	62.8
No	38	31.4
N/A	7	5.8
Total	121	100

11. If yes, please provide some examples of such stereotypes.

Question number 11 was answered by nearly 50% of all respondents. A total of 22 respondents (18.2%), the majority, mentioned the stereotypes regarding the tourists from the Arab countries, such as their cleanliness and leaving the garbage around. The second most frequent answer is that the tourists from the Arab countries are unfriendly, rude, arrogant, aggressive and they are very demanding towards the service providers. Another 11 respondents (9%) answered that the tourists do not consider the Austrian culture, want to

know the Austrian habits, to adjust or respect the rules. The third highest number of respondents (8.3%) mentioned that women have no rights and there is an apparent gender separation. The respondents again mentioned the traffic situation many times. Exactly nine respondents (7.4%) answered that the Arab tourists are not safe drivers and two said that they do not know the traffic rules.

The respondents also indicated concern about the environment. Seven respondents (5.9%) mentioned in their answers that the Arab tourists are not aware of the ecology or nature around and so are not concerned about environmental preservation. Another common topic, according to six of the respondents (5%), is that the tourists from the Arab countries, including the children, are very active and loud at night. Another four respondents (3.3%) mentioned problems regarding woman's clothing, such as the burka. Three respondents (2.5%) answered that they have a different culture, behaviors and habits. Regarding other behavioral manners, three respondents (2.5%) wrote that the tourists from the Arab countries negotiate on prices and think that everything can be bought or sold and two respondents that they behave very superiorly. Finally, two respondents wrote that the Arab tourists are not interested in any sport activities and two also mentioned that they remind them of the fear from terror.

12. Do you agree with such stereotypes?

The majority of respondents (47.9%) agree with the stereotypes held about the Arab tourists, 28.9% of people do not agree with the stereotypes and 23.1% of the respondents did not answer the question.

TABLE 10. AGREEMENT WITH STEREOTYPES

Answer	Frequency	Percentage
Yes	58	47.9
No	35	28.9
N/A	28	23.1
Total	121	100

13.   Do you agree or disagree with the following statement?

The destination Zell am See – Kaprun is adjusting too much to tourists from the Arab countries and the destination is losing its Austrian spirit.

77.7% of respondents agree with this statement, while only 18.2% of respondents do not agree with this statement. Five respondents (4.1%) did not answer the question.

TABLE 11. AGREEMENT WITH ADJUSTMENT OF ZELL AM SEE-KAPRUN TO TOURISTS FROM THE ARAB COUNTRIES

Answer	Frequency	Percentage
Yes, I agree	94	77.7
No, I disagree	22	18.2
N/A	5	4.1
Total	121	100

5.2.2.1 Comparison between questions nr. 2 and 6

Questions number two and six in the questionnaire both focus on the impact of tourism on different aspects of the destination Zell am See-Kaprun. The only difference between these two questions is that one of them looks at the impact of tourism in general and the other looks at the impact of tourists from the Arab countries. The comparison of the results of these two questions will show if the respondents view the impacts of tourism in general and the impacts of tourism from Arab countries differently.

After comparing the frequencies, it can be seen that the opinions in some cases differ, but that there are also cases where the answers correspond. In five aspects – prices, economy of the destination, crowding, traffic congestion and environment – the respondents overall agree with each other. Respondents believe that tourism in general and tourism from Arab countries have both a negative impact on prices, crowding and traffic congestion. Also the impact on environment is rather negative from both sides. The impact of Arab tourists on the environment is according to majority of the respondents even strongly negative. The only aspect that is seen, by the respondents, as positively affected by tourism in general and also tourists from the Arab countries is economy of the destination.

In four aspects compared the responses differ. The standard of living is seen to be positively affected by tourism in general, but negatively affected by tourists from the Arab countries. The same results were found regarding the impact on the destination image, public spaces and the overall destination. The respondents see these three aspects as being rather positively affected by tourism in general, but negatively affected by the tourists from the Arab countries. There is no aspect in the list that would be, according to the respondents, negatively affected by tourism in general and positively by the tourists from the Arab countries.

There are also aspects where majority of the respondents feel they are not affected by tourism in general or by tourists from the Arab countries. This is the case of the impact on public spaces, culture and community spirit. These three aspects are, according to majority of the respondents, seen as neutrally affected but after comparing the rest of the responses it can be seen that they are rather positively affected by tourism in general and negatively by the tourists from the Arab countries. When it comes to infrastructure, that aspect of the destination is positively affected by tourism in general and neutrally by the tourists from the Arab countries.

5.2.3 Cross tabulations

5.2.3.1 Cross tabulation between question nr. 4 and 6

Question four, which examines if and how people feel affected by tourists from the Arab countries, can be connected in this case to question number six, which basically examines the same topic in further detail by examining specific aspects of a destination Zell am See-Kaprun. The majority of respondents (27%) who feel negatively affected also feel there is a negative impact on standard of living by the tourists from the Arab countries. There are 14 respondents (11.6%) who are not affected, but regarding the impact of the tourists from Arab countries on standard of living they feel there is a negative impact. Conversely, 18 people (14.9%) who feel negatively affected feel there is no impact on standard of living by the tourists from the Arab countries and another 27 people (22.3%) who do not feel affected also do not think there is an impact on standard of living. The rest of the numbers are very low and balanced.

Regarding the prices, there are 34 respondents (28.1%) who feel negatively affected and also think there is negative impact on prices by the tourists from the Arab countries. Then other 27 respondents (22.3%), who do not feel affected, think there is a negative impact on prices by the tourists from the Arab countries. Another 20 respondents (16.5%), who feel negatively affected, think there is a neutral impact on prices by the tourists from the Arab countries and 14 respondents (11.6%), who do not feel affected, also think there is no impact on prices by the tourists from the Arab countries. The rest of the numbers are very low and balanced.

The majority of respondents (20.6%) feel negatively affected by tourists from the Arab countries and also think there is a neutral impact on the economy by the tourists from the Arab countries. Eighteen percent of the respondents, who do not feel affected by tourists from the Arab countries, also think there is no impact on the economy. Seventeen respondents (14%), who feel negatively affected, conversely think there is a positive impact on the economy due to the tourists from the Arab countries and then 15 respondents (12.4%), who do not feel affected, think there is a positive effect on the economy by the tourists from the Arab countries. Another significant number is that there are 10 respondents (8.3%) who feel negatively affected and also think there is a negative impact on the economy by the tourists from the Arab countries. The rest of the numbers are not very significant.

Regarding infrastructure, the majority of the respondents (24%) feel negatively affected by the tourists from the Arab countries and also feel there is no impact by the tourists from the Arab tourists on infrastructure. Then 25 respondents (20.7%), who do not feel affected, also do not think there is any impact on the infrastructure by the tourists from the Arab countries. On the other hand, 14 respondents (11.6%), who do not feel affected, also feel there is a positive impact on the infrastructure by the tourists from the Arab countries and six respondents, who feel negatively affected by the tourists from the Arab countries, think there is a positive impact on infrastructure by the tourists from the Arab tourists. Lastly, there is also another significant number of people that feel negatively affected by the tourists from the Arab countries, who also think there is a negative impact on the infrastructure by the Arab tourists.

When it comes to the destination image, 26 respondents (21.5%), who are negatively affected by the Arab tourists, also feel there is a negative impact on the destination image by this group. Another 19 respondents (15.7%), who also do not feel negatively affected, think there is even a strongly negative impact of the tourists from the Arab countries on the destination image. Nearly 14% of the respondents, who do not feel affected at all, also think there is a neutral impact of the tourists from the Arab countries on the destination image. Another 18 respondents (14.9%), who do not feel affected by the tourists from the Arab countries, feel on the other hand, that there is a negative impact on the destination image. There are also three respondents (2.5%) who feel negatively affected but think there is a positive impact on the destination image.

There are also 27 respondents (22.3%), who feel negatively affected by the tourists from the Arab countries and also think there is a negative impact on crowding by the tourists from the Arab countries. Another 22 respondents (18.2%) also feel they are negatively affected and think there is a strongly negative impact on crowding by the tourists from the Arab countries. Almost 16% of the respondents, who do not feel affected, do feel there is a negative impact on crowding and nine even feel a strongly negative impact by the tourists from the Arab countries. There are also 15 respondents (12.4%), who do not feel affected, that also think there is no impact on crowding by the tourists from the Arab countries. There are also four people (3.3%) who feel negatively affected, but think there is a positive impact on crowding in the destination and another four (3.3%), who think there is even a strongly negative impact. The rest of the numbers are not very significant.

The highest number of respondents, 42 respondents (34.7%), feels negatively affected by the tourists from the Arab countries and also feel there is a strongly negative impact on the traffic congestion by the tourists from the Arab countries. Then another 25 respondents (20.7%), who do not feel affected, feel there is even a strongly negative impact on the traffic congestion by the tourists from the Arab tourists. Fifteen respondents (12.4%), who do not feel affected, think there is a negative impact on the traffic congestion by the tourists from the Arab countries and another 11 respondents (9%), who feel negatively affected, also feel there is a nega-

tive impact on the traffic congestion. Seven respondents (5.8%), who feel negatively affected by the tourists from the Arab countries, conversely think there is a positive impact on the traffic congestion.

Regarding the public services, the majority of the respondents think that there is a neutral impact by the tourists from the Arab countries. Thirty five (28.9%) respondents feel negatively affected and another 34 (28%) that there is no impact. Fourteen respondents (11.6%), who feel negatively affected, also think there is a negative impact of tourism from the Arab countries. Eight respondents (6.6%), who do not feel affected, think that there is, on the other hand, a positive impact on the public services by the tourists from the Arab countries. In this case, there are five respondents (4.1%), who feel negatively affected, but think there is a positive impact on public services. Three respondents (2.5%), who also feel negatively affected, on the other hand, think there is a strongly negative impact on the public service by the tourism from the Arab countries.

Regarding the culture the highest number of respondents does not feel affected by the tourists from the Arab countries, whereas almost 20% of the respondents also feel there is also a neutral impact of tourism from the Arab countries on the culture. Then 10 (8.3%) unaffected respondents think that there is a negative impact and eight (6.6%) that there is a positive impact. Twenty one respondents (17.4%), who feel negatively impacted by the tourists from the Arab countries, also think there is a negative impact on culture due to the tourists from the Arab countries and 17 (14%) that there is no impact on culture by the tourists from the Arab countries. Two respondents, who feel negatively affected, think there is a positive impact on culture by the tourists from the Arab countries and another two respondents, who think there is even a strongly positive impact on culture by the tourists from the Arab countries.

When it comes to the community spirit 31 respondents (25.6%), which is the majority, feel neutrally affected and also think there is no impact on the community spirit due to the tourists from the Arab countries and then 11 people (9%), who do not feel affected, think there is a negative impact on the community spirit. Regarding the respondents who feel negatively affected, 10 respondents (8.3%) think there is a strongly negative influence on the community spirit, 26 respondents (21.5%) think there is a negative impact and 18 (14.9%) think there is a neutral impact. On the positive side, three respondents, who feel negatively affected, think there is a positive impact on the community spirit and another three that there is even a strongly positive impact of tourism from the Arab countries on the community spirit.

Twenty three respondents (19%), who feel negatively affected, also think there is a negative impact of tourism from the Arab countries on the public spaces, 18 (14.9%) that there is a strongly negative impact and 12 (9.9%) that there is no impact. Almost 5% of the respondents, who also feel negatively affected, think there is a positive impact on the public spaces and another two there is even a strongly positive impact.

When it comes to the environment 33 respondents (27.3%), who feel negatively affected also think there is a strongly negative impact on the environment by the tourists from the Arab tourists, 15 (12.4%) there is a negative impact and 10 (8.3%) there is no impact. Nine percent of the respondents, who also do not feel affected by tourists from the Arab countries, think there is a strongly negative impact on the environment, 14% there is a negative impact and 15% there is no impact. One respondent, who feels negatively affected, thinks there is a positive impact and two that there is even a strongly positive impact of the tourists from the Arab countries on the environment.

When it comes to the overall city and the respondents who feel negatively affected by the tourists from the Arab countries, 10 of them (8.3%) feel that there is a strongly negative impact of the tourism from the Arab countries in the overall destination, 30 (24.8%) that there is negative effect and 18 (14.9%) that there is a no impact. There are also 23 respondents (19%), who do not feel affected by the tourism from the Arab countries, and also feel there is no impact on the overall city by the tourists from the Arab countries, 15 respondents (12.4%) feel there is a negative impact and three (2.5%) there is even a strongly negative impact. From the positive side, one negatively affected respondent feels there is a negative impact and two there is even a strongly negative impact.

5.2.3.2 Connection between question nr. 10 and 12

Regarding stereotypes, the author also examined the linkage between the opinion on stereotypes, if the respondents know some and the agreement or disagreement with the stereotypes. Majority of respondents (42.1%) that know some stereotypes about Arab tourists also agree with them. The rest (13.2%) who know some stereotypes about Arab tourists do not agree with them. Almost 16% of the respondents, who do not know any stereotypes also do not agree with them and 5 respondents (4.1%), who do not know any stereotypes, actually agree with them.

TABLE 12. CROSS TABULATION BETWEEN THE OPINION ON STEREOTYPES AND AGREEMENT WITH STEREOTYPES

		Opinions on stereotypes of tourists from the Arab countries		
Agreement with stereotypes of tourists from the Arab countries		Yes	No	Total
	Yes	51	5	56
	No	16	19	35
	Total	67	24	91

5.2.3.3   Connection between question nr. 4 and the demographics

Regarding the gender, only one male respondent feels positively affected by the tourists from the Arab countries, 22 negatively (18.2%) and another 22 respondents (18.2%) do not feel affected at all. People from 18 to 34 years old feel also mainly negatively and then neutrally affected, while only a few feel positively affected. Majority of the respondents from 45 to 54 years old do not feel affected, people from 55 to 64 feel mainly negatively affected and the one person, who is 65 or more years old, also feels negatively affected. When it comes to the education level, the majority of the respondents who feel negatively or not affected at all have achieved their highest education level at high school. The second highest number of respondents, who feel either negatively or neutrally affected, have achieved other education, such as the professional school. The majority of respondents, who finished the bachelor or master's degree, feel also negatively affected by the tourists from the Arab countries.

When it comes to the length of living in the destination, there are almost no differences in the attitudes. Majority of the respondents feel negatively affected by the tourists from the Arab countries. Only the group of people, who has been living in Zell am See-Kaprun for more than 20 years, most of them does not feel affected. Also regarding the working periods, most of the people work throughout the whole year, the majority of this group (43%) are negatively affected and 39 respondents (32.2%) do not feel affected at all. The rest of the numbers are not very significant.

Majority of the respondents who work in tourism (37.2%) feel negatively affected by the tourists from the Arab countries. On the other hand, 38 (31.4%) respondents do not feel affected at all. Regarding the respondents, who do not work in tourism, it is almost balanced between the people who feel negatively affected and the people who do not feel affected at all. There are 14 (11.6%) who feel negatively affected and 12 (9.9%) who feel they are not affected. There are only five people (4.1%) who feel positively affected by the tourists from the Arab countries and most of them work in tourism. Majority of the overall respondents meet the tourists on a daily basis and most of them feel negatively affected by the tourists from the Arab countries. There are 55 respondents (45.6%) who feel negatively affected and 41 (33.9%) who do not feel affected at all.

5.2.3.4   Connection between question nr. 10 and the demographics

Most of the respondents know some stereotypes about the Arab tourists. Forty nine female respondents (40.5%) and 27 male respondents (22.3%) know some stereotypes. There are also 20 female (16.5%) and 17 male respondents (14%), who do not know any stereotypes. In regards to age, the majority of the respondents from 18-24 and 25-34 age groups know about some stereotype. The category from 35-44 is balanced so there are 10 (8.3%) respondents who know some and 10 (8.3%) who do not. The rest of the groups have more people, who know some stereotypes, but the difference is not very high. When it comes to the education level,

most of the respondents, who have a high school education know some stereotypes and then also the ones who studied professional school, for example, know about the stereotypes. The other groups mostly show the majority of the overall respondents know the stereotypes, but the difference between them is not that significant. Most of the local residents who live in Zell am See-Kaprun from 1 to 5 years or more then 11 years know some stereotypes. Also in the other age groups there are more people who know some stereotype than those who do not, but the difference is again not very significant.

People who work in the destination year round mostly know some stereotypes regarding the tourists from the Arab tourists. That counts also for the other groups but those does not include that many respondents. Also the majority of people working in tourism are aware of some stereotypes. Almost 50% of the respondents, who work in tourism, know some stereotype and only 21.5% does not. For people who do not work in tourism, the ratio between the people who know some stereotype and who do not is almost the same. Lastly, most of the respondents, who are in a daily contact with the tourists from the Arab countries, also agree with such stereotypes. There are 69 respondents (57%) who agree with the stereotypes and only 29 (24%), who do not. The answers of the respondents, who meet the tourists only sometimes, such as few times a week, are almost balanced.

5.2.3.5 Connection between question nr. 12 and the demographics

Regarding the agreement with the stereotypes, the majority of the respondents agree with them, specifically 35 female respondents (28.9%) and 23 male respondents (19%). From the age groups, mainly the respondents who are from 25 to 34 years old agree with the stereotypes. Then also people from 18 to 24 and 45 to 54 mainly agree with them, but people from 35 to 44 and 55 to 64 have balanced answers, so there are always 8 people (6.6%) who agree and 8 (6.6%) who disagree with them. When it comes to the educational level, except the two people who finished primary school, there is one person who agrees and one who disagrees. For all of the other possibilities, the majority of respondents agree with the stereotypes. The most respondents, who agree with the stereotypes, are in the group of respondents that finished high school.

Between the length of living in Zell am See and the agreement there are also visible differences. The most people, who agree with the stereotypes, live in the destination from 1 to 10 years. Also the majority of people, who live in Zell am See-Kaprun from 11 to 15 years, agree with the stereotypes, but the difference is lower. There are also 23 respondents (19%), who live in the destination for more than 20 years and does not agree with the stereotypes and 21 respondents (17.4%), who do agree with them.

The majority of respondents, who work year round, agree with the stereotypes, specifically 49 of them (40.5%). On the other hand, 29 respondents (24%), who work the year round, do not agree with them. The other groups do not show any significant numbers. There are also

45 respondents (37.2%), who work in tourism and also agree with the stereotypes and 26 (21.5%), who work in tourism, but do not agree with the stereotypes held about the Arab tourists. Regarding the respondents, who do not work in tourism, there are nine of them (7.4%), who also does not agree with the stereotypes and 11 (9%), who agree with them. Fifty four respondents (44.6%), who meet the tourists daily also agree with the stereotypes held, while 26 respondents (21.5%) do not. From people who meet the tourists only sometimes in a week, there are seven (5.8%), who also do not agree with the stereotypes and four (3.3%) who do.

5.2.3.6   Connection between question nr. 13 and the demographics

The next comparison is between the question number 13, which examines if people agree or disagree with the statement that Zell am See-Kaprun is adjusting too much to tourists from the Arab countries and the respondents' demographic characteristics. Fifty nine female respondents (48.8%) agree with the statement, which is a very high majority, and only 10 (8.3%) do not agree with it. Between the male respondents 34 (28.1%) agree with it and 12 (9.9%) do not. In this case, the majority of all the age groups also agrees with the statement. Also respondents with different educational levels mostly agree with it. The highest difference between the people, who do and do not agree with the statement, is at the group of respondents from 18 to 24 and 25 to 34 years old. The rest of the groups mainly agree, but the difference is lower. In case of the education, the majority of the respondents again agrees with the statement. The highest number of respondents, who agree with it is 35 (28.9%). These respondents finished high school and from this group 10 (8.3%) do not agree. A very significant difference is also at the other education, such as the professional school, where 29 of the respondents (24%) agree and four (3.3%) disagree.

Regarding the length of living at the destination, all groups show that there is a majority of the respondents, who agree with the statement, always with a quite high difference. Then when it comes to the working periods, 78 people (64.5%) who work throughout the whole year agrees with the statement and 18 (14.9%) disagree with it. The other groups show that more people agree with it than disagree as well, but with a lower difference. There are also 69 people (57%), who work in tourism and also agree with the statement and 18 (14.9%), who still work in tourism but disagree with it. Twenty three people (19%), who do not work in tourism agree with the statement and four (3.3%) do not. When it comes to the contact with tourists there are 81 respondents (66.9%), who meet the tourists on a daily basis and agree with the statement and 19 (15.7%), who still meet them daily, but do not agree with it. From the respondents, who meet the tourists sometimes, 10 respondents (8.3%) agree with the statement and 3 (2.5%) disagree with it.

5.2.3.7 Adjustment of the tourism related jobs and its connection to question nr. 4, 10, 12 and 13

As mentioned at the paragraph describing the sample of the research, due to the positions, the question about working in a tourism directly related position or not would have different frequencies. That can be seen in Table 13 below. 68.6% of the respondents do not work in tourism and 30.6% of the respondents work in a position, which is directly related to tourism. One person did not answer the question. Questions discussed above, such as questions number 4, 10, 12 and 13, have been connected to these frequencies as well to show the differences between the trade business and gastronomy taken as a field directly related to tourism and not.

TABLE 13. ADJUSTED TOURISM-RELATED JOBS

Answer	Frequency	Percentage
Yes	35	28.9
No	83	68.6
N/A	3	2.5
Total	121	100,0

In this case, 39 respondents (32.2%), who feel negatively affected by the tourists from the Arab countries, do not work in tourism and 36 people (29.8%), who do not feel affected, also do not work in tourism. Only five people (4.1%), who work in tourism, feel positively affected. Twenty two respondents (18.2%), who feel negatively affected, do work in tourism related job and 14 respondents (11.6%), who work in tourism, do not feel affected by the tourists from the Arab countries. None of the respondents work in tourism and feel positively affected at the same time.

Regarding the stereotypes, there are 52 people (43%), who do not work in tourism, but know about some stereotypes and 26 (21.5%), who do not know about any. From the people, who work in tourism, there are 24 (19.8%), who know some stereotypes and 12 (9.9%), who do not. From those, 38 respondents (31.4%), who do not work in tourism, agree with the held stereotypes and 25 (20.7%) do not. Then 20 respondents (16.5%), who actually work in tourism, agree with the stereotypes and 10 (8.3%) disagree with them.

The connection between the tourism related job positions and the question focusing on the agreement or disagreement with the statement that Zell am See-Kaprun is adjusting too much to the tourists from the Arab countries, there are 63 respondents (52.1%), who do not work in tourism and agree with the statement and 17 (14%), who disagree. On the other side,

there are 31 people (25.6%), who work in tourism and agree with the statement and five (4.1%), who do not.

5.3 Interview results

As mentioned earlier, the author conducted an interview with the CEE, UK, USA, Scandinavia, Asia, Middle East and Russia market manager of the regional DMO SalzburgerLand Tourismus GmbH. He has worked in this position for 12 years. Overall the marketing department has three main tasks. First, they promote the region Salzburgerland in other countries. For example there are many places in Austria, which are visited by lot of tourists from Arab countries, but the large majority of them goes to Zell am See-Kaprun or Salzburg. People, who come from the adjoining countries, know many places in Austria even though they have not visited them, but they heard about them or have seen them in the television. This does not happen in Arab countries. They know the countries around as well but not Austria. Nowadays they know Zell am See and they feel that that is the center where they should go. From that also other places close to Zell am See-Kaprun benefit because they are close to Zell am See-Kaprun and that is why the visitors go there as well. For example, Kitzbühel has been presented by the DMO at a tourism fair in Dubai as the place next to Zell am See-Kaprun so they capture the visitors' attention.

Second, the DMO promotes other countries in the region Salzburgerland. That is very important, because majority of the registered bed nights in the region are not in the cities, but in the countryside where many people are farmers and so are not used to communicating with people from culturally remote countries such as Romania, Arab countries or Russia. Such countries need a very strong promotion and people have to be informed about the cultural differences and different behavioral characteristics.

Third, the DMO creates platforms, where, for example, DMOs from different regions or destinations can meet with travel operators. Those platforms are for example workshops, which can happen either in the country the travel agents come from or in the specific country, which is being promoted, such as in Austria, so the agents can experience the country and promote the country or region in a better way. Such platforms can also be, for example, a magazine, where different destinations, tourism attractions or accommodation offerings could also promote themselves.

Regarding the Arab source market. It was the former head of marketing in Zell am See-Kaprun GmbH, who made the initial successful promotion of the destination in Romania, Bulgaria, Czech Republic, Poland and also Arab countries. The problem is that the tourists from the Arab countries only focus on Zell am See-Kaprun and not other regions. Apparently they really enjoy the water and the lake. There are other very similar lakes for example around the city of Salzburg, but the Arab tourists still only choose to go to Zell am See. Since it is the top destination

for Arab tourists in Austria, Zell am See-Kaprun GmbH decided to stop all the promotion in the Arab countries. Not because they would not want them to come, but because it is always better to have a mixture of tourists from different countries in a certain destination and for this reason they stopped the promotion. While promoting, for example, Salzburgerland Zell am See-Kaprun has to be mentioned as it is the flagship region, but the DMO is trying to promote mainly the other destinations in the region.

Regarding the main source markets, according to the interviewee, very often these source markets are almost the same for the overall Austria as for smaller regions, such as the city of Salzburg and Austria. Zell am See-Kaprun is in this case noticeably different, because there is a very low proportion of German tourists in comparison with the other regions. This is also connected to the fact that there are many tourists from the Arab countries coming, since the German tourists try to avoid the destination for this reason during the summer months. As mentioned earlier, that has also been affected by the former marketing manager, who made Zell am See-Kaprun popular. From the actual Figures 4 and 5, located above in chapter focused on the current situation in the destination, showing the top ten source markets during the summer 2015 in Zell am See and Kaprun, Germany is in the first place, then Arab countries in Asia, Austria and Saudi Arabia. In conclusion, Zell am See-Kaprun had more bed nights of Arab tourists than of Austria and Germany.

The destination Zell am See-Kaprun became popular due to the need of the Arab people to find a place where it is not too cold or too hot. The tourists mainly enjoy the rain and like to walk outside while it is raining in Zell am See, because they do not know rain from home. They also like the destination, because of the lake, beautiful nature, the Alps and the position of being very close to, for example, Krimmel watterfalls. The tourists also like the shopping. They spend a lot of money in the destination. The destination is now very popular in Arab countries and everyone wants to visit it. Many people have not heard about Austria in general, but they have heard about Zell am See-Kaprun. Only Salzburg city has also such high number of visitors from the Arab countries.

The aspect of the local residents should not be forgotten. Many of them do feel affected by the tourists from the Arab countries. There are some stories which prove this, such as when a resident from Zell am See kidnapped a sheep, which had been bought by an Arab family who wanted to kill the sheep and eat it in the hotel room. The hotel did not allow them to bring the sheep inside. They were forced to leave the sheep in front of the hotel and while it was in front of the hotel a resident kidnapped the sheep, because she was horrified by what this family planned to do with the sheep. This incident was a big scandal. When it comes to such cultural differences, it is very different for the hotel to accommodate tourists from Europe and from the Arab countries. Normally, a hotel should be renovated every 10 to 15 years. When accommodate tourists from the Arab countries, the hotel must be renovated almost every year due to their heavy impact on the hotel rooms and facilities. It is very different culture. Never-

theless, the tourists from the Arab countries also spend lot of money, which makes the necessary renovations easier for the hoteliers. However, there are few hotels in Zell am See-Kaprun, which does not accommodate tourists from the Arab countries mainly due to their loss of guests from other countries.

In 2014, the brochure called "Where cultures meet'' was launched. Its aim was only to inform people about the cultural differences and habits. It had exactly the same aim as the brochure the tourists get in the Arab countries, in order to avoid misunderstandings and to inform people of what is not allowed to do in the country. For example, in Austria it is compulsory to use a seat belt while driving, but in Arab countries it is not. In case people do not use a seatbelt in Austria they pay a fine and the tourists should be informed about it. Such differences are the reason tourists have to be informed about the rules, laws and customs. One of the biggest issues discussed in the brochure is the way of dressing. In general, burka is not very well accepted nowadays. The brochure was not supposed to command people what do they have to do. On the contrary, it was supposed to get the tourists closer to the hosts, to prepare the guests for the Austrian experience and inform them about the cultural differences. Unfortunately, the brochure was taken in a very negative manner and so it is forbidden to spread the brochure anymore.

In conclusion, the interviewee suggested that there is no way to make everyone happy. There will always be people who are unhappy. The most important thing is only to inform people. That was also the main aim of the brochure for the Arab tourists. It would also be helpful to make such brochures for other tourists to inform them about the cultural differences with the Arab tourists.

5.4   Discussion

The destination Zell am See-Kaprun is, according to the respondents, a very popular tourist destination, especially for Arab tourists. In fact, the interviewee mentioned that the DMO stopped the promotion of the region in Arab countries, because the number of Arab tourists at the destination was already very high. The promotion has been stopped in 2012 (Daily Mail Online, 2014). Despite this effort, the number of Arab tourists has continued to rise over the past 10 years.

The fact that Zell am See-Kaprun is a popular tourist destination is also supported by the answers from the questionnaire, as most respondents (75.2%) answered that their job is directly related to tourism, even though they work in a trade business or in gastronomy, which are fields that are indirectly related to tourism. Since most of the respondents work either in tourism, gastronomy or a trade business, it can be assumed, based on the answers, that the economic situation of these fields are very much dependent on tourism. That is also connected to the last demographic question, which shows that most of the respondents are meeting the

tourists daily or very often. That is not very surprising in such a tourist destination. Due to the overall rather negative answers in the questionnaire and also in the interview summary, it is clear that there is some level of misunderstanding between the local residents and the Arab tourists.

Based on the literature review, answers to the questionnaire survey and interview the research questions of the master thesis have been answered successfully. The overall results have shown the local residents feel rather negatively affected by the growing number of incoming Arab tourists. Due to the fact that Zell am See-Kaprun is a very popular tourist destination, it is very important to know how the local residents feel impacted by tourism. When it comes to tourism in general, people feel more positive than when it comes to tourism from the Arab countries. The impact of tourism in general shows the local residents feel there is a very positive impact on standard of living, economy of the destination, infrastructure, destination image and public services. There is also a positive impact, although less noticeable, on culture, community spirit, public spaces and the overall city. According to the respondents, there is a negative impact of tourism on prices, crowding, traffic and environment. In comparison to the impact of tourism from the Arab countries, the local residents feel there is a positive impact only on the economy of the destination. Conversely, the respondents feel tourism from the Arab countries has had a negative effect on the standard of living, prices, destination image, crowding, traffic congestion, culture, community spirit, public spaces, environment and the overall city as well. The most negative impact is on traffic congestion, where 57% of people chose strongly negative as an answer. There was a relatively neutral response concerning the impact on infrastructure and public services. Overall, this comparison between the impacts of tourism in general and tourism from the Arab countries shows the residents of Zell am See-Kaprun are used to tourism in general already, but feel rather negative towards the tourism from the Arab countries.

The local residents may have negative attitudes towards the tourists from the Arab countries for many reasons. First, the residents of Zell am See-Kaprun have a different cultural background from the Arab tourists. This results in very different habits, traditions and rules. Based on the questionnaire, respondents feel the most negatively affected by the traffic congestion, lack of awareness of the traffic rules, the increasing numbers during the summer season and also the decreasing number of tourists from other countries. According to the respondents, they also feel affected by the Arab tourists' lack of respect for Austrian culture, the local residents themselves, the rules and the laws. The local residents also do not feel very happy about their hygienic manners and unwillingness to adjust. Most of these aspects could be explained by cultural differences between the two cultures. Unfortunately, local residents do not understand the Arab culture very well and are not very open to other cultures. Also the clothing of Arab women is a cultural habit that is not very old, but is a very serious aspect of their culture

(Karlík, 2011) and so should be accepted. The women wear veils voluntarily in order to have respect and privacy.

Unfortunately, due to the tragic events of last years, Islamophobia has strenghten (Scott & Jafari, 2010). After the terrorist attack in September 2001, the fear for terror has been growing. Since many terror attacks have been connected to Islam and Muslims, people often connect these sad events with all followers of Islam. Nevertheless, there is actually a low likelihood that someone from that religion and culture is actually connected to radical Islam. Unfortunately, this connection between terrorism and Muslims is nowadays almost inevitable. This was evident in this research, as it was also mentioned in the questionnaires.

Regarding the theory of cultural distance, the theory has been proven to work in this case. There is a very high cultural distance and people feel rather negative about their guests, which ties into the theory, which assumes that the higher the cultural distance, the more negative people feel. Nevertheless, it is not known how exactly people feel if there would be the same amount of tourists, for example, from Germany, which is in close proximity to Zell am See-Kaprun, rather than Arab tourists. As mentioned in the survey instruments, including the interview and the questionnaire, it is always good to have a good mixture of the tourists from different countries rather than a majority from only one country.

On the other hand, the social exchange theory does not seem to work in the case of Zell am See-Kaprun. The results have shown that people are aware of the economic benefits of not only tourism in general, but also of tourism from Arab countries, specifically since the economy of the destination was seen as the only positively affected aspect of the destination by the tourists from the Arab countries. Even though the additional profit is seen as a benefit for the local residents, they still feel rather negative about the inbound tourism from the Arab countries.

One of the most likely reasons for such negative attitudes are the stereotypes. Respondents answered that there are many stereotypes held towards the tourists from Arab countries, such as the cleanliness while being in a restaurant and their hygienic manners, being unfriendly, rude and arrogant and not considering the Austrian culture, habits and rules. After comparing the stereotypes and the aspects people feel affected by, as described above, it is very similar and so it raises the question of how far the aspects people wrote about are really based on more than one experience, since most of the attitudes are supposed to be based on personal experience, and how much the local residents generalize one experience on everyone. It should also be noted that the majority of the respondents answered that they trust the stereotypes.

The local residents mainly suggested that the tourists should be informed about the Austrian culture, its habits, traditions and rules, but none of the respondents suggested that the local

residents, as the hosts, should adjust as well by learning about the Arab culture. Although tourists travel to see something different and experience new cultures, it is still important to keep cultural sustainability in mind. Regarding the 13th question in the questionnaire, the majority of the respondents think the destination Zell am See-Kaprun is adjusting too much and the destination is losing its Austrian spirit. Many respondents also mentioned that there are too many tourists from the Arab countries in comparison to the travellers from other countries. The high number of tourists from the Arab countries has been supported by the fact that according to the interviewee Zell am See-Kaprun already stopped promoting the destination in the Arab countries a few years ago.

Regarding the demographics, the results have not shown any significant or special division of the respondents. The researcher expected to see differences between respondents working in tourism and those not working in tourism, specifically in regards to the economic benefits, but the results have shown the opposite or more likely that the majority of the people have an overall negative attitude towards the tourists from the Arab countries regardless of their profession. Regarding the aspect of how often people meet tourists in general, the results have shown the more people meet tourists, the more negative they are. That is not a very good sign, since Zell am See-Kaprun is a really popular tourist destination. Most of the local residents meet tourists on a daily basis and tourism definitely economically benefits the whole destination.

Through a thorough literature review and the results of the questionnaire survey and interview, the research questions have been answered successfully. The first research question is: ,,How are the local residents affected by the growing number of Arab tourists?'' The overall results have shown the local residents feel rather negatively affected by the growing number of incoming Arab tourists.

The second research question, which is the following: ,,If they feel they have been negatively affected, what strategies exist to improve the interactions between residents and tourists in the region?'' has also been answered. Based on the final results of the questionnaire and the interview, the author came up with a few steps that could be taken in order to enhance the relationship between the hosts and the guests from the Arab countries. These steps were chosen due to frequency of similar answers. First of all, the most important step is to inform everyone about the cultural differences, the behavioral manners and the most important and useful rules and laws. Not only the Arab tourists should be informed, but also the local residents. As mentioned above, there was a brochure launched with the aim of informing the tourists from the Arab countries in 2014. The brochure included all important information, which the respondents suggested in their answers of the questionnaire, but unfortunately it was very criticized and so it is not used anymore. Still the majority of the respondents suggested to inform people, as they believe this would help to improve the misunderstandings. This was also the only suggestion given by the interviewee, who said that this is the necessary thing

to do. Informing both the hosts and the tourists is a good way to enhance their relationships and each other's cultural enrichment.

This could be done via a book or brochure, via a mobile app or workshops. There are already a few different mobile applications with information about the region, the destination or for example Kitzsteinhorn itself where could be easily added the information for the Arab tourists in their language. Regarding technological development, this way would be probably more welcome than a book or brochure. There could also be information about the Arab culture for the tourists coming from other countries for better exchange of the information about the differences between the cultures and in order not to prioritize anyone. The workshop from the DMO could be a good way to inform the local residents about the Arab culture and to have a discussion where the residents could be persuaded to change their attitudes. The local residents should be better informed about the benefits that tourists from Arab countries bring during the summer season. The information given to the tourists should include the information about the culture, the traditions and habits, the prices, the rules and laws with a main focus on the traffic rules and the environment and recycle system. Information about the clothing and characteristics of the local residents could be also added. Regarding the marketing of Austria, there is the possibility of attracting the Arab tourists to other beautiful and often similar places in Austria, in order to enhance the mixture of the tourists from the Arab countries between different places in Austria. Therefore more information and photos of other places should be added to marketing campaigns.

Regarding traffic, more police controls should be made, in order to control the validity of driving licenses, seat belt usage and to improve safety. The police should also help the tourists by telling them what main rules should be followed, in order to have a smooth flow of the traffic. That would also help to change the attitudes of the local residents in a positive way. On the other hand, this step would also face challenges such as if there are enough policemen in the destination or the language barriers.

As mentioned in the interview, some hotels has basically separated the Arab tourists from the other tourists coming from different countries, which is an easy way for them in order to avoid misunderstandings in the hotel, but it definitely does not help and support the fact that people should be aware and respect the cultural differences. This would not make the relationships better between the local residents and the Arab tourists, since everyone would be meeting in the city anyway and that is definitely not a good way of enriching everyone by knowing different cultures. This may, in the end, make the situation even worse, since the people could start thinking that this practice is an act of discrimination or even racism.

6 Conclusions & recommendations

The research in Zell am See-Kaprun was successfully conducted during the summer months of 2016. The main aim of the research was to answer the research questions, which focused on how the local residents have been affected by the growing number of foreign tourists from Arab countries and in case they have been negatively affected, what strategies exist to improve the interactions between the residents and the tourists in the region.

Several conclusions can be drawn from the research. Zell am See-Kaprun is a very popular tourist destination with a high number of incoming tourists from the Arab countries. There are many cultural differences between Austria and the Arab countries, which has been also shown by Hofstede's research discussed in the literature review. The results have shown that the local residents have a rather negative attitude towards the Arab tourists, mainly in regards to their impact on traffic congestion. In comparison to tourism in general, the residents' attitude towards tourism from Arab countries is the opposite. Residents believe that general tourism mainly influences the destination in a positive way with the exception of the prices, crowding and the traffic congestion. Regarding the Arab tourists, the residents feel there is a negative impact on most aspects of the destination, except for the economy, which is positively affected, and the infrastructure and public services, which are not affected. The local residents feel mainly affected by the traffic problems, the number of the incoming tourists, their cleanliness and their unwillingness to adjust. The majority of respondents also think that the destination Zell am See-Kaprun is adjusting too much and that the destination is losing its Austrian spirit.

The problems have mainly occurred due to the low level of information known about the other culture from both sides. Both the respondents and the interviewee suggested that it is important to inform both the hosts and guests about each other's culture. The aim is to inform people about the differences between the cultures and their benefits, which can be done via a brochure, mobile application or workshop. The local residents hold stereotypes about Arab tourists and majority of the respondents trust these stereotypes, which plays an important role in the creation of opinions and ultimately impacts their interactions with Arab tourists. Regarding the possible steps to better adjustment and change the negative attitude of the local residents, many respondents have suggested more police controls as a possible solution. Not respecting the traffic rules is one of the main aspects the local residents see as a problem and therefore more police controls would raise awareness of the Austrian traffic rules, help the overall traffic situation and make the local residents feel more comfortable.

Overall, cultural differences are something people face every day especially in tourist destinations and it is very important for both the residents and the tourists to be open to these differences. In the case of Zell am See-Kaprun, it is important to mainly inform everyone, both tour-

ists and local residents, about the cultural habits, traditions and the laws. The tourism from Arab countries brings many benefits to the destination and therefore local residents should be more aware of these benefits, in order to better appreciate the tourism. It is still important to bear in mind the idea of cultural sustainability.

Similar to most of the studies discussed in the literature review, this research has some limitations, which need to be mentioned. First of all, this specific topic itself is a limitation, as it is controversial and many people do not like to discuss this topic. Additionally, a lot of people do not want to share their opinion with someone they do not know, which plays into the second limitation, which is the overall sample size. People were not very willing to help the research and they did not want to participate due to the time concern or the controversial topic. For these reasons, the desired sample size could not be met. The topic also made it difficult to secure an interview with a representative from a DMO in the region. The employees do not want to talk about this problem, as it would be too risky for them. It would be risky in regards to the media that often use only partial information, which may be misinterpreted or could offend someone. The brochure is evidence that the DMO is trying to handle the situation in some way, but they also have the threat of the media using anything that the DMO says against them.

Future research on this topic is highly recommended. This topic is still relevant, as these problems, regarding the cultural differences between the Austrian hosts and the Arab guests are still occurring and there is a space for further research. It would be very useful for the DMO to get to know the exact attitudes of the local residents towards the Arab tourists, in order to come up with possibilities to improve the relationships between the hosts and this tourist group. Such materials could also work as strong evidence for a possible argumentation, such as in case of criticism of the brochure launched in 2014. The DMO would have an evidence to prove that the majority of the local residents suggest informing everyone about the culture, habits, traditions and rules. Then, the brochure could have been taken and understood in a better way. If the local or regional DMO would conduct a survey regarding this topic, due to their position and authority, more people would take part in it. An official survey from the DMO would make the respondents feel more important to the destination and included in the decision-making process. Therefore, the local residents would be much more willing to help.

In conclusion, the research shows the residents have rather negative attitude towards the Arab tourists coming to Zell am See-Kaprun over the summer months and so the local and regional DMO should pay more attention to the tourists' and local residents' needs and attitudes. The DMO should take the necessary steps to smooth the cooperation and communication between the two groups. This is very important to avoid current and future conflicts and for Zell am See-Kaprun to continue being a popular tourist destination.

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APPENDICES

Appendix 1: Zell am See-Kaprun information table

Source: Daily Mail Online. (2014). Salzburg Under Fire For 'Tourism Apartheid' Leaflet To Arab Visitors. Retrieved from http://www.dailymail.co.uk/travel/article-2633708/Salzburg-fire-leaflet-Arab-visitors-telling-stop-haggling-prices-eating-hotel-floors-wearing-burkas.html

Appendix 2: The brochure ''Where cultures meet''

Source: Daily Mail Online. (2014). Salzburg Under Fire For 'Tourism Apartheid' Leaflet To Arab Visitors. Retrieved from http://www.dailymail.co.uk/travel/article-2633708/Salzburg-fire-leaflet-Arab-visitors-telling-stop-haggling-prices-eating-hotel-floors-wearing-burkas.html

Appendix 3: Questionnaire (English)

Tourism Impact and Residents' Perspectives: The Case of Zell am See-Kaprun

Questionnaire

Dear participant,

My name is Barbora Kostalova and I am a graduate student at MODUL University Vienna. The following questionnaire is one part of the primary research conducted for my master thesis and it is focused on tourism in Zell am See-Kaprun during the summer season. Participation is voluntary and the data will be treated confidentially. The questionnaire is anonymous and will take about 10 minutes of your time.

Part 1: Tourism Impact & Zell am See-Kaprun

1. Do you agree or disagree with the following statement?

Zell am See – Kaprun is a very popular tourist destination and often sought-after by tourists from many different countries.

☐ Yes, I agree.

☐ No, I disagree.

2. How would you describe the impact of tourism on Zell am See-Kaprun? Please mark your answer in the table below.

Impact on:

	Strongly negative	Negative	Neutral	Positive	Strongly positive
Standard of living					
Prices					
Economy of the destination					

Infrastructure					
Destination image					
Crowding					
Traffic congestion					
Public services					
Culture (traditions and habits)					
Community spirit					
Public spaces (recreational opportunities such as parks, etc.)					
Environment					
The overall city (destination)					

Part 2: Tourists from the Arab Countries & Zell am See-Kaprun

3. Do you feel there is a change in the number of tourists from the Arab countries in the last 10 years?

   □ Yes, there are more

   □ Yes, there are less

   □ There is no change

4. Do you feel affected by tourists from the Arab countries?

   □ Yes, I feel positively affected

   □ Yes, I feel negatively affected

   □ I am not affected

5. If yes, please briefly explain in what way:

6. How would you describe the impact of tourists from the Arab countries on Zell am See-Kaprun? Please mark your answer in the table below.

Impact on:

	Strongly negative	Negative	Neutral	Positive	Strongly positive
Standard of living					
Prices					
Economy of the destination					
Infrastructure					
Destination image					
Crowding					
Traffic congestion					
Public services					
Culture (traditions and habits)					
Community spirit					
Public spaces (recreational opportunities such as parks, etc.)					
Environment					
The overall city (destination)					

7. Is there something specific you would change when it comes to tourists from the Arab countries? For example, something that the residents could do, the tourists them-selves, local tourism board, etc.

☐ Yes

☐ No

8. If yes, what would it be and how would you change it?

9. My opinion about the tourists from the Arab countries is based on:

☐ Personal experience

☐ My family member/friend's experience

☐ Hearsay

☐ Other: _____

10. In your opinion, are there any stereotypes held about the tourists from the Arab coun-tries?

☐ Yes

☐ No

11. If yes, please provide some examples of such stereotypes.

12. Do you agree with such stereotypes?

☐ Yes

☐ No

13. Do you agree or disagree with the following statement?

The destination Zell am See – Kaprun is adjusting too much to tourists from the Arab countries and the destination is losing its Austrian spirit.

☐ Yes, I agree.

☐ No, I disagree.

Part 3: Demographics

14. What is your gender?

☐ Male

☐ Female

15. How old are you?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

16. What is the highest educational level you attained?

☐ Primary or secondary school

□   High school

□   Bachelor's degree

□   Master's degree

□   Post graduate degree

□   Other: _____

17. How long do you live in Zell am See-Kaprun?

□   Less than one year

□   1 – 5 years

□   6 – 10 years

□   11 - 19 years

□   20 plus

18. In Zell am See – Kaprun I work:

□   Throughout the whole year

□   Only during the summer season

□   Only during the winter season

19. Is your job directly related to tourism?

□   Yes

□   No

20. What is your current occupation?

Sector:...(for example: tourism, gastronomy, health care etc.)

Position:...(for example: receptionist, waiter, nurse etc.)

21. How often are you in contact with tourists?

☐   Daily or often (4 – 7 times a week)

☐   Sometimes (1 – 3 times a week)

☐   Rarely (every few weeks) or never

Thank you very much for your time and help. If you need any other information or you are interested in the results do not hesitate to contact me on my email: kostalova.barbora@gmail.com.

Barbora Kostalova

Appendix 4: Questionnaire (German)

Auswirkungen des Tourismus und Perspektiven der Bewohner:

Fall Zell am See-Kaprun

Fragebogen

Lieber Teilnehmer,

Mein Name ist Barbora Kostalova und ich bin eine Graduierte an der MODUL University Vienna. Der nachfolgende Fragebogen ist ein Teil der für meine Diplomarbeit durchgeführten Primärforschung und er konzentriert sich auf den Tourismus in Zell am See-Kaprun während der Sommersaison. Die Teilnahme ist freiwillig und die Daten werden vertraulich behandelt. Der Fragebogen ist anonym und wird ca. 10 Minuten Ihrer Zeit in Anspruch nehmen.

Teil 1: Auswirkungen des Tourismus und Zell am See-Kaprun

1. Stimmen Sie der folgenden Aussage zu oder nicht?

Zell am See–Kaprun ist eine sehr populäre touristische Destination und oft gefragt von Touristen aus vielen verschiedenen Ländern.

☐ Ja, ich stimme zu.

☐ Nein, ich stimme nicht zu.

2. Wie würden Sie die Auswirkungen des Tourismus auf Zell am See-Kaprun beschreiben? Bitte markieren Sie Ihre Antwort in der Tabelle unten.

Auswirkungen auf:

Stark	Negativ	Neutral	Positiv	Stark

	negativ				positiv
Lebensstandard					
Preise					
Wirtschaft der Destination					
Infrastruktur					
Image der Destination					
Überfüllung					
Verkehrsstau					
öffentliche Dienste					
Kultur (Traditionen und Gewohnheiten)					
Gemeinschaftssinn					
öffentliche Plätze (Freizeitmöglichkeiten wie Parks, etc.)					
Umwelt					
die gesamte Stadt (Destination)					

Teil 2: Touristen aus den arabischen Ländern und Zell am See-Kaprun

3. Haben Sie das Gefühl, dass es eine Änderung in der Zahl der Touristen aus den arabischen Ländern in den letzten 10 Jahren ist?

☐ Ja, es gibt mehr

☐ Ja, es gibt weniger

☐ Es gibt keine Änderung

4. Fühlen Sie sich beeinflusst von den Touristen aus den arabischen Ländern?

☐ Ja, ich fühle mich positiv beeinflusst

☐ Ja, ich fühle mich negativ beeinflusst

☐ I bin nicht beeinflusst

5. Wenn ja, erläutern Sie bitte kurz, in welcher Weise:

6. Wie würden Sie die Auswirkungen von Touristen aus den arabischen Ländern auf Zell am See-Kaprun beschreiben? Bitte markieren Sie Ihre Antwort in der Tabelle unten.

Auswirkungen auf:

	Stark negativ	Negativ	Neutral	Positiv	Stark positiv
Lebensstandard					
Preise					
Wirtschaft der Destination					
Infrastruktur					
Image der Destination					

Überfüllung					
Verkehrsstau					
öffentliche Dienste					
Kultur (Traditionen und Gewohnheiten)					
Gemeinschaftssinn					
öffentliche Plätze (Freizeitmöglichkeiten wie Parks, etc.)					
Umwelt					
die gesamte Stadt (Destination)					

7. Gibt es etwas Bestimmtes, was Sie ändern würden, wenn es auf die Touristen aus den arabischen Ländern ankommt? Zum Beispiel, etwas, das die Bewohner tun könnten, die Touristen selbst, lokaler Fremdenverkehrsverband, etc.

□ Ja

□ Nein

8. Wenn ja, was wäre es und wie würden Sie es ändern?

9. Meine Meinung über die Touristen aus den arabischen Ländern basiert auf:

□ persönlicher Erfahrung

□ Erfahrung eines Mitglieds meiner Familie/eines Freundes

□ Hörensagen

□   Sonstiges: _____

10. Ihrer Meinung nach, gibt es irgendwelche Klischees über die Touristen aus den arabischen Ländern?

□   Ja

□   Nein

11. Wenn ja, bitte geben Sie uns einige Beispiele solcher Klischees.

12. Stimmen Sie solchen Klischees zu?

□   Ja

□   Nein

13. Stimmen Sie der folgenden Aussage zu oder nicht?

Die Destination Zell am See–Kaprun passt sich zu sehr den Touristen aus den arabischen Ländern an und die Destination verliert ihren österreichischen Geist.

□   Ja, ich stimme zu.

□   Nein, ich stimme nicht zu.

Teil 3: Demographie

14. Was ist Ihr Geschlecht?

☐ männlich

☐ weiblich

15. Wie alt sind Sie?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☐ 65+

16. Was ist das höchste Ausbildungsniveau, das Sie erreicht haben?

☐ Grundschule

☐ Mittelschule

☐ Bachelor-Abschluss

☐ Master-Abschluss

☐ Postgraduierten-Abschluss

☐ Sonstiges: _____

17. Wie lange leben Sie in Zell am See-Kaprun?

☐ weniger als ein Jahr

☐ 1 – 5 Jahre

☐ 6 – 10 Jahre

☐ 11 - 19 Jahre

☐ 20 plus

18. Ich arbeite in Zell am See-Kaprun:

☐ Das Ganze Jahr hindurch

☐ Nur während der Sommersaison

☐ Nur während der Wintersaison

19. Ist Ihre Arbeit direkt mit Tourismus verbunden?

☐ Ja

☐ Nein

20. Was ist Ihr jetziger Beruf?

Sektor:...(zum Beispiel: Tourismus, Gastronomie, Gesundheitswesen etc.)

Position:..(zum Beispiel: Rezeptionist, Kellner,

Krankenschwester etc.)

21. Wie oft sind Sie mit Touristen in Kontakt?

☐ Täglich oder oft (4 – 7 mal pro Woche)

☐ Manchmal (1 – 3 mal pro Woche)

☐ Selten (alle paar Wochen) oder nie

Vielen Dank für Ihre Zeit und Hilfe. Wenn Sie beliebige weitere Informationen benötigen oder an den Ergebnissen interessiert sind, zögern Sie nicht mich auf meiner Email zu kontaktieren: kostalova.barbora@gmail.com.

Barbora Kostalova

Appendix 5: Interview protocol

Tourism Impact and Residents' Perspectives:

The Case of Zell am See-Kaprun

Interview protocol

Dear Sir/Madam,

My name is Barbora Kostalova and I am a graduate student at MODUL University Vienna. I am currently writing my master thesis about tourism in Zell am See – Kaprun during the summer season which is also a topic of this interview. The interview is one part of my master thesis primary research. Second part of the research is a questionnaire among the residents. This interview is voluntary and the data will be treated confidentially. It will take approximately 30 minutes. If you need any other information or you are interested in the results do not hesitate to contact me on my email: kostalova.barbora@gmail.com.

Interview questions:

1. What is your position in SalzburgerLand Tourismus GmbH and since when are you working in this organization?
2. What are your main tasks and responsibilities?
3. What is your view on tourism in Salzburgerland and who are the main source markets for the summer season in particular?
4. Are you familiar with the tourism in Zell am See-Kaprun?
5. What is your view on tourism in Zell am See-Kaprun? Who are the main source markets for the summer season in particular?
6. According to the tourism statistics, it is evident that there are many visitors from the Arab countries. What is your opinion about this?
7. Are there any other destinations in Salzburgerland with such a high number of visitors from the Arab countries? If yes, what is the current situation there?
8. Do you know the reason why are the visitors from the Arab countries attracted to Zell am See-Kaprun?

9. Do you think the residents feel affected by the tourists from the Arab countries? If yes, in what way?

10. Are you promoting the destination SalzburgerLand or Zell am See-Kaprun in the Arab countries?

11. Do you know about the brochure titled "Where cultures meet'' that was launched in 2014 by Zell am See-Kaprun Tourismus GmbH? If yes, what was the aim of it and what was the actual outcome of this initiative/campaign?

12. In your opinion, are there any tensions between the various stakeholders at the destination? If so, what is being done to make everyone happy?

Thank you very much for your time and help!

Barbora Kostalova

Appendix 6: Interview transcript

Interview transcript

9th November in Hallwang Salzburg

Interviewer: Dear Sir, my name is Barbora Kostalova and I am a graduate student at MODUL University Vienna. I am currently writing my master thesis about tourism in Zell am See – Kaprun during the summer season which is also a topic of this interview. The interview is one part of my master thesis primary research. Second part of the research is a questionnaire among the residents. This interview is voluntary and the data will be treated confidentially. It will take approximately 30 minutes. If you need any other information or you are interested in the results do not hesitate to contact me on my email: kostalova.barbora@gmail.com. Can we start?

Interviewee: Yes.

Interviewer: Would you mind if the interview is voice recorded?

Interviewee: No, I do not mind.

Interviewer: Thank you. So, what is your position in SalzburgerLand Tourismus GmbH and since when are you working in this organization?

Interviewee: I work for the marketing department. I began to work august 2004 so I am already twelve years here.

Interviewer: And so what are your main tasks and responsibilities?

Interviewee: We have got three main tasks. First task is to make the promotion of Salzburgerland in a certain country. For example I make the promotion of Salzburgerland in Romania. The second part is to make the promotion for Romania in Salzburgerland. That is very important because we have got 27 millions of overnight stays and from these 27 millions 24 millions of overnight stays are outside in the countryside. Many people who offer their accommodation are farmers and at the beginning of the 90's it was not possible for them to imagine that they would have tourists from Romania at their home. That's why we also make the promotion of these countries in Salzburgerland and there are some countries which a need very strong promotion in Salzburgerland like Arabic countries, like Russia, like Israel for example because the tourists from these countries have got some certain characteristics and the people just have to be informed about it. About the promotion of Salzburgerland in a certain country, for example we have got many regions in Salzburgerland where you can find Arabic guests most of them are in Zell am See and in the city of Salzburg. So for example if we talk about Austria, before I

began to work in tourism if you asked me what are the three most important places in Austria that everybody knows I would say Wörthersee, Kitzbühel and Schladming. These are the three places that I would have told you twelve years ago before I started working here. I know them from the past. I know Kitzbühel and Schladming the most from the TV from skiing but this is our area here. You are from Czech Republic so you also know many skiers and so on that is why we know them but for example Arabic people do not know them. And for example last year there was Kitzbühel at the fair in Dubai and do you know how they represented themselves? Kitzbühel – next to Zell am See, because Zell am See is actually for most Arabic people the center of the happening. So for example what we do. Today people from Arabic countries book accommodations already if they know they are close to Zell am See. They do not need to be necessarily in the center of Zell am See but everybody knows that Saalbach is only 15km away from Zell am See so everybody books also Saalbach. It is amazing how many Arabic people we have in the regions around Zell am See. Its spreading like this. So I will try to give you another example. For Arabic markets we have some specifics but I would like to show you this third point. As I said the promotion of Salzburgerland in the country, the promotion of this country in Salzburgerland and the third point is to make the platforms where the others can make marketing activities and I will try to give 2 or 3 cases from other markets and then I will try to represent how it works in Arabic countries because Arabic countries are a bit different. For example Austrian national tourist office makes workshops in Prague, in Warsaw, in Brussels, in Madrid and so on. What does that mean, what kind of workshops. Workshops can be everything. They rent a big room, they put about 50 tables into this room, and each table has its own number. I can buy a table as Salzburger company and so I go to this workshop, I have there my own table and they invite, for example in Prague, all Czech tour operators. So the Czech tour operator comes to this room and he has got the whole Austria in one room. He can visit all the tables, he can make businesses and so on. This is the way how Austrian national tourist office works. And I said its crazy that we Austrians travel to Czech Republic and we try to make the promotion there. I said it would be much more interesting if they come to Austria. So I began to make my own activity and about three years ago I invited forty tour operators from Czech Republic to Salburgerland for five days and on one day I made the workshop. It was really amazing because if the group starts at 7 in the morning from Prague they are in Salzburg at about 2 or 3 o'clock in the afternoon by bus. In the night it would be faster but during the day it takes at least 3 hours longer and from the city of Salzburg to Lungau, which is the south of Salzburg, it takes additional 2 hours. That means the whole bus would be the whole day on the road and I said that we should change the plan. The group starts from Prague at 5 o'clock in the afternoon that means everybody can work the whole day and in the afternoon they travel. They will arrive at midnight but I do not care they can fall into their beds but the next day we have completely normal day. And they pass Salzburg at about 10 o'clock in the evening and they make a stop in Grulich. There was a small shop and the owner made 80 sandwiches and gave me two big boxes of beer and that is how I entered the bus. Because I knew they are already 5 hours on their way and to make a surprise. Most of them already

knew me from SalzburgerLand. We spent one beautiful day in Lungau next day and then we moved to Rauris and in Rauris I had my worshop. We sold about 45 tables and they had to pay 650 EUR, each part had to pay 650 EUR for the table and before lunch we had presentations. Normally everybody who has got a table has the possibility to make two or three power point pictures and to represent himself. In this case I said you can send me the power point slides and I will present everything in Czech language. It was very funny because it was half Slovenian and half Czech and so on but because most people knew me already from before and the others actually knew me from the first day of our trip when we were the whole day in Lungau it was not a problem for me to make the presentations in Czech language because if I wouldn't know a word I asked how do you say that in Czech. But we had some small companies at the workshop like tourism association of Viehhoffen or tourism association of Mautendorf, which is very small. They were happy that I made this workshop. This workshop was a platform where they can make their own promotion. So I try to make the platforms where they make the promotion. Another case, I can buy in a magazine, in Geo magazine, 20 pages. Or another, Zell am See-Kaprun region can buy 4 pages. Ski amadé can buy 4 pages. Ski circus can buy 4 pages. Obertauern buys 4 pages. For the 4 pages they always pay 4 thousand euros. We have got 5 regions, each region buys 4 pages and so all together we have got 20 pages. They all together pay 20 thousand euros for 20 pages. So what I do, I go to them and I say I will buy 25 pages please make me a special price. They say ok for 25 pages we can give you for example, lets say 15 thousand euros. So I buy 25 pages for 15 thousand euros which is much cheaper than 20 pages for 20 thousand euros and then I can resell them to the regions. So again I made a platform where the regions can make their marketing activities. Then I say I will not buy 20 pages this year I will buy the whole magazine. What? The whole magazine? Yes I want that you make a special edition. The whole magazine will be only about Salzburgerland. No Tirol, no Südtirol, no Carinthia, no Styria, only Salzburgerland. It took me about 5 years to sign the contract and this is the magazine. This is what I made this year this is in Polish language. I sold 55 pages to the regions and this is not a catalogue. This is just a normal magazine that was just normally sold in each magazine store in Poland. It was my idea and I wanted it to become a magazine not a catalogue. It was very difficult to make. You know the hotel buys one page. For example I have the one hotel, they bought one page. This is the hotel in Miramonte in the valley of Gastein. And sure if they bought one page for the hotel I said ok then we will have a double page for the hotel and a short description of the valley because if I only describe the hotel its not enough. And they got actually this double page. The most amazing thing is how they represented the hotel. They put a picture of Gastein, they put a picture of breakfast in the winter outside and you see that at the back its Gastein, they put the crazy owner of the hotel and they didn't put the picture of the hotel from outside and in order to show that they have got much more than architecture, more than furniture and so on they put this picture and that's it. It's a completely different way how to present themselves. It's a very atypical way. But that doesn't matter the aim is that I made a platform and I sold 55 pages. So this is the third point and this is the point in my opinion the most important one. I can make so many

promotion but its much more important that I am able to promote small regions in the whole province of Salzburg. So now I will tell you two more things that you have to understand. We've got the Austrian national tourist office which represents the whole Austria. Austria has got 9 states. There is Salzburgerland, Vienna, Tirol, Styria, Corinthia, Voralberg, Lower Austria, Upper Austria and the ninth, which came to Austria 1918. It's the Hungarian part of monarchy, which is now under Austria and its called Burgenland. Each of these states has got each own tourism association. And now you are at the tourist association for the province of Salzburg. So we've got a big company and 9 small companies and now you are in one of these 9 companies and we are in charge of the whole province of Salzburg. Have you even heard about Ski amadé?

Interviewer: Yes.

Interviewee: What is Ski amadé?

Interviewer: Its a region with more skiing areas no?

Interviewee: Have you even heard about ski circus?

Interviewer: Yes, that's Saalbach.

Interviewee: Yes. Ok so what is the difference between Ski circus and Ski amadé?

Interviewer: Well I think Ski circus is only one place, like one skiing area but Ski amadé connects more skiing areas.

Interviewee: Perfect. 99 percent of people do not know this. Ski amadé are 5 regions connected together but just for the winter ski lifts. Just for winter so there is no Ski amadé in summer time. So you cannot buy summer lift ticket for the whole Ski amadé. Its not possible. For winter it is possible, but not for the summer. So there are 5 regions. Saalbach is one region, this is Ski circus and you can ski from Leogang to Fieberbrun and back as you wish. This is one region. And this is the big difference between Ski circus and Ski amadé. This is one region and they make one marketing. But in Ski amadé they have got marketing of Ski amadé and each of these 5 regions have their own marketing. So what can happen. There is for example a big fair, tourism fair in Prague, Gastein is a part of ski amadé, is situated in Salzburgerland and is a part of Austria. Good. And now the Austrian national tourist office says I will buy 20 square meters and I will sell 4 square meters to Gastein. Ski amadé says no, I will buy 20 square meters and I will sell 4 square meters to Gastein. And I say, its very important that Salburgerland is represented at this fair do I will buy 20 square meters and I will sell 4 square meters to Gastein. Austrian national tourist office says I know that Salzburgerland, wants to be at this fair in Prague so we will try to sell 10 square meters to Salzburgerland so he can sell 8 square meters to the others. But he will buy 10 square meters from us. Gastein has a possibility to buy the square

meters with me or with my partner Austrian national tourist office. Austrian national tourist office can be my partner or in the same manner also my competitor. And this is the characteristic of the structure of Austrian national tourism. This is what you can find only in Austria. It is very typical for Austria. Nowhere else in the world and this is in my opinion the reason why Austrian tourism is so successful as it is, only because of this structure. The same comment. Austrian national tourism office makes workshops in Prague, in Budapest and so on. I made a workshop in Zell am See. It was the first one. I Invited 30 tour operators from Poland, 30 from Czech republic and 30 from Hungary. It was in 2007. And I made this event in Zell am See so it was actually a competitive event to the workshop of Austrian national tourist office. So I was a complete competitor. But I asked the Austrian national tourist office for inviting the management. They had to choose these 30 people and they had to bring them to me. So they were in the same activity. We were competitors and partners at the same time, in the same activity. I would understand if there is one activity where they are my partners and then other activity where they are my competitors. And I was the first one who made one activity when they were at the same time my competitors and my partners. It was horrible because it was the first time in the history of the Austrian national tourist office when something like that happened and it was interesting because we were worried till the last week if they will give us all the information that we needed to make the catalogues for the workshop because they could say because you are my competitor you will not get any information. But we are always correlating with the Austrian national tourist office, that's logical. That's normal but we just wanted to show you this difference in the structure so we all make the marketing actually, we all fight for the same but we are still somehow partners somehow competitors. And this is very important that you understand this. Good. Regarding the Arabic markets. When Hans Wagner was here in the 90's, he left Zell am See Kaprun about 2 or 3 years ago, I don't know anymore but he was really a pioneer. He was the first one who traveled to Romania and made the promotion for Zell am See in Romania. It was the first region that was in Romania. He was the first one who was in Bulgaria, well we were together there. He was the first one who traveled to Czech Republic or who travelled to Poland at the beginning of 90's. And he was also the first one who traveled to Dubai. The problem is the Arabic people concentrate extremely on Zell am See-Kaprun. They like the water and they like the lake. It is interesting. Everybody goes to Zell am See and nobody is interested in Salzkammergut which is so close to the city of Salzburg. You know you've got 20 minutes by car to Fuschlsee and 25 minutes to go to Wolfgangsee. But no they want to go to Zell am See because Zell am See is IN in Arabic countries. And that's why Zell am See-Kaprun decided to stop every promotion in Arabic countries. Not that they would have something against the Arabic people. No way. But we all, not only Zell am See, we all try to have a very good mixture of all our guests. It is not good if our guests come only from one country. We had, lets say, at the beginning so in the middle of 80's more than 60% of all the tourists were Germans. Now you've got only 45%. In the meantime we've got 2% of Czech tourists in Salzburgerland for example, which is already on the fourth place in the ranking. The first place is Germany with 45%, the second place is Austria with 25%, on the third place is

Holland with 8% of all made by Dutch people and on the fourth place with 2% is already Czech Republic. My work. Nobody can say if this is really my work or not because its not only me who makes the promotion but also Ski amadé, also Gastein, my partners and my competitors. Also the Austrian national tourist office who also makes promotion in Czech republic. So in Arabic countries we have a bit of lack because Zell am See says no we want to have a distance from any promotion. Salzburgerland makes the promotion but we try to promote the other regions in Salzburgerland not only Zell am See. Sure that Zell am See has to be there because it is the most important thing and I need it. Look here you don't find Zell am See, because in Poland – Kaprun Kaprun Kaprun is everything. Kaprun is everything and that's why I put in the red - Kaprun, Salzburg and silent night. Silent night, next year is going to be 200 years since it was presented for the first time to the public and it was in Salzburgerland. Everybody in Poland knows this song and everybody in Poland think it is a Polish song. Nobody knows its actually Salzburger song. Never mind Polish are Polish with its completely different market. We are now in Arabic countries so we try to focus also on other regions so that people who come from Arabic countries are not so concentrated to Zell am See-Kaprun. Next question.

Interviewer: What is your view on tourism in Salzburgerland and who are the main source markets for the summer season in particular?

Interviewee: I always look at TourMis at the figures of the tourism year not for the geographical year so its from the 1st of November until the last of October. Now you've got the data from 1st of November until the end of August. We do not have any data for September, October yet and this means in this 10 months we had 771 thousand overnight stays of British people and 779 thousand overnight stays of Czech people. It means, the Czechs were always on the fifth place and the Brits were always on the fourth place. I think due to Brexit also but also because many flights were cancelled or cut of they are in the fifth place. So I always said Czechs are going to reach the fourth place and will stay on the fourth place in Salzburgerland. This is the fourth most important market for us.

Interviewer: Are you familiar with the tourism in Zell am See-Kaprun?

Interviewee: Yes of course, its our main region. Its very interesting. If I work for this region, normally if somebody decides to participate in one marketing activity then they brief me. They want to have this picture and this picture and they want to put this information in here and so on. This is how normally the work between me or someone else from our team and the regions goes. If you talk about Zell am See which is our main region they say I trust you, I know you will do the best for us and that's it.

Interviewer: What is your view on tourism in Zell am See-Kaprun? Who are the main source markets for the summer season in particular?

Interviewee: I don't know. I don't know but if you want to know. Zell am See-Kaprun is the region, which is the most different. Normally if I say how the tourists are divided due to the nations in Austria and in Salzburgerland we are almost equal. So Salzburgerland is actually what the whole Austria is. There is just a little difference. In Austria Czech Republic is on the 6th place, in Salzburgerland it is already on the 4th place but it was always on the 5th place so it was only one country difference. You see the big difference in United States because Unites States are very strongly presented in Vienna, in Salzburg and in Innsbruck and that's it. But mostly Salzburgerland is like the whole Austria if you compare them. In Salzburgerlad regions Zell am See-Kaprun is the region which has got the biggest differences in Salzburgerland. They've got the lowest proportion of German tourists, now when the Germans heard that the whole Zell am See is in the summer full of Arabic people they began to avoid Zell am See in the summer time. But there are still enough hotels where you can find people from all over the world but not from Arabic countries. Why did it happen like this in Zell am See. This has got a tradition in Hans Wagner who actually made marketing for 25 years in Zell am See-Kaprun. He really did a pioneer work, he brought the first tourists to Austria and to Zell am See-Kaprun mainly to the glacier actually, it is not that all is glacier but it's the glacier that has been used mainly. No it is something else, it is 50 years since we are offering skiing for tourists on the glacier and it was the first glacier in Austria who opened for skiing actually. And we've got the highest proportion of international guests there and for example if you would go there last week, in Slovenia there are days of on Monday and Tuesday. The last of October and the 1st of November is free. The last of October is the day of reformists, like Luther and the 1st of November is state holiday anyway and that's why the whole Slovenia has got the whole week free. It is not a whole week but schools has got a whole week free and most of people take the whole week free and that's why the spas this week are extremely expensive in Slovenia. Its cheaper to go to the spa in Austria than in Slovenia. But during this week Kaprun is full of Slovenians. You cannot imagine every second skier, only this week, comes from Slovenia. These holidays are called Kartoffel ferien. You know where it comes from?

Interviewer: No, I don't.

Interviewee: From the time of Maria Theresia. Maria Theresia invented the schooling system in Austria, actually Czech republic was part of Austria back then, and the farmers complaint that the children are too much time at school and they cannot help at home and so Maria Theresia said ok in autumn when you have lot of work to do the children will get a week of so that they can help with the potatoes and so on. That's why these vacations are called potato vacations. It was in the potato time. But its been cold and in none of these countries from monarchy we have this week of except in Slovenia but in Slovenia we got it through the new system because there are two holidays next to each other and that's why we got whole week of.

Interviewer: According to the tourism statistics, it is evident that there are many visitors from the Arabic countries in Zell am See-Kaprun. What is your opinion about this?

Interviewee: Important is Zell am See got the image in the whole Arabic countries. It was the first, there was a lack, they were searching for a destination where it is not cold, where its warm enough but not that hot as it is in Arabic countries so they come here because its cold enough. I mean we've got 35 degrees, so it is hot but for them its cold because they have got 50 degrees at home and they love rain. If it is raining in Zell am See, they all come out from the hotels and dance in the rain. That is what they really do because they do not know rain from home. But the most important thing is that Zell am See-Kaprun got the image as the beautiful place with the Alps, with the lake, you have got the waterfalls close, the Krimmel watterfalls and so on. And as soon as it god this image its actually impossible to get away from it. We have got it and now we have to live with it. This is the most important reason, why more and more tourists come. Because everybody in Arabic countries has already heard abput Zell am See. Not everybody have heard about Austria but everybody have heard about Zell am See and every-body has to go to Zell am See, because now its IN.

Interviewer: Are there any other destinations in Salzburgerland with such a high number of visitors from the Arabic countries? If yes, what is the current situation there?

Interviewee: Salzburg city. Salzburg city but I do not know how many overnight stays exactly the city of Salzburg has got and how many overnight stays Zell am See-Kaprun has got. It is very difficult to say this. But as far as I know, they have got more overnight stays in Zell am See-Kaprun but I am not sure. You would have to look it up. If you cannot just send me a short email the part so you get the correct figures.

Interviewer: Thank you very much. And so do you know the reason why are the visitors from the Arabic countries attracted to Zell am See-Kaprun?

Interviewee: Yes water. Water is the most important thing. Water, green, nature, everything what they don't have at home. And very important is also shopping. They spent a lot of money. They really spent much more money than an average tourist. They spend much more money than average Chinese. They spend really a lot of money. Even more than Russians.

Interviewer: Do you think the residents feel affected by the tourists from the Arabic countries?

Interviewee: Many of them.

Interviewer: If yes, in what way?

Interviewee: Last year for example we had a problem because one lady kidnaped a sheep. One lady from Zell am See kidnaped a sheep that was bought by Arabic people because they want-ed to kill it and bake it in a hotel room. They really wanted to do that in a hotel room, yes. And because they bought a sheep but were not able to bring it back to the hotel. They put the sheep next to the street like a dog and that's when this lady came and kidnapped the sheep.

Because she knew exactly why they bought it. It was a big police story. Sure the Arabic people make extreme mess in hotels. You should know that if you have got normal guests it is normal to renew the hotels every 10,15 maximum 20 years. If you've got only Arabic people you have to renew in the same manner every year.

Interviewer: Oh really?

Interviewee: Yes because they make such a big mess. They have got completely different culture but every of this hotels I was talking to told me not to worry because they also leave lot of money here.

These are the figures from summer 2015 in Zell am See-Kaprun.

Interviewer: Thank you very much.

Interviewee: Ok there are already sorted so we've got Germany on the first place, Arabic countries in Asia. Zell am See-Kaprun had more overnight stays of Arabic people than of Austria. Then we've got Saudi Arabia. Then we've got UK, Netherlands and then the Czechs.

Interviewer: So there are even more Arabic people than Germans.

Interviewee: Yes. These are only summer figures though. Then we've got UK, Netherlands and then Czechs.

Interviewer: Thank you very much.

Interviewee: You are welcome. You will also get the figures for winter.

Interviewer: Thank you very much. That's great.

Interviewee: Good. Next question.

Interviewer: Yes, well we talked about the residents.

Interviewee: Yes there are some hotels who complain that they are an Austrian hotel. Most of them do not work together with tour operators so the people book directly at a hotel. The Germans just call, we will come from this day to this day and that's all. Now it changed a bit through internet. But still most hotels live from their long-term guests who return every year and every year. The problem is that many hotels lost their clients because they do not feel well anymore because there are so many Arabic people in the hotel. That's why we have some hotels in Zell am See- Kaprun that take only non Arabic people into hotels. But the reason is not in the owner of the hotel but in the guests, in other tourists.

Interviewer: But can they do this? Can they say we do not take Arabic guests?

Interviewee: Yes, they are not bookable via booking.com. They can be only booked via direct email, if you put the whole name, the place of birth and so on. They can make it if they want. They try to make it via booking.com but the Arabic people very soon booked via British service. I had on the list the group of 20 British people that come today and they were 20 Arabic people. So via booking.com it doesn't work but since most of them book directly via email or via telephone, it works that way. This is not that problematic. There are not many hotels. There are 3 or 4 hotels I know so the main part of the hotels use the normal way but there are 3 or 4 hotels who just avoid the Arabic guests. But it's the minority.

Interviewer: Are you promoting the destination SalzburgerLand or Zell am See-Kaprun in the Arabic countries?

Interviewee: We promote the Salzburgerland. We have to promote Zell am See-Kaprun because this is like a locomotive, but we try to show the other beauties in Sazburgerland that people in Arabic countries still do not know yet.

Interviewer: Do you know about the brochure titled "Where cultures meet'' that was launched in 2014 by Zell am See-Kaprun Tourismus GmbH? If yes, what was the aim of it and what was the actual outcome of this initiative/campaign?

Interviewee: Yes I know about it. The aim is the same as of the brochures in Arabic countries for us because if you come to any Arabic country you will always first get a brochure what you are allowed to do there. So it was completely the same aim as it is the aim of the Arabic countries. Just to inform them. You know, it is a different culture and for example there is an extreme. If you cross the road in Slovenia where there is no zebra you pay a fine of 500 euros as a walker. In Austria you've got places in the middle of the road so that people who cross the road can have a pause in the middle of the road. There is no zebra. Completely different culture but two countries that are next to each other. In Austria it is normal that everybody uses the seat belt, while you are driving, but in Arabic countries nobody uses it. So you have to inform the people that in Austria you will pay a fine if you don't use it because we will not make a special legislation for our tourists. And that was the only aim of the brochure. Nothing else. I would never think of any negative things about this brochure, because it is just normal. Also in Arabic countries they make such brochures for Europeans and Americans and so on. Many people were completely shocked about it.

Interviewer: Yes I heard it was very criticized.

Interviewee: Yes, you cannot imagine how it was this one week you know. It was a scandal. In two countries in Europe, in Great Britain and I think in Sweden. They made such a scandal out of it. Btw. These are the figures for winter 2015. So now you see completely different. There are still some people from Arabic countries but in general they don't come in winter. There are

still two months like November and in April there are already lot of people from Arabic countries there. In April there are many people there and April is still officially winter.

Interviewer: Regarding the brochure, I only saw some screenshots.

Interviewee: Unfortunately we don't have it. Its already forbidden to put it out.

Interviewer: Just regarding the dresses, I guess that was the problem wasn't it? I saw some screenshots saying that some restaurants do not accept burka and so on.

Interviewee: This can happen everywhere. I mean if you walk on the street and you are dressed like this you can find somebody you will not like your dress you know. This is not something that would be officially told from state or something. We only try to be close to our guests. And we only try to prepare our guests so that they are not negatively surprised. Nothing else you know. It was not the aim of the brochure to force the people to be different. It was the aim of the brochure just to prepare them for their vacations in Austria and to show them what kind of legislations we have, what they have to do and what are our customs. Why should we not have the right to put down that at this moment in our society the burkas are not well accepted. But it has nothing to do with the tourists that come to us that has much more to do with the people who moved from Arabic countries to Europe and who wants to live here and who wants to spread the culture here. This has nothing to do with this, but if they come here, and that come to arrest form they said no burkas then they should understand that its not because of them but because of those who make problems for example in Paris and I don't know where else.

Interviewer: And in your opinion, are there any tensions between the various stakeholders at the destination? If so, what is being done to make everyone happy or what should be done?

Interviewee: There is no recipe to make something that everybody would be happy. You will always find people who are unhappy. This will always happen. The most important thing is only to inform people. Two days ago I was at a book presentation vom Bressburg nach Salzburg. From Bratislava to Salzburg. Bratislava is Bressburg in German. And its actually dealing with a history of Slovakia in the monarchy. Because the Slovaks were nothing towards the monarchy but they were very close to Vienna. In 1918 there were 41% of people in Bratislava who were German speaking and 40% were Hungarian speaking and only 14% Slovakian speaking. Sure Hungarians and Austrians in Austrian-Hungarian monarchy and so on. But so he dealt a lot of with the history of Slovakia in Austrian-Hungarian Monarchy and then he said the problem why more and more people vote right. USA elections you saw what happened. Its logical because we have extremely links policy. You know globalization is something links not right. And its logical that if you have a politics which goes right in the middle of one direction, doesn't matter which direction it goes. On the elections people like always the other opposite and Barack Obama made 8 years of extremely left policy, extremely left you know like the

health system and so on and its logical that now people vote right. Europe. Globalized Europe its logical that people vote right. Globalization is something left. Something new, something what should be better and so on. Conservatism always says no, no, no lets beat for us. And these people said how should the Europeans accept Europe as it is if they even do not know their neighbors. And in Austria 99% of people are not able to count the countries that are around Austria. They don't know exactly how they are ordered. They don't know where is Slovakia, where is Czech Republic, where is Hungary, Where is Slovenia. No way. And that's why I always say the only thing what you can do is just to inform people. Only inform people. Nothing else. You will always find people who are not satisfied with the system but the fears come only because the people are not informed. This was also the main aim of this brochure.

Interviewer: So you mean basically informing both sides. I guess such brochure would help the Arabic people but also the Austrian people right?

Interviewee: Sure, sure. For Austrians you don't have to make a brochure because it was interesting only for the people who live in Zell am See-Kaprun. It might have been already very important if Zell am See-Kaprun would have made also another brochure for other tourists to represent them the Arabic people. We have got a lot of Arabic people here and they have got some different habits and so on but this is something that nobody thought about. And I also think that it is not important. I mean we had problems with Kitzbühel about 6 or 7 years ago because the mayor of Kitzbühel said that it is horrible, this messes of Russian tourists are horrible. Next year they lost about half of overnight stays of Russian tourists. Just because of one single sentence in front of the media. That's why nobody, nobody from our company, from Zell am See-Kaprun, from wherever would not say something negative about the Arabic people.

Interviewer: Well thank you very much for this interview.

Interviewee: You are welcome.

Interviewer: It is very helpful for me.

Interviewee: You've got my contact details, if you have any other questions you can call me or send me an email.

Interviewer: Thank you very much!