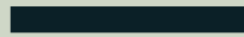


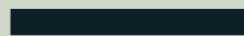


UNIVERSITY OF GRONINGEN



CAMPUS FRYSLÂN

The Frisian Stereotype



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1 Introduction

1.1 Research problem

The province of Fryslân has experienced stable growth in the influx of tourists over the period between 2012 -2018 (Brander & Vries, 2020). In 2019 the tourist community counted around 1,8 million visitors who stayed at least one night in the province of Fryslân (Mik, 2020). A slight decline in foreign tourists was signaled in 2020 due to the corona virus, however this decline was kept at a minimum because of an increase of domestic tourists (Lamme, 2021). The domestic tourists are attracted to the landscape, beaches, lakes, affordability, and the short travel distance to Fryslân (Brander & Vries, 2020). Another pull factor is the northern image consisting of peace, space, and nature (Haas & Huig, 2009). Fryslân is seen as a beautiful nature area with lots of water, however the public opinion shows that there are various prejudices about the province. The host community known as the population of Fryslân counted around 654 thousand inhabitants on the first of January 2022 (Vries, 2022). Among the Dutch public, Frisian inhabitants are described as silent, courageous, and fearless, but they are also considered to be stubborn and inflexible (Steensen, 2020). The Frisian language and culture are regarded as useless and funny, and the province as a whole is seen as a peripheral area (Nortier, 2009). What is striking is that these associations are made by domestic tourists from other provinces (I&O Research, 2010). German tourists often associate Frisians with friendliness and conviviality; this is the opposite from the associations made by domestic tourists (I&O Research, 2010). Belgian tourists similarly associate the Frisian province with good ambiance and the inhabitants as hospitable, which is the opposite of domestic tourists (NBTC Holland Marketing, 2014).

Aspirations to change the image of the region started in 2018 when Leeuwarden, the capital city of the Province of Fryslân, became Cultural Capital of Europe. This began by using various campaigns to alter the old and traditional image of Fryslân and create a new innovative, sustainable, diverse, and welcoming image (Schiphol Media, 2018). The campaigns were monitored through social media posts using keywords associated with the traditional and the new image of the province (LF2018, 2019). The outcome showed a change in the image of the Province of Fryslân among the Dutch public, the association with the peripheral image decreased and the new image showed an increase (LF2018, 2019). However, this research aimed to improve the image of the Province of Fryslân, not the image of the Frisian inhabitants (LF2018, 2019).

The associations domestic tourists have about the inhabitants of the province of Fryslân are often based on old stereotypes. The Frisian stereotype has defined its origin a couple of centuries ago. During the Romantic era, from the late 1700s through the early 1800s, the concept of nation gained attention (Duijvendak, 2003). Creating the Frisian identity was not a bottom-up initiative, the origin was created

by the Frisian nobility and the patriarchy through members of various exclusive associations (Duijvendak, 2003). One of these associations was called the Fryske Biweging (the Frisian Movement) established in 1827, committed to reinforcing the Frisian culture and language (Schaaf, 1977). The movement started as a countermovement, against nation building and unity where the Dutch language would become the norm throughout the Netherlands (Schaaf, 1977). The resistance against nation building of the Netherlands took shape in Fryslân as restating the cultural characteristics of the region such as the language done by the Frisian Movement (Breuker, 2014). Inspired by the Frisian work written by teacher Gysbert Japicx (1603-1666), a dictionary was created by notable headmaster Ecco Epkema in 1824 (Schaaf, 1977). Which provided the opportunity for the Frisian Movement to write “Thet Freske Riim” a book containing Frisian poems and notes from Ecco Epkema (Leeuwen, 1835). This work laid the foundation for the spelling of the Frisian language years later (Schaaf, 1977). Besides the Frisian Movement were other individual authors writing about the glorified ways of rural life which simultaneously idealized the nationalist character of the region (Breuker, 2014). These literary works often contained causal relationships between their alleged national character and the landscape (Breuker, 2014). Such works about the cultural characteristics of a region were used to distance themselves from other regions like Groningen and the Hague (Breuker, 2014). It was also a means to increase the awareness of the Frisian history among the inhabitants of the region due to the fear of it disappearing in the new Dutch nationalistic history (Breuker, 2014). The language gained interest among academics who continued to strengthen the perception of it being an individual language (Breuker, 2014). Through the years, the Frisian identity became one of the stronger regional identities in the Netherlands (Hakkers, 2016). Up to this day, the Frisian language remains one of the key aspects for an inhabitant of the Province of Fryslân to identify as Frisian (Hakkers, 2016).

The rise of domestic tourists comes with the consequence of Frisian locals coming into closer and more frequent contact with the stereotype brought in by the tourists. The results of these contact moments could have several outcomes. Research in Thailand and Singapore shows that when inhabitants are confronted with negative stereotypes, they could show negative behavior as a response towards the tourists (Tse & Tung, 2022). In one case this led to the avoidance of tourists by the local inhabitants of a religious site in Ukraine (Marchenko, 2018). Studies focusing on the topic of stereotypes in tourism are often concerned by the stereotype imposed on tourists by inhabitants. Or as presented by the research examples above the responses of inhabitants to the stereotype brought in by tourists. There is little research done on the tourists imposing stereotypes on local inhabitants and how they experience this. When zooming in on the Province of Fryslân there has been little to no academic research conducted to date on the experience of Frisians when confronted with the stereotypes carried by tourists. The unique context of domestic tourists imposing a stereotype on inhabitants from the same country sets this research apart from other studies. It besides delves into how this stereotype is perceived by the Frisian inhabitants instead of solely gaining knowledge of their responses to the stereotype. This research

aspires to elucidate the experiences of Frisians when they are faced with the stereotypes carried by domestic tourists. The outcomes of this research will be of significance to the tourism sector presenting Fryslân to the potential Dutch tourists. It will provide an understanding of the experiences of Frisian locals which can be used to improve the ways in which Fryslân is presented towards potential domestic tourists.

1.2 Study objectives and research questions

1.2.1 Objective of the study:

The main objective of this research was to uncover the experiences of Frisian inhabitants when they encounter domestic tourists imposing stereotypes on them. Through the experiences of the Frisian inhabitants, this research found out how the stereotype imposed on them by domestic tourists was perceived by the inhabitants. But it also sought to understand the responses of Frisian inhabitants when confronted by the stereotype.

This research has therefore implemented the following research question:

1.2.2 Main research question:

“How do Frisians experience the stereotypes imposed on them by domestic tourists?”

1.2.3 Sub-question:

“How does domestic tourism media portray Frisians?”

This main question is supported by one sub question. This sub question aimed to understand how the current day image of Frisians is portrayed by tourism media. With the rise of the internet and tourism media there is a greater influence on the image of a destination (O'Connor & Kim, 2016). This sub question was used to conduct a content analysis of media aimed to attract domestic tourists to Fryslân. It was specifically focused on easily accessible websites used to book holidays in Fryslân or provide information about Fryslân with the focus on the introduction of the province on these websites. The outcomes of the content analysis are used to determine whether there is a connection between the image portrayed in the media and the through Frisians perceived stereotype carried by domestic tourists.

1.2.4 Reading guide

To answer the research question, the research is structured in the following manner. The second chapter contains the literature review composed of concepts linked to this unique phenomenon. The third chapter explains the methodology and the methods used. The fourth chapter focusses the results. Which will be discussed and concluded in chapter five. Chapter six comprises of the list of sources used throughout the research. And chapter seven is used for the appendices.

2 Literature review

This research is focused on the experiences of Frisian inhabitants when confronted with a stereotype by domestic tourists. To understand this process, the concepts of the tourist gaze, host and tourist community, stereotype, representation, and the peripheral context needed to be uncovered. These are explained below in the literature review.

2.1 Tourist Gaze

The tourists that visit Fryslân carry different expectations of the province with them. This set of expectations refers to the gaze that travels along in the mind of tourists.

Gazing is more than seeing, it includes the socially constructed nature of seeing (Urry & Larsen, 2011). Everything gazed upon by tourists is modified by their personal experiences and memories; a connection will be made between the visual and the person gazing at the object (Urry & Larsen, 2011). This is not based on individual psychology; it is constructed through the socially formed and learned ways of seeing (Urry & Larsen, 2011). The social influence is constructed through various technologies, social media and television have a significant share in the construction process (Urry & Larsen, 2011). Therefore, the single tourist gaze does not exist (Urry & Larsen, 2011). It is influenced by one's education, age, nationality, gender, and social class (Wang, 2017). This unique way of gazing upon a destination is not solely comprised of the visual, other senses are activated as well (Urry, 1992).

The urge to discover new and unfamiliar destinations is rooted into the culture of touristic mobility to escape everyday life (Salazar, 2012). The tourist gaze is an "institutional gaze" which draws visitors away from home to look at the spectacular elsewhere (Stone & Nyaupane, 2019). This escape from the ordinary is often accompanied by a quest for authentic experiences in foreign destinations (MacCannell, 1976). There is a need for distance to escape the mundane and experience the other (Larsen & Guiver, 2013). This is mostly applicable to the international tourist, domestic tourists are less sensitive to the escape from common life (Stone & Nyaupane, 2019). Stone & Nyaupane (2019) argue that the role of media is less vital for domestic tourists, they appear to be more influenced by cultural traits. Comparably, Moufakkir (2011) argues that there is little research diving into the gaze of two groups who are culturally similar (Moufakkir, 2011).

2.2 Host community and tourist community

The tourist gaze is more than a straightforward view from the gazer, it should be viewed as multi-directional and as a multi-actor practice (Samarathunga & Cheng, 2020). Tourism is roughly comprised of two groups: the tourist community and the host community.

As the above paragraph states, the tourist gaze is not a singular gaze belonging solely to the tourist. The tourist gaze could be complemented by the local gaze, a form of gazing where the local is in power to

gaze at the tourist (Maoz, 2006). Adding both gazes together create the mutual gaze where the tourist and the host communities are gazing upon each other (Maoz, 2006). According to Moaz (2006), the mutual gaze regulates the behavior of both groups. Moaz (2006) describes that this results in mutual avoidance along with negative behavior and attitudes towards each other. An effect of the gaze is that it will alienate, stereotype, objectify and eventually dehumanize the gazed and the gazer in their power-struggle of understanding (Wassler & Kirillova, 2019). The encounters between the two groups support their stereotypical understandings of each other, producing an ongoing loop of distance and mistrust (Maoz, 2006). However, there are instances when the mutual gaze can be productive. Research on the socio-cultural relationship between the host community on Fiji and the backpacker tourist community show that the mutual gaze can be positive (Sroyetch, 2016). The socio-cultural effects associated with the backpackers are viewed as positive, such as renewal of local and cultural practices (Sroyetch, 2016). The tourist community appeared less outspoken about their own impact on the host-community, but there is no denial of their socio-cultural impacts (Sroyetch, 2016).

2.3 Stereotype

Stereotyping is a unique process, both socially and cognitively, since it requires agreement from members of a certain group (Taylor, Ruggiero, & Louis, 1996). The members must agree on bits of information that are depending on the attributes, characteristics, and conducts gathered from personal interactions with members of the other group (Pickering, 2001). Stereotypes can also come from gossip or media reports that might be true, false, or mixed; this categorizes all individuals belonging to the outgroup as one uniform group (Pickering, 2001). As mentioned before, stereotyping can also come from the gaze (Wassler & Kirillova, 2019). Occasionally the stereotypes come from the tourism industry, this industry might influence the travel behavior of tourists (Pagenstecher, 2003). Advertisements for destinations are pre-shaping the selected and visually perceived highlights of a place for the tourist (Pagenstecher, 2003). This can include cultural stereotypes altered, preserved, or confirmed by advertisements aimed to attract tourists (Pagenstecher, 2003).

There are two kinds of stereotype to be distinguished, explicit and implicit stereotypes. An intentional and controlled examination of persons who are regarded as outgroup members of a social group results in an explicit stereotype (Tse & Tung, 2020). An implicit stereotype refers to an individual's unaware views towards members of that outgroup (Tse & Tung, 2020).

2.4 Tourism and Representation

As mentioned above, the tourist gaze is partially influenced by visuals, texts, narratives, songs, poetry, and more coming from social media, television, books, movies, travel blogs, music, and various other sources (Urry & Larsen, 2011). The gaze can be perceived as constructing a part of the tourist, influenced by specific representations (Wassler & Kirillova, 2019). These representations can come from social media, but these are also found in guidebooks and promotional materials, they aid co-creation of the preconceived notions held by the tourists for a destination and reinforce the tourist gaze (Wassler & Kirillova, 2019).

The representations come from various media sources; these can be divided into different image formation agents according to Gartner (1993). They are summarized in table 1.

Table 1 Overview of image formation agents adopted from Gartner (1993).

Type of image formation agent	Explanation
Overt Induced I	Classic forms of advertisements seen on brochures, billboards, and radio for example. It attempts to create specific images in the minds of potential tourists (Gartner, 1993).
Overt Induced II	Information which is gathered or demanded from tour operators and other organizations. They are interested in the travel decision process but are not necessarily associated with the destination (Gartner, 1993).
Covert Induced I	Usage of a recognizable spokesperson to promote the destination, accompanied by traditional advertisements known from Overt Induced I (Gartner, 1993).
Covert Induced II	Can take the shape of an article, report, or story, must be unaware of the development of the destination nor do they have an interest in travel to the area (Gartner, 1993).
Autonomous	Consists of two subcategories: news and popular culture. These are creating independent information in the shape of documentaries, movies, or news articles for example (Gartner, 1993).
Unsolicited Organic	Information received from individuals who have visited the destination and believe that they have become a knowledgeable source. An important note is that this information is presented to one without requesting it (Gartner, 1993).
Solicited Organic	When active searching for information about a destination leads to information from well-informed sources. Other than Overt Induced II, these sources have no interest in the result of the choice (Gartner, 1993).
Organic	Previous personal travel to the area which had led to collection of personal information about the destination (Gartner, 1993).

This influential work did not stand the test of time completely, the arrival of the Web 2.0 and the new dimensions of word-of-mouth communication imply the need for an update (Camprubí, Guia, & Comas, 2013). One of the most notable changes is the role of tourists, they have shifted from a regular organic agent to an active organic agent (Camprubí, Guia, & Comas, 2013). Their contributions on blogposts, social media, and forums influence the destination and its image formation (Camprubí, Guia, & Comas, 2013). Their contributions reach all around the globe, becoming one of the most vital types of image projection agents (Camprubí, Guia, & Comas, 2013). This simultaneously causes destination marketers to revise their relationships with tourists in several ways to be able to promote destinations (Camprubí, Guia, & Comas, 2013). Promoting high satisfaction levels is necessary to create positive word-of-mouth communication, simultaneously the satisfaction levels should be published on the Web 2.0 (Camprubí, Guia, & Comas, 2013). A strategy to control images of the destination created by tourists could be implemented alongside marketing strategies considering the creation and intervention of new Web 2.0 sites (Camprubí, Guia, & Comas, 2013).

Besides the role of organic agents, there is the influence of autonomous agents, through the rise of mass media these appear to have a greater influence on the destination image (Honggang & Tian, 2018). The development of destinations can be strengthened through the representation of the place in media, such as books and films (Honggang & Tian, 2018). The internet is a fundamental source for potential tourists to gain inside information of a destination (Honggang & Tian, 2018).

Representations are a means of constructing a touristic image of a destination, this should be a true description (Brown, 1995). The representations of various media sources on a destination shape the expectations of visitors which connects back to the tourist gaze (Mercille, 2005). Caution is advised for promoters of a certain destination when advertising images, these should not harm locals (Mercille, 2005). The image created of a destination is often a result of economic, political, social, and historical processes, this bares a lot about the assembly of space, cultural change, distinctiveness, and discourse (Pritchard & Morgan, 2001). Online media can cause representations of a destination to multiply, leading to the loss of a singular destination image (Hunter, 2016).

2.5 Peripheral regions

When delving into the geographical context, countries tend to identify “strong” and “weak” regions within their borders (Eriksson, 2008). Weaker regions can be defined with rural and peripheral characteristics. Within the Netherlands the north is commonly regarded as a rural region among the Dutch public (Haartsen, Huigen, & Groote, 2003). Such peripheral regions can use tourism as an economic development (Ianioglo & Rissanen, 2020). However, peripheral regions are frequently connected to the notion of being problematic in the socio-spatial sense in tourism (Huong & Dérioiz, 2020). This does not mean that peripheral or rural destinations are not attractive for tourists, they appear

as more natural regions with opportunity for active holidays (Nash & Martin, 2003). To present a destination to tourists the culture and identity are used to brand the destination (Hashimoto & Telfer, 2006). For rural and peripheral destinations there is a common set of stereotypical characteristics used to describe such destinations, this consists of them being homogenous, not willing to change, and conservative (Champion & Hugo, 2004). Another aspect of rural and peripheral regions is the rural idyll, often created and represented in media sources such as television and paintings (Edensor, 2007). This concept makes rural regions feel like imaginative places entailing a range of cultural meanings (Cloke, 2006). The imaginative and idyllic aspects of rural regions influence tourism consumption and commodification, it thus can be treated as a tourism imaginary (Crouch, 2006).

The tourist gaze is vital when conducting research into tourism, alongside the host and tourism communities, their interactions play a large role throughout this research. These interactions are based on preconceived notion about one another which might be derived from stereotypes, representation in the media or geographic location. The theory from the literature review has been kept in mind throughout the research to understand and analyze the experiences of Frisians when they are confronted with the stereotype carried by domestic tourists.

3 Methodology

The methodology section dives into the best methods to conduct research into the experiences of Frisians when confronted with the stereotype by domestic tourists. This section explains the area which has been studied, and clarifies the methods chosen for the content analysis and the interviews. At the end of this chapter the ethical considerations are stated together with the positionality of the researcher.

3.1.1 Study area



Figure 1 Map of Fryslân (Snazzy Maps, 2022)

This research is focused on the north of the Netherlands, more specifically the Province of Fryslân, which is outlined in black in figure 1. The province is situated between lake IJssel and the Waddensea; the Wadden islands are also a part of the Frisian province except for Texel. The landscape is rich in water bodies, contains four national parks and two protected landscapes (Schroor, 1993). The identity of the northern regions of the Netherlands is associated with the countryside, this too is a characterization of the Frisian province (Duijvendak, 2008). Another reason this part of the Netherlands is known for, is their desire for independence and self-governance. The 15th and 16th century marked a long period of resistance against the Saxon government with several wars, the Frisians accepted their official loss of independence in 1579 and became part of the Union of Utrecht (Kist, 1999). The amalgamation of Fryslân with the Netherlands in 1579 did not decrease the urge for independence (Kist, 1999). The lust for freedom and resistance of central governance of Frisians is known throughout the Netherlands. Together with the Frisian language and signature sports, such as fierljeppen, keatsen, and skûtsjesilen, Fryslân distinguishes itself from the other provinces in the Netherlands. A side effect from

the Frisian identity is the Frisian province being stereotyped by the other Dutch provinces. Currently, Frisians are stereotyped as willful, stubborn, and proud of their language and culture (Jensma, 2015). To summarize the relevance of the Province of Fryslân for this research there are two key reasons that should be considered. The first is the regional identity which is present in the province of Fryslân and familiar to domestic tourists. The second reason is the surge in domestic tourists which might cause increased contact between domestic tourists and Frisian locals.

3.1.2 Qualitative research

The primary aim of this research was to uncover the experiences of Frisians when they are exposed to the stereotypes that domestic tourists carry with them. The experiences provided meaningful insights in terms of the responses Frisians have and how they perceive the stereotype. The sub question aimed to understand how tourism media portrays Frisian locals. The outcomes of the sub question were used to determine whether there is a connection between the image of Frisians portrayed by tourism media and the stereotype held by domestic tourists. This research adopted a qualitative research method to understand the experiences of Frisians. Qualitative research seeks to collect data about activities, events, behaviors, and it aspires to understand actions, problems, and processes in their social context (Phillimore & Goodson, 2004). Qualitative research was best fitting in this research since its objective is to understand the problem in the social context. It also it provides rich non-numerical data for specific situations and reveals the experiences of people dealing with unique events (Sofaer, 1999). This research adopted two forms of qualitative research. First, a content analysis was applied at domestic tourist-oriented tourism media. The second method took shape as semi-structured in-depth interviews with Frisian locals.

3.1.3 Methodology

This research adopted a phenomenological methodology, mainly due to the uniqueness of the context of this study. Phenomenology aims to explain the basic structure of human experience and understanding from the first-person perspective instead of the third person perspective (Merleau-Ponty & Bannan, 1956). The first intention of the phenomenological approach is to collect data concerning the perspectives of voluntarily participating research participants about a specific phenomenon (Groenewald, 2004). The researcher should be able to capture and understand the logic or meaning of an experience, rather than notice an underlying connection (Dukes, 1984). The methodology is also focused on making sense of the lived experience of an individual (Wilson, 2014). Since it is dedicated to the experiences of individuals dealing with certain phenomena, it is an appropriate methodology to use for this research project.

3.2 Methods

3.2.1 Content Analysis and data collection

To understand the way tourism media portrays Frisians towards domestic tourists a content analysis was applied. Content analysis is a qualitative research tool used to identify if a particular string of words, themes or concepts are present in specific qualitative data (Columbia, 2022). This method is an unobtrusive method to analyze a broad range of textual data (Stepchenkova, Kirilenko, & Morrison, 2009). This research specifically targeted booking websites and websites promoting the Province of Fryslân as a holiday destination. The analysis focused on the introduction text of booking, DMO websites, and informational blogposts which typically highlights all the key elements that make up Fryslân. These texts are oriented to attract and inform domestic tourists from other provinces about Fryslân. The texts were relatively recent with the oldest coming from 2019 and the newest from 2022. The texts were also easy to find when using Dutch search terms such as *vakantie in friesland*, *wat te doen in friesland*, *vakantie boeken friesland*. Using these small sentences ensured that these websites were easily accessible by domestic tourists to gain information about their potential holiday.

3.2.2 Analysis of the content

After gathering the data, 34 unique pieces of text were found on 14 different websites. To conduct the analysis there were three key steps taken using Atlas.ti. First, the important pieces of text were divided into several meaning units while keeping the research aim and sub question in mind (Erlingsson & Brysiewicz, 2017). Second was the formulation of codes, these helped identifying connections (Erlingsson & Brysiewicz, 2017). Lastly the codes were sorted into categories which serve to answer the sub question (Erlingsson & Brysiewicz, 2017). This yielded a coding tree which can be found in appendix 2A.

3.2.3 Semi-structured in-depth interviews

Semi-structured in-depth interviews were the best possible method to gather the intended data for the main research question. This type of interview comes with the benefit of having a couple of questions in a predetermined order and the flexibility to delve deeper in the answers given by the participant (Dunn, 2016). These interviews were face-to-face to better understand the non-verbal cues given by the participant during the interview. The interviews were conducted with the help of an interview guide. This served as a reminder to ask the intended questions and kept the interview focused. The interview guide was operationalized with the theory derived from the theoretical framework. The guide consists of multiple primary questions, which intended to start the discussion (Dunn, 2016). Alongside the primary questions are secondary questions which provided the participant the opportunity to expand the discussion (Dunn, 2016). The interview had an introduction, middle section, and an ending it also

adopted a diamond shaped structure, which is a combination of the funnel and pyramid structures (W3computing, 2022). Rapport was built by starting with easy to answer closed questions, the middle section contained broad questions with no correct answer (W3computing, 2022). The last questions were more specifically focused on the experiences with stereotypes. The ending of the interview provided the opportunity for interviewees to add and ask questions if they felt the need to use the opportunity. To make the participants feel more at ease they were given the opportunity to select their own time and place for the interview. They were also asked if they preferred Dutch or Frisian before the interview was conducted. The interview guide can be found in appendix 1A.

3.2.4 Operationalization of the interview guide

The first question was an introduction question, providing the opportunity to get to know the interviewee. The second and the third question were employed to check if the interviewees met the requirements for the research. The fourth question aimed to gain insights in experiences when interviewees encountered domestic tourists. The fifth, sixth, seventh and eight questions were based on the theory concerning stereotypes and how these were experienced, perceived, where they originated from, and how they were responded to. The conclusion of the interview provided the opportunity to clarify, add and ask questions to the researcher.

3.2.5 Sampling strategy and data collection

The main aim of this research was to reveal the experiences of Frisian locals who are confronted by the stereotype carried by domestic tourists. To sample participants, it was a must that they identified as Frisian and that they were exposed to contact with domestic tourists. The most suitable sampling strategy was criterion sampling. Criterion sampling takes all participants into account who meet some predetermined set of criteria (Patton, 2014). To contact these participants, emails were sent to different recreational and hospitality companies throughout the Province of Fryslân. The criteria were defined in the email to ensure that the participants met these. During the interview the questions were asked again to confirm that the requirements were met. Finding participants proved to be more difficult than expected since many businesses in the hospitality and recreational sector are understaffed. Through persistence, six individual interviewees were found and participated in the research. Throughout the data collection process, the participants were actively comforted and encouraged to share the experiences they chose to be part of this research. Watching their body language and noticing if they were hesitant answering specific questions was part of making sure the participants felt at ease during the data collecting process. The constant lookout for the participants comfort during the data collection process resulted in rich data. Many valuable experiences were shared by the participants which have been incorporated in the research.

3.2.6 Analysis interviews

Before analysis started the audio recordings were transcribed. This was a manual process due to the option of conducting the interview in Frisian, these interviews were directly transcribed to Dutch for convenience. It simultaneously helped clarify any inaudible pieces of audio and provided the researcher the opportunity to become familiar with the data (Dunn, 2016). After transcription the text documents were uploaded to Atlas.ti where they were coded manually. Coding was a mix of inductive and deductive codes to provide a more comprehensive and unbiased overview of the analyzed data. The codes were placed into categories and eventually linked to the broader theme. This resulted in a code tree which summarized the results of the analysis. The code tree can be found in appendix 2B.

3.3 Research ethics

The ethical considerations are a crucial component when conducting research, acting accordingly with the voluntarily gathered data from the participants is essential. To ensure the academic integrity, the Netherlands Code of Conduct was followed. This contains the following five important values: honesty, scrupulousness, transparency, independence, and responsibility (Netherlands Code of Conduct for Research Integrity, 2018). These five values were embedded throughout the research process to safeguard the academic standards of research for this research.

Participants were informed of their rights prior to voluntary participation in the research. They were informed through the consent form, which they also had to sign prior to participation, this consent form can be found in appendix 1B. Participants were made aware of their right to withdraw at any given moment before the start of the interview (Dowling, 2016). Prior to the interview they were asked if they gave their permission for the interview to be audio recorded.

Since social science is concerned with human behavior and society it is necessary to employ a strategy that ensured the anonymity of the participants for external readers through confidentiality of the collected data. Anonymity and confidentiality are both intended to protect voluntarily participating individuals from any possible harm caused by their participation (Toom & Miller, 2018). Confidentiality was used to keep private details secret, such as their name, age, and place of residence. This makes the participants untraceable for all readers except the researcher, which is the highest form of anonymity that can be guaranteed by the researcher. Alongside confidentiality is the storage and handling of the data. Collected audio files were airdropped from recording device to a laptop, this ensured the data not to be stored on an email server. The researcher made sure to turn Airdrop off when it was not used to secure the data well. The audio recordings were transcribed manually to ensure the trustworthiness of the quotes (Shenton, 2004). After the transcribing process the audio files were deleted, and the transcripts were stored on a password protected external hard drive.

3.3.1 Positionality

Declaring positionality provides detail about one's world view and the adopted position relative to the research and its social and political context (Holmes, 2020). The researcher took the position of insider in this situation. This was caused by the identification as a Frisian and the familiarity with domestic tourists imposing a certain stereotype on Frisian locals. The familiarity sparked an interest in why this happened and if being confronted with the stereotype occurred more frequent and was experienced by others working in hospitality or recreational businesses. Due to the awareness of the stereotype carried by domestic tourists, the researcher was subject to potential bias towards the more negative side of the stereotype. Guided by a research diary, the researcher provided an insight in the research process and reflected on moments where potential bias might occur.

The previous section explained the deliberate choice to adopt a phenomenological methodology. It besides explained the decision to do semi-structured in-depth interviews and a content analysis. The combination of these methods yields rich data for this research. This data can be found in the next chapter which contains the results of the content analysis and the interviews.

4 Results

This is a twofold chapter concerning the results of the content analysis and the interviews. Both are starting with a brief overview of the gathered data; this will be expanded in the categories which were found during the analysis. Every category will be supported by one or more codes to explain the category.

4.1 Content analysis and results

A total of 14 websites were found which aimed to attract domestic tourists towards the Province of Fryslân. These websites included booking websites, DMO websites and blogposts which were all targeting domestic tourists. Table 2 provides an overview of the type of websites used in the content analysis.

Table 2 Overview of the data collected for the content analysis

Website	Source	Type of website
Bijzonder plekje	(BijzonderPlekje, 2022)	Booking
Park vakanties	(Parkvakanties, 2022)	Booking
Tui	(Tui, 2022)	Booking
Het Zuiden Jacobs Reizen	(HetZuidenJacobsReizen, 2022)	Booking
Wereldreizigersclub	(Wereldreizigersclub, 2020)	Blog
Week op vakantie	(Weekopvakantie, 2019)	Blog
Vakantie Friesland	(VakantieFriesland, 2022)	Blog
Liefde voor reizen	(Jesper, 2021)	Blog
Karlijn Travels	(Karlijn, 2020)	Blog
Eropuit in Friesland	(Eropuitinfriesland, 2020)	DMO information website
Noflik leven	(Joukje, 2020)	Blog
Yachts4u	(Yachts4u, 2020)	Blog and Booking
Op reis met Co	(Co, 2021)	Blog
Travel with Baukje	(Baukje, 2020)	Blog

The content analysis yielded 34 unique pieces of text which have been grouped under 7 codes. These codes have been placed into 3 categories which were combined under the theme “representation of Frisian locals”. The results are separated into the 3 categories derived from the content analysis namely, culture, history, and population characteristics. Every category is supported by a piece of text coming from one of the websites mentioned above. These pieces were translated from Dutch to English with the original meaning kept in mind to provide the closest translation possible.

4.2 Culture

Table 3 Identified category culture and its codes

Category	Codes
<i>Culture</i>	Language
	Identity
	Foreign feel

The category culture describes the key features which are connected to the Frisian culture, the codes language, identity, and foreign feel are attributed to this category. The codes are provided as a quick visual overview in table 3. The Frisian language is regularly used on the websites to describe small Frisian statements or to explain the alleged Frisian lifestyle as showed below with a piece from the booking website Bijzonder plekje.

“In addition, there is smûk. The Danish have hygge, the Swedes lagom, and the Japanese ikigai: the art of living happily, in balance. But you can also find happiness closer to home. The Frisians have smûk. I searched the translation of smûk in the Frisian Dutch dictionary, it means cozy and homely. It’s a Frisian lifestyle, living in Friesland is living with light and air – sober, sustainable, and healthy.”
Bijzonderplekje 2022

Most striking is the often-mentioned foreign feeling that domestic tourists allegedly experience when they visit the Province of Fryslân. This is often linked to the Frisian language which is described to be incomprehensible for domestic tourists and thus aiding in the creation of the foreign feeling. This foreign feeling is strengthened by the visual appearance of the landscape which is labeled as green and flat. One blogpost compared the small city life in Fryslân to life in small villages in Italy due to the presence of elderly on the central square discussing life in an unintelligible language. Besides the Frisian language and landscape is the code identity which embodies bits of text which are explained as Frisian cultural practices such as the sports, festivities, food, and drinks. Frisian sports are mentioned multiple times as an item that should be experienced by domestic tourists such as skûtsjesilen and fierljeppen. However, one of the most highlighted sports was ice skating, specifically the Elfstedentocht a 200km long competition which has not occurred since 1997. Noticeable is the desire for this ice-skating race which, according to the blogposts and booking websites, is very strong among the Frisian population.

4.3 History

Table 4 Identified category history and its code

Category	Codes
<i>History</i>	Independence

The category history contains 1 code which is independence as shown in table 4. Some blogs contained small history lessons aimed at informing the domestic tourist, within these pieces of history the longing for independence came forth multiple times. Due to the strong identity with the focus on language and cultural practices the Frisians are often described as wanting their own country or at least have the slightest desire for independence. Words as revolt or rebellion are frequently found to describe the Frisians and their assumed desire for independence. A snippet from a blogpost on weekopvakantie perfectly demonstrates this description.

“Fryslân has always had a strong identity of its own over the centuries. Even when it became affiliated with the other parts of the Netherlands and eventually became a province, a strong independent movement remained. This is expressed in the attention to one’s own language and customs and modest longing for independence,” – Weekopvakantie 2019

4.4 Population characteristics

Table 5 Identified category population characteristics and its codes

Category	Codes
<i>Population characteristics</i>	Hospitable
	Stubborn
	Modest

The category population characteristics describes the characteristics concerning the Frisian inhabitants which are mentioned throughout the various websites. The category has been divided into three separate codes namely hospitable, stubborn, and modest, these can be found in table 5. The code stubborn got an unexpected positive twist regarding the representation of Frisian inhabitants. This code is supported by two pieces of text which are both written in the same vein, telling the tourist that Frisians can be stubborn and directly proving the contrary by explaining that they are people with a heart of gold. This positive description of the Frisians is continued by the code hospitable which insinuates that Frisians are helpful, social, sincere, and hospitable towards domestic tourists. The third code embodies the more modest and down to earth characteristics attributed to the Frisian inhabitants. Below a piece of text from the DMO website can be found where the Frisian characteristics are described.

“Frisians are often modest and sober, and they will not pat themselves on the chest quickly” Eropuit in Friesland 2020

The overall description of the Frisian locals on the booking websites, the DMO website and blogposts is positive and welcoming for domestic tourists. With many websites frequently highlighting the hospitality of the Frisian locals.

4.5 Interview analysis and results

A total of 6 interviews were conducted with Frisian inhabitants who met the requirements of the sampling strategy. The interviews lasted between 25 and 40 minutes. The ages of the interviewees ranged between approximately 20 to 60 years old, the distribution between male and female was equal. An overview of the participant characteristics can be found in table 6.

Table 6 Interviewee characteristics

Name	Gender	Profession	Contact with domestic tourists	Identifies as Frisian
Anna	Female	Waitress	Yes	Yes
Ben	Male	Café owner	Yes	Yes
Cathy	Female	Front desk at hotel	Yes	Yes
Daniel	Male	Boat rental	Yes	Yes
Elisa	Female	Watersports rental	Yes	Yes
Frank	Male	Farm camping	Yes	Yes

During the analysis, quotes that resembled the same ideas were placed under one code. This resulted in 16 separate codes which were distributed among 5 categories, which eventually connected back to the main theme. The 5 categories were encounters with domestic tourists, experiences with the stereotype, the perceived stereotype, the alleged origin and finally the response to the stereotype. These categories are used as the basis for the analysis of the collected data. The analysis is supported by quotes derived from the interviews; these quotes are translated from Dutch to English with the original message in mind to provide the best possible translation.

4.6 Encounters with domestic tourists

Table 7 Category encounters with domestic tourists and its codes

Category	Codes
<i>Encounters with domestic tourists</i>	Profession
	Reason tourists visit
	Origin of tourists
	Encounter

The category encounters with domestic tourists represents the encounters interviewees had with domestic tourists. This ranges from their profession to the actual encounters themselves, this can be seen in table 7. All participants have professions in the tourism or recreation sector causing them to encounter domestic tourists at a daily basis. Motives for domestic tourists to visit the locations in Fryslân are told to be the opportunity to try watersports and the possibility to cycle the Elfstedentocht route. The interviewees explained that most domestic tourists came from all around the Netherlands, one specified that they were often from the more southern provinces such as Brabant and Limburg. The most valuable information can be derived from the code encounter, the interviewees had various experiences when they encountered domestic tourists. Most of the interviewees explained that they experience the contact with domestic tourists as positive and good. However, some interviewees reported experiences with domestic tourists which appear to be less positive. The quote below shows how an interviewee experienced contact with domestic tourists.

“Yes, generally good, sometimes it is a bit more difficult because you have to get to know each other. And well, sometimes I think they might see me as quite a quiet man, because I am that way. But yes, I always have to get to know people to get smooth communication. It might also come from the image they have that Frisians in general are not very communicative and sometimes even a little stiff.” Frank, owner of a farm camping.

This quote explains how an encounter can be seen as less positive. However, the majority of interviewees stated that they were often the first one on the job encountering the domestic tourists. Leading the interviewees to greet them and welcome them for the business they are working for or own. In general, the encounters can be described as positive according to the interviewees.

4.7 Experiences with the stereotype

Table 8 Category experiences with the stereotype and its codes

Category	Codes
<i>Experiences with the stereotype</i>	Spoken language
	Backwards
	Clothing
	Emotions
	Positive

The category experiences with the stereotype delves into the experiences of the interviewees when confronted with the stereotype imposed on them by domestic tourists. This resulted in 5 codes which can be found in table 8. All interviewees commented about the Frisian language, some reported miscommunications with domestic tourists while others were believed to have difficulties speaking Dutch. The alleged inability to speak proper Dutch has led to confrontations between two interviewees and the domestic tourist in the situation. When the interviewees did not adhere to the Dutch language standards of the domestic tourist a heavy altercation took place. Besides the language is the supposed idea carried by domestic tourists, that Fryslân lags behind in comparison to the other provinces. According to some interviewees, domestic tourists carry the idea that Fryslân is not as technologically advanced as other provinces with the implication of charging stations for electric cars for instance. Yet, there are also comments made about domestic tourists asking the interviewees if they wear wooden clogs. These notions portray the Frisians in a negative and old-fashioned way. When the interviewees were confronted by the stereotype, they had mixed feelings. Some thought that these stereotypical characteristics were weird, and they wondered where these prejudices were coming from. While some other interviewees strongly stated that they did not care about the stereotype and claimed to be a proud Frisian. Although, the actual encounter with the stereotype itself was unanimously described as negative. However, interviewees frequently mentioned the positive side of the Frisian stereotype. Due to the low expectations domestic tourists have of the Frisian locals, there appears to be a large opportunity for positive experiences from the domestic tourist side. This is explained by the quote below.

“Yes, even specifically with me. I’ve heard it quite a few times now, they expected me to be a closed or stubborn person, but they are surprised when they tell me that I am actually a very friendly guy. So, I think that it is nice to hear but it remains weird to me that they first think that I might be inaccessible. I do sometimes wonder where that comes from since they have never met me before this.” Daniel, employee at a boat rental.

This quote demonstrates an encounter where the domestic tourist carries a stereotype that appears to be false in this situation. It left the interviewee questioning where this prejudgment came from.

4.8 The perceived stereotype

Table 9 Category perceived stereotype and its codes

Category	Codes
<i>Perceived stereotype</i>	Language
	Silent
	Stubborn or stiff
	Farmer

The category perceived stereotype aimed to understand the Frisian stereotype carried by domestic tourists through the eyes of the interviewees. This perceived stereotype does not necessarily come from the encounters with domestic tourists. It is how the Frisian inhabitants believe to be stereotyped by the domestic tourists, which can come from different sources but could also be made up in their minds. This resulted in 4 codes which are shown in table 9. According to the interviewees, the domestic tourists carry the idea that the Frisian province is different due to the language. Frisians are perceived as people who are not keen on adjusting, like adjusting to the Dutch language for example. This is tied with the notion of Fryslân being hesitant or slow in adopting new things. One interviewee described how she viewed the stereotype held by domestic tourists.

“Well, I think that the tourists think that we are lagging behind compared to the rest of the Netherlands. And I mean in particular when compared to the Randstad, I sometimes encounter people who think that I have difficulty speaking Dutch or that we still pay everything in cash. Some even think that we still often wear clogs here, I sometimes hear those kinds of vague things, then I think to myself: okay, why do people think like that?” Elisa, employee at a watersport’s rental

This quote implied a negative stereotype focused on the differences between the Randstad area and the Province of Fryslân. Another noteworthy way that the stereotype has been perceived is the idea that Frisians are silent and stubborn. Interviewees perceive the stereotype carried by tourists as being distant and unapproachable. To add to this is the link with the rural lifestyle or farm life, which appears to tie into the idea of stubbornness and being distant.

4.9 Origin of the stereotype

Table 10 Category origin of the stereotype and its codes

Category	Codes
<i>Origin of the stereotype</i>	History
	Media

The category origin of the stereotype entails the possible origin of the Frisian stereotype as mentioned by the interviewees. This category can be divided into two codes which can be found in table 10. It was remarkable to find the distinction between the supposed origin of the Frisian stereotype as told by the interviewees. Men were more inclined to attribute the Frisian stereotype towards the historical narrative of the Province of Fryslân. The confrontations between the Hollanders and the Frisians were mentioned as one of the causes which might have created the differences between other Dutch provinces and the Frisian province. On the other side is the media which had been accused of creating the Frisian stereotype. Interviewees claimed that whenever a Frisian appeared on a Dutch tv program they are always subtitled, have a heavy accent, and are portrayed as blunt people often from a farm. The quote below explains how Frisians are often portrayed on Dutch television and in media advertisements.

“Well, that image they get comes from the media, like the TV for example. Sometimes a Dutch TV channel shows a Frisian, which is often subtitled, while another fellow Dutchman who is not from Fryslân is not subtitled. So, in such a situation you are portrayed as an unintelligible Frisian who might speak in a snarling way. This could be one of the origins, well you also have folders. These pamphlets are used as advertisement for Fryslân in other places, they have people wearing clogs on the pictures. This also portrays us immediately as something like oh, everyone in Fryslân wears clogs” Cathy, front desk employee at a hotel

Nevertheless, when a Frisian appears in the media that does not fit this stereotype it will not go unnoticed. One interviewee mentioned that when this happens on television there will always be a comment explaining that the Frisian in question does not fit the stereotype.

4.10 Responses to the stereotype

Table 11 Category responses to the stereotype and its codes

Category	Codes
<i>Response to the stereotype</i>	No change in behavior
	Change in behavior

The category responses to the stereotype actively combined different responses of interviewees when confronted with the stereotype. This appeared to have two possible outcomes which formed the basis of the two codes supporting this category as shown in table 11. The first option comprises a group of the interviewees who reported no change in behavior. These interviewees claimed that changing their behavior would not be a great option, certainly not for the interviewees who see the same domestic tourists more frequently over a longer period. Participants working in businesses like a hotel or farm camp where domestic tourists spend the night or multiple nights mentioned that they come into contact more frequently with domestic tourists. They preferred to be themselves instead of altering their whole person. Though, there is another group of interviewees who do change their behavior in response to the stereotype. This is mainly caused by issues regarding miscommunications through the Frisian language, one interviewee explained that they adopted a rule at work requiring all employees to speak Dutch with each other. The quote below shows why this rule has been implemented.

“How do I deal with the stereotype? Well at work we have made some arrangements with our colleagues. One of the arrangements is a rule which requires me to speak Dutch to my Frisian colleagues at work, this is to prevent the guests from thinking that we gossip about them in Frisian what they cannot understand properly. It is do prevent them from feeling excluded so that is the reason why we speak Dutch to each other.” Anna, waitress at a restaurant

Likewise, is the change in behavior another interviewee described. She used to laugh the stereotype off when she was younger but is has reached a point where it became offensive. This resulted in her standing up for herself when domestic tourists confronted her with the stereotype. She explained that when her limit is reached, she would correct a domestic tourist when necessary. Important to note is the difference in time spent with a domestic tourist and how it influences change in behavior. Interviewees working in a hotel or at a farm camp spend more time with domestic tourists and do not adopt different behavior. However, interviewees working in restaurants or at rental businesses where domestic tourists generally spend less time do adopt different behavior.

5 Discussion

This chapter dives into the results and draws connections between available literature to place the findings in the real-world context. It then concludes the main findings; the chapter ends with the limitations and recommendations of this research.

The interviews and content analysis have produced data about the Frisian stereotype and how this is experienced and perceived by Frisian inhabitants. The content analysis found several stereotypical Frisian characteristics which were attributed multiple times towards Frisian locals. These came from booking websites, the DMO website and various informational blogposts. These websites are a mix of overt induced I and organic image information agents (Gartner, 1993). Stereotypical cultural characteristics such as distinct Frisian sports and the Frisian language came forth in both the content analysis and the interviews. The websites are portraying Frisians as different from the rest of the Netherlands, this might cause pre-shaping the perceived highlights of a destination held by a domestic tourist (Pagenstecher, 2003). It also helps in creating a “foreign feel” for tourists when visiting Fryslân, which according to Salazar (2012) is an urge in tourists to discover foreign places. This simultaneously represents Frisian inhabitants in a stereotypical manner. As mentioned in the literature review, stereotypes require agreement from one group on certain bits of information about the other group (Pickering, 2001). The language takes one of the key roles when it comes down to the stereotype. Interviewees mentioned the subtitles added when a Frisian is found on Dutch television, this implies that Frisians are frequently portrayed as unintelligible. Such representations of the Frisians can aid in the co-creation and reinforcement of the tourist gaze (Wassler & Kirillova, 2019). If this occurs unaware in a domestic tourist it might cause an implicit stereotype (Tse & Tung, 2020).

When placing the content analysis next to the interview analysis there are some noteworthy observations. The Frisian cultural characteristics derived from the content analysis appear to lean more towards the positive side than the negative side. This is the opposite of the experiences Frisians have when confronted with the stereotype. However, the perceived stereotype is described by interviewees as even more negative than the experienced stereotype. This was especially true when it came down to the often mentioned stubborn and stiff characteristics of Frisian inhabitants. These characteristics were brought up more by Frisians when asked about the alleged stereotype carried by domestic tourists than the experienced stereotype. Research diving into the preservation of cultural stereotypes can confirm that through the interpersonal communication the stereotype-relevant information will be kept alive in a community (Kashima, Lyons, & Clark, 2012). This could potentially clarify why the stereotype is more negative in the eyes of the Frisians themselves.

When speaking about the experiences Frisians have with the stereotype imposed on them by domestic tourists, all interviewees could recall negative experiences. This is similar to a study in Newfoundland, where the inhabitants are associated with a stereotype similar to the Frisians (Wyle, 2008). This study shows how tourists use areas for stereotypical cultural recreational practices whereas these are living spaces or spaces of cultural significance for the residents, this double usage of some areas creates conflicts between the host and tourist community (Wyle, 2008).

There appears to be a difference in response to the stereotype, which can be ascribed to the time spent with a domestic tourist and the possibility of a second encounter with the tourist. Interviewees working jobs where domestic tourists stay for an extended amount of time would not change their behavior as quickly as interviewees which encounter a domestic tourist for a short amount of time. A study on the responses of residents to tourism showed that on short-term missions, hosts allegedly show behavior in the sense of advocacy, concession, contention, or resignation towards tourists (Griffin, 2013). This supports the finding that Frisians working jobs in restaurants and rental businesses are more likely to change their behavior towards a tourist since they stay for a short amount of time.

The stereotype carried among domestic tourists does come with a positive side which can be found in the data gathered from the content analysis and the interviews. The stereotype leads some domestic tourists to travel around with low expectations regarding the Frisian province and its inhabitants. This causes domestic tourists to be overjoyed when they meet Frisians which do not adhere to the stereotype. This can be brought back to the tourist gaze, where everything gazed upon by the tourists is modified by their own experiences and memories (Urry & Larsen, 2011). This is identified as a driver behind positive encounters between Frisians and domestic tourists.

5.1 Conclusion

Very little research has been dedicated to the experiences of Frisians when stereotypes are imposed on them by domestic tourists. Therefore, this research focused on the experiences of Frisians working in the tourism and recreation sectors within the province of Fryslân. To support the main quest of this research, a sub question dove into various websites aimed to attract domestic tourists and how these portrayed Frisian locals. The content analysis yielded multiple findings. First, Fryslân and its inhabitants are portrayed as having a strong regional identity which creates a foreign feel for domestic tourists. This is strengthened by the described longing for independence of the Province of Fryslân. Secondly, the characteristics of Frisian inhabitants are portrayed as positive especially in the hospitality sector. The influence of the abovementioned media representations on the Frisian stereotype are negligible. These media representations are not as negative as the stereotype perceived by Frisian inhabitants.

To return to the primary question of this thesis: How do Frisians experience the stereotypes imposed on them by domestic tourists? The main finding from this research is the fact that the stereotype is negatively experienced by the Frisian locals. It impacts them on their job which sometimes leads to conflicts between the host and the tourist community. The second finding is the contrast in response to the stereotype. A selection of the interviewees mentioned that they did not change their behavior, while the other group actively changed their behavior. However, the stereotype does not only cause negativity. The third finding highlights the positive side effect of the stereotype carried by domestic tourists. Some have relatively low expectations when traveling through the Frisian province. This leads tourists to have positive experiences during their holiday in Fryslân which works as a catalyst for more positive encounters.

5.1.1 Limitations

There are multiple limitations concerning this research. The uniqueness of this phenomenon made it difficult to find similar studies or literature suitable for the literature review. Furthermore, the samples for both the content analysis and the interviews are relatively small. This should be taken into account when interpreting the findings of this research. The short timeframe wherein the data had to be collected and analyzed can possibly have influenced the results of this research. When reflecting on the positionality as an insider this might have influenced the research in various ways. It could have been helpful since the experiences of the participants were familiar which led to easy going interviews. It might also have caused bias since the researcher is aware of the ways domestic tourists carry and impose the stereotype. However, with the help of the research diary and reflecting on the research process, this has been kept at a minimum.

5.1.2 Recommendations

It is recommended to repeat this research with bigger samples to find out if the results are similar. If this is the case, one could dive deeper into the connection of other forms of media such as television shows and the news and how these influence the stereotype carried by tourists. The researcher also recommends investigating the incongruity between the experienced stereotype and the by Frisians perceived stereotype. This difference could play a role in perpetuating the stereotype.

The unique context of this phenomenon is highly important and should receive more academic attention. The domestic tourists imposing a negative stereotype on inhabitants of the same country, but from a different province is what makes this research unique. Its focus is not solely on the responses concerning the stereotype but how this is perceived and experienced by the inhabitants which creates a broader picture of this phenomenon. Due to the scarcity of available literature, it is recommended to do more research delving into these phenomena to better understand the relations between the host and tourism community and the influence of the tourist, local, and mutual gaze.

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7 Appendices

1A Interview guide in English

Introduction

To start the interview, I will first introduce myself. My name is Sanne Koning, and I am a student on Campus Fryslân, a faculty of Groningen University. For my master's thesis I am researching the experiences of Frisian locals when they encounter domestic tourists imposing stereotypes on them. A domestic tourist is someone from another province visiting the Province of Fryslân. To understand these experiences, I've asked you through email to voluntarily participate in this research and share your experiences with me.

This interview will start with some easy to answer questions about yourself. The main part of the interview will aim to understand the moments you encountered domestic tourists who carried a stereotype concerning Frisian inhabitants. These questions can ask you to recall certain experiences, you are not obligated to answer any of these questions if you do not want to. The interview will be concluded with some space to add extra information and the opportunity to ask questions to the researcher.

Question 1

Could you please start by introducing yourself?

- Who are you?
- Where do you live?

This research will investigate a very specific phenomenon in Fryslân; therefore, I will ask you to answer these questions first before continuing to the main part of the interview.

Question 2

Do you identify as a Frisian person?

Question 3

Do you encounter tourists in the recreation or hospitality sector?

- What is your profession?

Main body

Question 4

How do you encounter domestic tourists?

- How frequent does this happen?
- How do you experience this contact?
- Could you give an example of an encounter?

Question 5

Are there moments when you meet domestic tourists who carry certain stereotypes with them?

- How does this make you feel?
- Could you recall an instance when this happened?

Question 6

How do you perceive the stereotype imposed on you by domestic tourists?

- Is it positive or negative or more nuanced?

Question 7

Do you know where these stereotypes come from?

- Or where do you guess that these stereotypes come from?

Question 8

How do you respond to such stereotypes?

- Do you change something in your behavior?
- Do you ignore it?
- Could you give an example of a certain situation?

Conclusion

Question 9

Do you have any other stories, experiences or tips what could help this research?

Question 10

Do you have any questions for the researcher or about the research?

We have come to the end of this interview; I would like to thank you for participating in this research. If you have any questions or concerns after this interview, feel free to send an email. Thank you and enjoy the rest of your day!

1B Consent form

Hello and thank you for sharing your time and experiences with me! Prior to the start of this interview. I would like to formally ask you to give permission to voluntarily take part in this interview.

Drive of the project

This project concerns the stereotypes imposed on Frisian inhabitants by domestic tourists. You are invited to share your experiences, perceptions, comments, and concerns regarding the stereotype carried by domestic tourists. The focus is specifically the experience of Frisian inhabitants when confronted with the stereotype by domestic tourists.

The project and timeframe of the interview

This interview consists of 10 questions in total, some of which are supported by sub questions. The interview is expected to last approximately 30 minutes and will be audio recorded. The main goal is to gain insight in your experiences with domestic tourists and the stereotype carried by them.

Privacy

Throughout this research the collected data will be treated with care. The audio files will be deleted after transcribing and the transcripts will not contain any personal data. Your name, age and place of residence will be deleted after transcription to guarantee confidentiality. The final research will include translated quotes which will be carefully selected to make you untraceable.

Participation

Participation in this research is completely voluntary, you decide whether you want to participate or not. If at any moment in time you want to stop participating, you are presented the opportunity to do so through the right to withdraw at any given moment. There are no consequences related to withdrawing from the research. If you do decide to participate, please state that you agree with the next statements:

- I have read and understood the drive of the project. I have had the time to think about my participation in the project and used the time to ask questions if applicable.
- I voluntarily consent to participate in this research.
- I consent to the interview being audio recorded.
- I voluntarily consent to the researcher to use my answers as translated quotes for the purpose of this research. My privacy will always be respected, and my confidentiality will be guaranteed.

Contact information

If there are prior, during or after the research any questions regarding the research or the researcher, feel free to contact the researcher. You are always welcome to send an email to the following address!

Sanne Koning

Faculteit: Campus Fryslân, Rijksuniversiteit Groningen

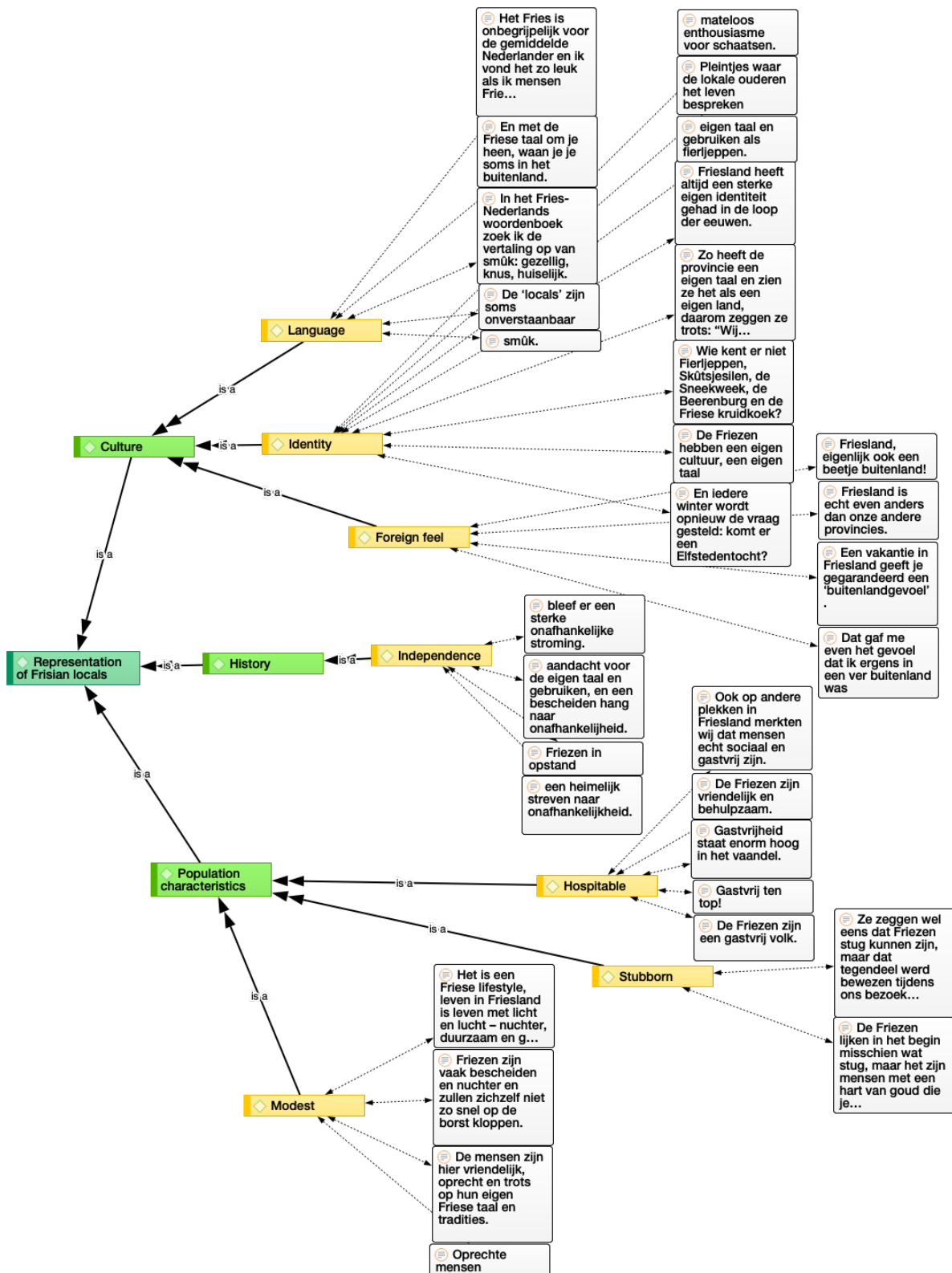
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2A Coding tree content analysis



2B Coding tree interviews

