



Sustainable community based tourism as a practice to safeguard intangible heritage

A quadruple helix cooperation

S. DIJKHOFF

S4346955

s.dijkhoff@student.rug.nl

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University of Groningen, Campus Fryslân

De Beurs, Wirdumerdijk 34

Leeuwarden, Netherlands, 8911 CE

Tel: +31 58 205 5000

Campusfryslan@rug.nl

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ABSTRACT

Intangible cultural heritage preservation is becoming more critical in the light of economic growth, social transformation, and globalization. Tourism can play an important role in intangible heritage preservation but simultaneously poses a threat to its survival and a communities ecological and authentic well-being. Sustainable community-based tourism (SCBT) addresses these adverse effects by balancing the needs of local communities, preserve intangible heritage, and meet tourists' needs. However, this potential of tourism has rarely been fully realized and limited research is available on how it can be managed and achieved. This research studies how SCBT can be implemented to safeguard intangible heritage. By applying the 7Es model of sustainable tourism management a destinations current state based on the SCBT criteria is assessed. The findings show that a quadruple helix cooperation between intangible heritage communities, the government, the tourism sector and academia for the successful implementation of SCBT.

Keywords:

Intangible Cultural Heritage; Sustainable preservation; Sustainable Safeguarding; Sustainable Community Based; Quadruple helix cooperation

INTRODUCTION

In the face of economic growth, social transformation, and globalization, the value and fragility of cultural diversity and the ability of communities to distinguish themselves are becoming more critical, as it is feared that marginal cultural forms will be flattened (Deacon et al., 2004; Pereira Roders & Van Oers, 2011). Therefore, its value is acknowledged in the resulting SDG Agenda, including an explicit reference to its preservation in SDG 11.4 (Petti et al., 2020), and its critical role as the origin of cultural diversity and a guarantee of sustainable development is recognized in the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (Petti et al., 2020).

UNESCO defines intangible cultural heritage as "a combination of oral traditions, performing arts, social practices, rituals and festive events, knowledge, and practices concerning nature and the universe and traditional craftsmanship" (2003). It is an important way for communities to maintain diversity, identity, and belonging (D'Auria, 2009; Deacon et al., 2004). Its importance originates from the wealth, knowledge, and skills derived from it and passed on to future generations. The social and economic transmission of this knowledge is crucial to minority cultures but also for mainstream cultures within developing and developed communities. Understanding the intangible heritage of different communities helps to form the intercultural dialogue and reinforces mutual respect for the other ways of life (Cominelli & Greffe, 2012; Deacon et al., 2004).

Tourism can play an important role in intangible heritage preservation by raising awareness, creating value, and collecting capital (Lan et al., 2021). It can advance regional economic growth, generate employment, and advance cross-cultural communication. Nevertheless, tourism can also pose a possible threat to the survival of intangible heritage (Lazzeretti, 2012). By responding to the needs of tourists who are looking for an experience, intangible heritage could be over-commercialized (Immaterieel Erfgoed & Toerisme, n.d.). Tourism on a global scale can be harmful to a communities ecological and authentic well-being (Brankica, 2019; Schofield, 2011). As a

result, the World Summit on Sustainable Development expressed the necessity for the tourism industry to be socially responsible and environmentally accountable by maintaining a destination's cultural and environmental integrity (United Nations, 2002). However, since then, little has changed, and this potential of tourism has rarely been fully realized (United Nations, 2002). Consequently, sustainable tourism has become profoundly relevant (Pereira Roders & Van Oers, 2011), and sustainable community-based tourism (SCBT) is offered as such a practice to safeguard intangible heritage by balancing the needs of local communities and meet tourists' needs (Dangi and Jamal, 2016).

Although the importance of intangible heritage preservation is recognized, available literature on its preservation and the role and of SCBT is limited and specific frameworks for its implementation as a solution to intangible heritage preservation are missing. However, the paradigm of tourism as simultaneously posing an opportunity as a threat has been discussed by multiple articles (Lan et al., 2021; Lazzeretti, 2012; Okazaki, 2008; Petti et al., 2020) and therefore calls for more empirical research on the collaboration between local communities and the travel sector in a more sustainable way. As a result, possible safeguarding and preservation practices have to be researched and developed. Therefore, this research studies the following research question: how can SCBT be implemented as a practice to safeguard intangible heritage?

This research applied the 7Es Management and Planning Model for Sustainable Tourism to assess the SCBT's destinations current state to generate specific recommendations based on SCBT criteria. A qualitative approach was adopted, using semi-structured interviews with the quadruple helix in the Dutch province of Groningen. Apart from its academic relevance, practical recommendations for the quadruple helix are presented by exploring strategies to manage and plan sustainable community-based tourism as a practice to preserve intangible heritage sustainably.

The research is structured into six main sections. Section one presents background information on the research topic, while section two outlines the current literature. Section three will represent the research structure, circumstances, and ethics of the research, followed by section four which discloses the research results. The discussion section exhibits the findings, looking at the current state of the tourism destination based on the SCBT criteria, followed by section six, with specific recommendations on how the management and planning of SCBT can be implemented while preserving intangible heritage. Limitations and directions for further research will conclude this research's final section.

THEORETICAL BACKGROUND

Intangible cultural heritage

Cultural heritage can be defined as ‘what we value’ and encompasses past evidence of human creative activity artifacts and all contemporary demonstrations that society, communities, and groups consider to be of value, inherited from previous generations, maintained in the present, and transmitted to benefit future generations (Pereira Roders & Van Oers, 2011).

Cultural heritage contributes to local and national identity and belonging, while it is an essential source of memory, inspiration, and social and economic creativity (Cominelli & Greffe, 2012). It is essential for a sense of place, social cohesion (Pereira Roders & Van Oers, 2011), and the preservation of cultural diversity and creativity (Deacon et al., 2004). *Tangible cultural heritage* can be categorized in 1) monuments, 2) groups of buildings and 3) sites. *Intangible cultural heritage* can be defined as those characters of heritage that are ephemeral, unlike places or objects, and it includes the values, oral traditions, traditional performing arts, languages, knowledge systems, and know-how that belong to a community (UNESCO, 2003). All tangible heritages have intangible values connected with them, but not all intangible heritages have a tangible form (Pereira Roders & Van Oers, 2011).

In the face of progressing economic growth, social transformation, and globalization, the value of intangible heritage is becoming more critical (Deacon et al., 2004; Pereira Roders & Van Oers, 2011). Foundations in the preservation and safeguarding of intangible heritage are UNESCO's conventions, the 2003 Convention for the Safeguarding of the Intangible Cultural Heritage (i.e., the Intangible Heritage Convention) (Pereira Roders & Van Oers, 2011). An increasing amount of academia also acknowledges the importance of safeguarding intangible heritage and the increasing risk of diminishing cultural diversity (Pereira Roders & Van Oers, 2011; Lan et al., 2021; Brankica, 2019; Schofield, 2011; Lazzeretti, 2012; Okazaki, 2008; Petti et al., 2020). This increasing consciousness has contributed significantly to the international debate about the role and meaning of heritage and safeguarding and preservation practices.

The intergenerational character of intangible heritage stresses its dynamic and ever-changing nature (Deacon et al., 2004). Therefore, keeping it in its original state, does not suffice. Instead, preservation focuses more on safeguarding its aesthetic, historical, scientific, social, or spiritual value for the past, present, and future generations (Leaf, 2017). Thereby incorporating specific change and recognizing that its importance can vary for different groups and periods.

The community plays a fundamental role in preserving intangible heritage because of its intangible characteristics; intangible heritage needs to be passed on by 'tangible' people (Lan et al., 2021). Communities are the mode of creation and transmission of intangible heritage and, therefore, important to its continuation. They play an essential role in producing, safeguarding, maintaining, and re-creating the intangible heritage and their participation and support are vital factors in the process of intangible heritage management (Petti et al., 2020). Therefore, it is indispensable to recognize the practicing communities and protect their community rights (Deacon et al., 2004). Nevertheless, the community's crucial involvement can also be a potential threat to the preservation of intangible heritage if its importance is not recognized as such (Coster et al., 2020). The research

also stressed that local communities were struggling to enthuse future generations and create enough public support to keep the heritage lively and exciting. As a result, collaboration with the tourism sector was posed as a possibility to create awareness and a stable support base.

Sustainable community-based tourism

If implemented, managed and monitored properly, tourism can play an essential role in intangible heritage preservation by raising awareness, creating value, and collecting capital (Lan et al., 2021). It can positively influence local communities by advancing regional economic growth, generating employment opportunities, advancing cross-cultural communication, and creating awareness and enthusiasm that can bring about long-term sustainable endurance of the intangible heritage (Lan et al., 2021). Due to the Corona crisis and the resulting economic issues, intangible heritage communities' financial sustainability is even more pressing (Coster et al., 2020). Nevertheless, tourism can also threaten the survival of intangible heritage by possible adverse effects such as its oversimplification, de-contextualization, and separation of intangible and tangible heritage (Rodzi et al., 2013). This occurs when the social fabric and essence of everyday life within a community are converted into exchange value objects for touristic consumption. Consequently, culture transforms and reconstructs newly created identities based on a tourism value system (Rodzi et al., 2013).

Sustainable tourism has been praised for addressing these negative impacts and maintaining long-term viability (Liu, 2003). The World Tourism Organisation defines *sustainable tourism* as: "Meeting the needs of present tourists and host regions while protecting and enhancing future opportunities. It is the management of all resources in such a way that, social, economic and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity, and life support systems" (2001). Therefore it is vital to balance the needs of

the host populations, safeguarding the environment and the demands of the growing number of tourists (Liu, 2003).

Within this definition, it becomes apparent that the local community's involvement and needs are inevitable. As a result, community participation has long been advocated as an indispensable element of sustainable tourism to mitigate possible adverse effects, increase communities carrying capacity and to preserve intangible heritage (Okazaki, 2008; UNWTO, WTT & EC, 1995).

Sustainable community-based tourism (SCBT) is such a form of sustainable tourism that combines the fundamental principles of sustainable tourism: “use of resources; reducing over-consumption and waste; maintaining cultural diversity; and supporting local communities' participation while emphasizing community engagement and development” (Ellis & Sheridan, 2016; Chingarande & Saayman, 2018; Dangi & Jamal, 2016). By allowing tourism to visit local communities within their environment and engage with their culture and traditions, SCBT aims to create advantages for the local community. Community survival, development involvement, and local benefits are focal (Dangi & Jamal, 2016). Because SCBT focuses on the local level, it is considered a way to operationalize larger macro-level sustainable tourism aims (Dangi & Jamal, 2016). If well performed and strategically implemented based upon specific criteria (see appendix A), SCBT development can help future survival and preserve intangible heritage (Dangi & Jamal, 2016).

However, especially in intangible heritage communities, compromises have to be made to make traditional practices and tourism compatible (Hausmann, 2007). These compromises depend on balancing the desires of the local communities, intangible heritage communities and tourists and visitors. Consequently, intangible heritage communities need to define their goals and values carefully, and SCBT must be strategically managed and planned (Pereira Roders & Van Oers,

2011). To balance these sometimes counterintuitive desires, a management tool has been developed. Such a model will be explained in the following section.

The 7Es Management and Planning Model for Sustainable Tourism

The guidelines and principles forwarded by the United Nations Environment Programme (UNEP, 2002) formed the basis for the development of the 7Es Model (environment, engagement, economics, enforcement, enquiry (inquiry), experience, and education) for SCBT Planning and Management by Catibog-Sinha and Wen (2008). It is a management and planning tool created for nature-based tourism development that supports the preservation of cultural heritage, promotes economic development, and emphasizes integrating social, economic, and environmental goals for effective tourism development (Catibog-Sinha & Wen, 2008).

The model encompasses three stages (Figure 1), namely 1) the planning phase, which consists of a comprehensive assessment of the current status of the destination, 2) the execution of the plan, its monitoring and adaptation of appropriate actions, and 3) the ultimate goal: sustainable tourism (Catibog-Sinha & Wen, 2008).

The planning phase is composed of seven interrelated elements that need to be covered for the successful management and planning of sustainable tourism (Catibog-Sinha & Wen, 2008). The first element stresses the physical and natural environments and the interactions with humans (environment). The second element describes stakeholders' involvement, including the host community, within the implementation and decision-making process (engagement). The third element relates to financial profitability while preserving the host community's cultural values and natural capital (economics). The fourth element describes the monitoring, implementation, and management plans and measures (enforcement). The fifth element accounts for scientific research that needs to be conducted on sustainable implications (enquiry). The sixth element stresses the enhancement of tourist satisfaction and experience (experience). The final and seventh element

focuses on the process of improving understanding and knowledge of adverse effects, as well as visitor use and impacts (education).

Ultimately, the model attempts to balance economic development and biodiversity conservation (Catibog-Sinha & Wen, 2008). It argues that sustainable tourism can be achieved if knowledge and experiences from multiple disciplines of natural and social sciences and the perceptions from the local community are incorporated (UNEP, 2002).

An integrated approach of the 7Es model and SCBT

When comparing the 7Es model and the criteria for SCBT set out above, much overlap can be recognized. Both stress the importance of stakeholder and community involvement and the focus on natural and cultural heritage preservation while promoting economic development, where the former emphasized environmental preservation and the latter includes cultural heritage preservation. Also, the 7Es model creates a differentiation between sustainable tourism and biodiversity conservation; the SCBT criteria creates an integrated approach for both concepts. Nevertheless, there is a strong justification for both concepts' integrated approach (figure 1).

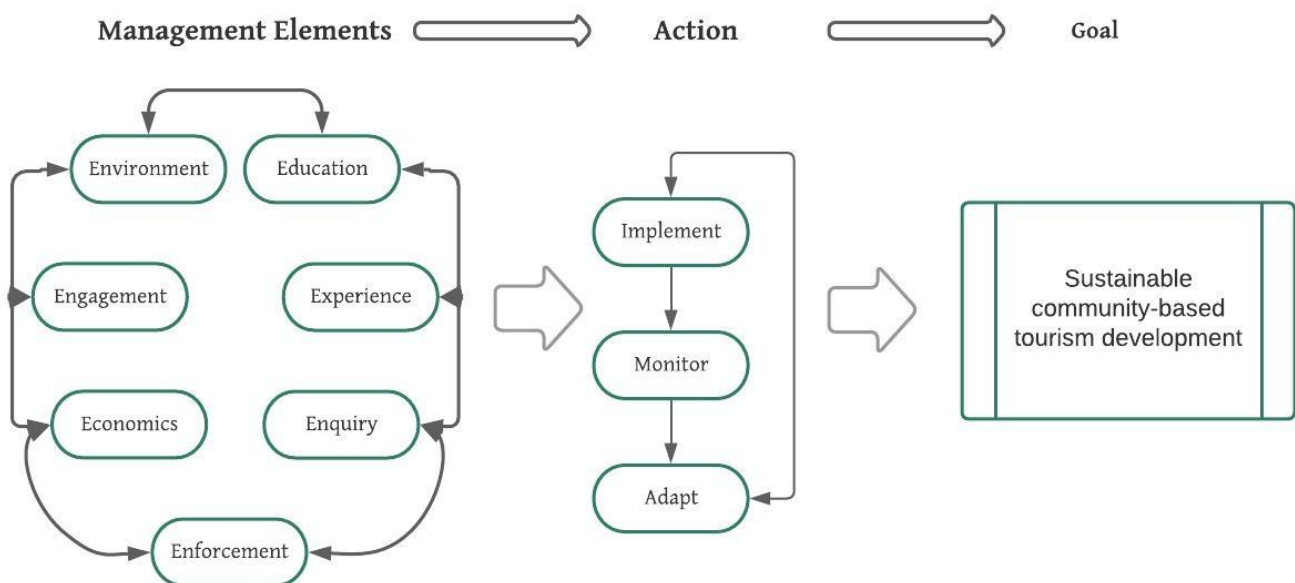


Figure 1: The 7E Model for SCBT Planning and Management

Therefore, the 7Es model will be used as a tool for the assessment of a SCBT destination current state, in order to point out focus areas to realize the full potential of tourism to preserve intangible heritage. This is in line with the arguments set out above that demonstrate that a strategical implementation of SCBT can balance the interest of the local communities while realising the full potential of tourism in the intangible heritage preservation by raising awareness, creating value, and collecting capital (Lan et al., 2021).

The 7Es model shows that collaboration within the ecosystem is an essential aspect of supporting the preservation of natural environment and cultural heritage and simultaneously promoting economic development (Catibog-Sinha & Wen, 2008). It stresses all related stakeholders' involvement, including the community, the government, the tourism sector, and academia, to implement SCBT, as they all have a responsibility for one or more of the 7Es, which is in line with the presented arguments of community involvement for safeguarding intangible heritage.

Research conducted by Coster et al., (2020) also highlights the need for collaboration between intangible heritage communities, the tourism sector, other entrepreneurs, and the local and provincial government because it can create widespread awareness, increase public support and recognition. Also, academia's role is implemented, as education could be a promising realm to pursue awareness creation for future generations and tourists (Coster et al., 2020; Catibog-Sinha & Wen, 2008).

Although the importance of cultural heritage preservation is highly recognized in the face of progressing economic growth and globalization, available literature on the topic of intangible heritage preservation and sustainable tourism, is highly fragmented. The link between safeguarding intangible heritage and sustainable tourism development is researched, however concrete methods and implementation frameworks are lacking. Research conducted by Coster et al., (2020) showed

that collaboration between intangible heritage communities and stakeholders is also limited and called for future research to articulate strategies for tourism and heritage policy within as well as between municipalities, organizations and intangible heritage communities. Therefore, this research will study how SCBT can be implemented, by using the 7Es model, to safeguard intangible heritage. Therefore this research can be considered novel and relevant, as it addresses a practical problem and attempts to provide a method that can be applied to safeguard intangible heritage.

METHODS

This transdisciplinary research applied a single case study design, using the municipality of Groningen as the unit for analysis to research how the SCBT can be implemented as a practice to safeguard intangible heritage. With the use of the 7Es model the current state of Groningen as a SCBT destination has been assessed.

If a phenomenon is not well established in the literature, a qualitative research approach is the most profitable strategy (Edmondson & Mcmanus, 2007). As sustainable theory, and the relationship between intangible heritage preservation and tourism has received little explicit attention, a qualitative research strategy was adopted, useful for theory generation and elaboration. Also because intangible heritage and possible solutions for its preservation are highly involved with people and thereby prone to interpretation, a qualitative method is most appropriate to explore their perceptions (Bryman & Bell, 2015).

This complex sustainable problem was researched in close collaboration with the following stakeholders: The Dutch Centre for Intangible Cultural Heritage (DICH) representative Albert van der Zeijden, supervisor and knowledge partners Maaïke de Jong and Alexander Grit, and fellow researchers Sander Vroom and Anne-Baukje Coster. Such collaborative actions between stakeholders and academic researchers can ensure that all relevant disciplines are included and

increase legitimacy, accountability for the problem, and the solution options, thereby increasing the practical application of the results (Lang et al., 2012).

Data Collection

A semi-structured interview method was adopted with the main stakeholders involved with the implementation of SCBT as a practice to safeguard intangible heritage, namely: intangible heritage communities, tourism sector, municipality, and academia which allows for a detailed, in-depth analysis of the case and provides interviewees' free speech (Bryman & Bell, 2015). A generic purposive sampling technique was applied to select the case for the study in which criteria concerning the kind of cases needed to address the research questions are established, the appropriate cases are identified, and samples from those cases are selected. Three Groningen intangible heritages were selected from the DICH database, based on characterizing features such as distinctiveness and rootedness in the Groningen history and culture and in light of the available resources and timeframe of the research (Bryman & Bell, 2015).

1. *Het Groningse Ontzet*: every year on August 28, the Groningen Relief of 1672 is celebrated.

The city of Groningen was besieged by the troops of the bishop of Münster, Bernhard von Galen. After one month, the bishop ordered his troops to withdraw. Since then, the Groningen Relief has been celebrated. It is a celebration for all city residents and surrounding and includes festivities and a horse inspection.

2. *WK Snertkoken*: snert is a traditional dish that dates back to the early 16th century, similar to split pea soup. The Snert en Stampot Events organizes, together with Alfa College Institute of vocational education, the annual World Cup of snert cooking. The Stichting Oud-Hollandse Gerechten (Old Dutch Dishes Foundation) focuses on promoting Dutch dishes in a cultural sense and organizes this event.

3. *De Groninger Eierbaltraditie*: the Groningen egg ball is a local delicacy that dates back to 1950. It is a cooled hard-boiled egg that is wrapped in a layer of dough. The tradition consists of making and eating the Groningen egg ball on various occasions. The Ambachtelijke Grunneger Aaierbal Association is committed to keeping it alive and passing on the Groningen egg ball tradition.

The study's data includes a total of eight in-depth interviews. The interviews with those mentioned above intangible heritages that were previously conducted and transcribed by a fellow researcher Sander Vroom. The other five interviews were conducted from April till May 2021 by the researcher, including a policy advisor portfolio culture of the Municipality of Groningen, the chairman and founder of the Groninger Tourism Cooperative, a representative of the Heritage Partners and representatives of the DICH and the European Tourism Future Institute (ETFI) as knowledge institutions within the municipality of Groningen. Interviewees were reached using the network from the stakeholders introduced above and the available network from the researcher. Due to the circumstances and restrictions of the Corona crisis, the interviewing process had to be conducted online; this might affect the research's reliability, as the results have possibly been influenced by ruling circumstances and sentiments of the interviewed parties at the time of interviewing (Bryman & Bell, 2015).

Overall, objectivity has been generated through the accurate formulation of questions, including constant feedback loops with the stakeholders introduced previously and facilitating free speech as much as attainable (Bryman & Bell, 2015). All interviews have been conveyed in Dutch, as it is the native language of the interviewees, allowing them to speak more freely and comfortably. The interview questions (see appendix B) were based on the 7Es model to make an assessment and inventory of the current state of the tourism destination based on the criteria for SCBT and already existing partnerships between stakeholders based on the quadruple helix. Before the interviews, the

participants were asked to read and sign a consent form regarding ethics, recording and use of personal details (see appendix C). All recordings have been stored according to privacy regulations approved by the University of Groningen.

Data Analysis

To analyze the data obtained from the interviews, the recordings were transcribed with the support of ATLAS.ti 8.4. This content analysis software was used to obtain a more extensive, efficient, and consistent analysis and increase the research outcomes' validity and reliability by eliminating the research's interpretations (Bryman & Bell, 2015). The interviews were transcribed verbatim, as it is advocated best to apprehend the actual interview situation. After the transcripts were coded with the use of a coding scheme based on the 7E model, different themes were identified within the interviewees' answers and linked to the 7E model, providing avenues for further implementation and development of the management and planning of SCBT in the municipality of Groningen to preserve intangible heritage. However, during the coding process new reoccurring themes appeared, so new codes were added to the codebook to make sure the full richness of the data was captured. The coding sheets, the consent forms and the transcripts can be accessed via the following link: <https://drive.google.com/drive/u/1/folders/0AOPv8BSeik8HUk9PVA>

RESULTS

The following section provides an overview of the data obtained from the semi-structured interviews. The aim is to create a comprehensive assessment of Groningen's current status as a SCBT destination, based on the 7Es model and outline potential focal areas for the successful implementation of SCBT and realise tourism full potential as a practice to safeguard intangible heritage.

Environment

The interaction of the physical and natural environments with humans is essential in Groningen because tourism and intangible heritage communities are highly dependent on its environment. The uniqueness and strength of Groningen come from its nature, scenery, small scale, and pureness. Because nature is such a distinctive part of the recreational tourist product, the ecosystem has to be preserved and managed sustainably. As a result, small-scale tourism is extremely valuable as large-scale, and mass tourism does not have a sustainable future. The successful management of the natural and physical environment is substantial to generate a support base for tourism from the local communities. Therefore context is taken into account when perusing new opportunities for tourism development. Nevertheless, it was mentioned that apart from recognising the importance of the natural environment, its consideration is not structurally implemented or enforced. Although the municipality recognizes the importance of the natural environment and mainly wants to focus on attracting domestic tourists they currently do not regulate or reinforce sustainable practices.

Engagement

The host community is seen as an essential stakeholders for the sustainable development of tourism and thereby intangible heritage preservation. Because their support is considered crucial for developing a tourism product, engaging them in the decision-making process should be an essential part of the planning and management routine but is very taken-for-granted in Groningen.

Most of the people involved in the intangible heritage communities are volunteers from the host community; they play a fundamental role in preserving intangible heritage because of its intangible characteristics. It is their way to maintain diversity, identity, and belonging. Without their engagement, the intangible heritages would disappear, and cultural forms will flatten. Communities are also essential to keep tangible heritage alive because they know the stories, craftsmanship, and traditions that belong to the tangible heritage.

However, a distinction must be made between the people involved in the intangible heritage communities, known as the custodians and the local community, as these are not necessarily the same. All sorts of partnerships support the engagement of the intangible heritage communities, for example, the partnership between the Groningen Tourism Alliance (Groninger Toerisme Alliantie) and the Heritage Partners (Erfgoed Partners). However, the direct engagement of the host community is not arranged apart from their voting rights on for the policymakers in the municipality.

So although not engaging the host community is not considered a possibility, the host community is not directly involved with the decision-making and planning process of tourism development and intangible heritage preservation. Although most of the tourism entrepreneurs in the sector are also inhabitants of the area, there are no procedures or regulations in place to ensure their direct engagement. Nevertheless, their support is assumed because the entrepreneurs in the tourism sector do not receive any complaints and engage in organized activities.

Economics

In order to secure financial profitability, a balance has to be achieved between natural and cultural capital and financial capital. Within the tourism sector, financial profitability and sustainability are essential to ensure future durability. By creating a “reason to visit,” financial profitability can be enhanced by attracting more tourists. Intangible heritages are such unique selling points that can be “used” by entrepreneurs within the tourism industry. Nevertheless it can be difficult to commercialize traditions and rituals, and balancing its authenticity at the same time. If appropriately implemented, tourism is a way for the intangible heritage communities to ensure financial profitability.

The municipality is interested in the financial profitability of the tourism sector and the preservation of cultural heritage as it generates employment opportunities and economic income.

They offer subsidiaries, instruct Marketing Groningen to implement marketing and promotion activities, finance a multi-year tourism promotion and marketing campaign, and route development for the municipality. One of the ambitions for the tourism policy in Groningen is to make the Groningen DNA more visible in the tourist offer, suggesting more focus on the cultural heritage. By strengthening the relationship between tourism and Groningen's DNA can give a positive impulse to the image of Groningen, to the Groningen pride and thus to the business climate.

It is crucial to balance these sometimes counterintuitive needs because a stronger focus on financial profitability could lead to over-commercialization and Disneyfication of intangible heritage. Nevertheless, there are no procedures in place to ensure this balance. However, there is a need for intangible heritage as it provides the tourism sector with unique selling points to attract more tourists, and there is a need to preserve the natural environment as a part of the DNA of Groningen as it creates a “reason to visit,” this balance is currently endorsed indirectly.

The municipality does want to take the responsibility to generate more vision and guidance on tourism to prevent the growth of tourism from 'happening' to and harming the area. They want to generate more cooperation between the cultural communities and the tourism sector as they see it as a way to achieve such a balance. However, there is no policy in place that specifically includes intangible heritage.

Enforcement

The monitoring of the effects of tourism is mainly initiated by the province and the municipality and carried out by knowledge institutions like the ETFI, NHL Stenden, and de Court of Audit. Since 2013, the province of Groningen published an annual report entitled Key Figures Recreation and Tourism - Groningen. Up to and including 2012, the developments were mapped utilizing their research, first under the heading of Tour Data North and later Tourism Monitor (research was carried out at the time by Stenden / ETFI). The municipality monitors the development of the

tourism sector within Groningen. Every year they compile a report with tourist key figures and commission research into the tourist image of Groningen. The frameworks for monitoring are the government policy plans created every four years and voted for by the host communities. These plans also include the responsibilities of the tourism sector and sustainability, but do not include intangible heritage. The Court of Audit is responsible for monitoring the municipality's policy by researching the effectiveness, efficiency, and legality. They examine what efforts Groningen has made for the marketing and promotion of tourism and what has been achieved. The study also examines whether these efforts contributed to strengthening the tourism sector.

However, also other institutions like the DICH and the Heritage Partners carry out smaller scale monitoring of the effects of their projects and the intangible heritage communities. The players mentioned above have the resources available to encounter in such research projects. Smaller entrepreneurs in the tourism sector and intangible heritage communities usually do not have the resources and knowledge available to do so.

Although the monitoring and implementation of tourism are arranged, there are no specific procedures to ensure sustainability and monitor the effects of tourism development on the natural environment, the host community and intangible heritage preservation.

Enquiry

Organizations that take responsibility for conducting scientific research on the sustainable implications of tourism development and intangible heritage preservation are ETFI, DICH in cooperation with several universities, and the Heritage Partners.

In previous years the DICH specifically researched the possibilities of tourism to support the preservation of intangible heritage. Currently, they are researching sustainable aspects of intangible heritage and its safeguarding and thereby investigate opportunities to implement the environmental and social aspects of sustainability within this process. This research is conducted in close

partnerships with schools and universities such as the University of Groningen, InHolland, and Wageningen University.

ETFI develops resilient policies, strategies, and actions that enable leisure and tourism industry players to deal effectively with a constantly changing environment. They offer tailor-made future research in the field of leisure, recreation, and tourism for the government, academia, and entrepreneurs. When requested, they also research sustainable implications.

The tourism sector and intangible heritage communities do not pursue such research activities, as they do not have the expertise nor the resources available.

Experience

The engagement of tourism satisfaction and enhancement is realized by offering a desirable and unique recreational tourism product. Intangible heritage is a way to offer such a product, as it is the unique strength of the area that no other destination can offer. However, sometimes it is necessary to adjust the offering to make it appealing to the target group. Again a balance needs to be created between the needs of tourists, the authenticity of intangible heritage, and the host communities. Offering small-scale, high-quality packages that are part of a larger chain is crucial, which means that tourism entrepreneurs have to work together to create a complete package. Tourists' satisfaction should not be overlooked because several representatives stressed that tourists also play an essential role in intangible heritage preservation. They can raise awareness of the uniqueness and beauty of the intangible heritage that host communities sometimes do not recognize.

In order to improve tourism, the municipality has commissioned Marketing Groningen to take responsibility for this. The strength of Groningen - the attractiveness for visitors, residents, and companies - lies in the cultural and landscape diversity and wealth and the Groningen core values 'space', 'pioneering spirit' and 'character.' This is part of the Groningen DNA. People from outside

Groningen only discover this after they have been here. Therefore the Groningen DNA will be included to broaden the recreational tourism product and increase tourism satisfaction.

Marketing Groningen indicates that it needs a thorough hospitality monitor to create a better insight into visitor flows, visitor behavior, and the wishes that visitors have when it comes to the tourist offer. It would be nice if this could be tackled jointly by the three northern provinces.

Marketing Groningen has not received an assignment for this, and therefore there is currently no budget. This means that currently, developments can only be outlined for a few indicators.

Education

The Heritage Partners is the provincial support institution for heritage communities and the public in Groningen. They advise, organize platforms and courses such as expertise development, coordinate heritage education processes, and develop collaborative projects across the entire breadth of the heritage field. Together with primary and secondary education schools, they also inform and advise youngsters about cultural heritage, its importance, its preservation, and sustainable management.

The Art & Culture Foundation (K&C) is an expertise center in the field of cultural education, cultural participation, cultural innovation, and cultural policy committed to good cultural education at schools in Groningen. With their educational projects, they try to encourage as many people as possible to participate in or get to know art, culture, and heritage. Currently, 75 percent of the schools in the municipality of Groningen invest in a cultural curriculum. The K&C offers support to schools to shape their cultural, educational programs, and Groningen is part of the national scheme for cultural education with quality to ensure that culture is a part of every curriculum.

There are no educational programs available for the tourism sector to improve their understanding and knowledge of the adverse effects and visitor use and impacts of tourism.

DISCUSSION

The following section provides a conclusion on the research question raised in the introduction and a discussion of the theoretical implications of the research. Afterwards, recommendations are provided for the municipality of Groningen based on the 7E model on how to improve the successful implementation of SCBT as a practice to safeguard their intangible heritage, followed by an outline of the limitations of the study and interesting avenues for further research.

Conclusion

The fragility of intangible heritage and the ability of communities to distinguish themselves are becoming more critical in the face of globalization, economic growth, and social transformation. Therefore, possible safeguarding and preservation practices have to be researched and developed. If implemented successfully, SCBT can balance local communities' needs and meet tourists' needs, and play an important role in intangible heritage preservation.

All representatives recognized the opportunities of SCBT as a practice to preserve intangible heritage by raising awareness, generating employment opportunities, creating value, and providing financial stability, which corresponds with the literature obtained. Furthermore, SCBT can positively influence local communities by advancing regional economic growth, advancing cross-cultural communication, and creating awareness and enthusiasm to bring about long-term sustainable endurance of the intangible heritage.

Intangible heritage can positively influence tourism because it is a way to offer a desirable and one-of-a-kind tourism product and promote the unique strength of the area. However, sometimes it is necessary to adjust the offering to make it appealing for tourists. As a result, compromises have to be made, especially in intangible heritage communities, to make traditional practices and tourism compatible. These compromises depend on balancing the desires of the host communities, intangible heritage communities, tourists, and visitors, for which cooperation and engagement of all

stakeholders is essential. The government can play a role in balancing these sometimes counterintuitive desires by generating framework-setting policies and enhancing stakeholder engagement in the decision-making process.

Collaboration is recognized as an essential aspect of the successful implementation of SCBT and supporting the preservation of the natural environment and intangible heritage while simultaneously promoting economic development. The research showed that all related stakeholders need to be involved, including the community, the intangible heritage communities, the government, the tourism sector, and academia, to implement SCBT as a practice to safeguard intangible heritage. Therefore, the representatives endorse the need for collaboration within the ecosystem. Especially the involvement of the host community is a reoccurring theme. Their support is considered crucial for developing a tourism product; therefore, engaging them in the decision-making process is highly significant to ensure that the intangible heritage does not become a tourist attraction or is overcommercialized.

The host community also plays a fundamental role in preserving intangible heritage. They are the mode of creating and transmitting intangible heritage and, therefore, essential to its continuation. Their initiatives to raise awareness for the intangible heritage and put it on the DICH list play an essential role in producing, safeguarding, maintaining, and re-creating the intangible heritage. Therefore, their participation and support are vital factors in the process of intangible heritage management. The municipality, the DICH, ETFI, and the Heritage Partners confirmed that communities and volunteers take the initiative to preserve the intangible heritage, and without their support, heritages would cease to exist.

Research also highlights the implementation of academia's role, as education could be a promising realm to pursue awareness creation for future generations. Without the involvement of future generations, intangible heritage would disappear because only people can pass on social

practices, traditions, and know-how. Education is a way to pass on such knowledge and generate a bond with its origin and uniqueness. Nevertheless, it was emphasized that education alone is not enough and that future generations need to be incentivized to talk to the intangible heritage communities, interact with the intangible heritage, and take responsibility for its continuation. Scientific research can provide possible innovative practices to safeguard intangible heritage, study issues related to SCBT implementation, and sustainable implications. However, all representatives believe that the government should initiate such large-scale inquiries because the tourism entrepreneurs and intangible heritage communities do not always see it as their responsibility or do not have the available resources to do so.

It was confirmed that a lack of cooperation between the stakeholders could create significant barriers for the preservation of intangible heritage, such as increased legislation, lack of support base, or difficulty to enthuse younger generations. Especially the tourism sector and the intangible heritage communities stress that without proper cooperation, it will be complicated to realize the full potential of SCBT for the preservation of intangible heritage.

Therefore, collaboration within the ecosystem is essential to support preserving the natural environment and cultural heritage and simultaneously promoting economic development. All related stakeholders have to be involved in the successful implementation of SCBT. Therefore, a quadruple helix (figure 2) cooperation approach, supported by the research from Nordberg et al. (2020) and the 7Es model (Catibog-Sinha & Wen, 2008), is advocated for the implementation of SCBT to safeguard intangible heritage, as it includes the transfer of knowledge between all stakeholders presented above and simultaneously represents all stakeholders that need to be involved in fulfilling the responsibilities of all the 7E's.

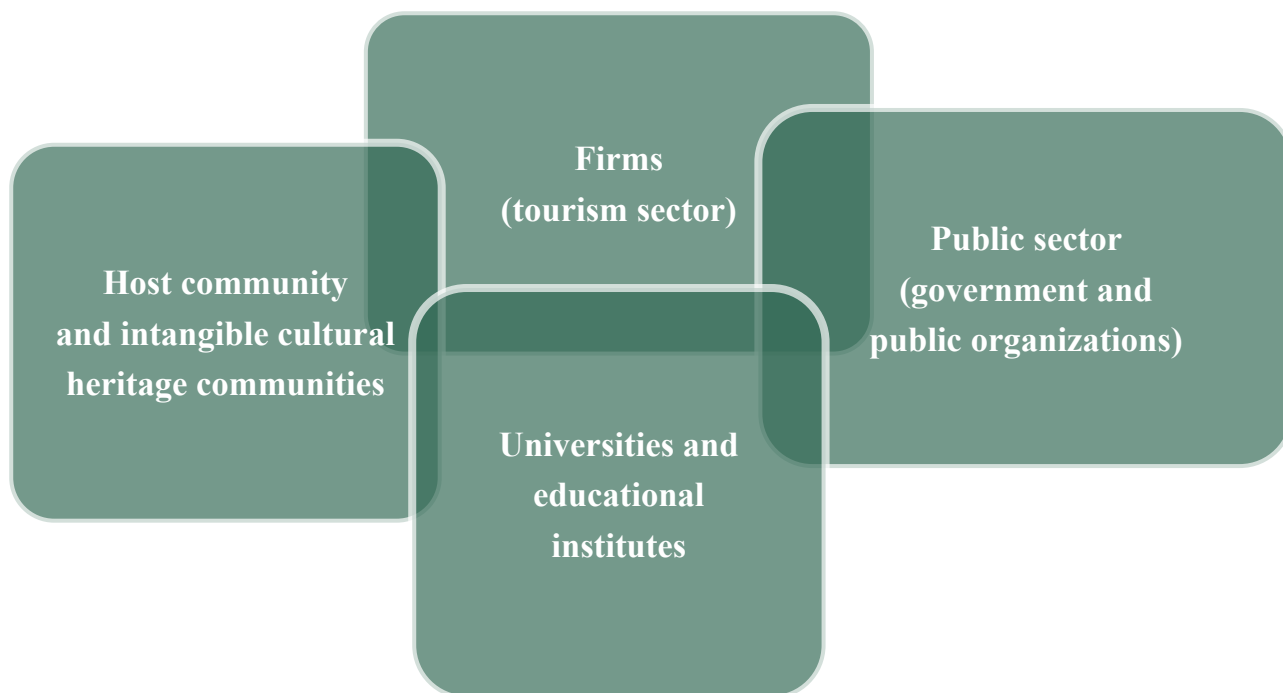


Figure 2: Quadruple Helix (Arnkil et al., 2010; Caravannis et al., 2014; Campbell, 2009)

All representatives agreed that cooperation is needed between the quadruple helix for intangible heritage preservation. Cooperation between the tourism sector and the intangible heritage communities is needed to generate a desirable recreational tourism product and increase tourism satisfaction by offering a one-of-a-kind experience, authentic for that destination. Cooperation is desired between the intangible heritage communities and the tourism sector to increase financial sustainability and generate awareness to ensure its continuation. Cooperation between the government and the intangible heritage communities is essential to create a favorable climate in which the intangible heritage can thrive and ensure its future. The same applies to cooperation between the government and the tourism sector. Another role of the government within this cooperation is to enforce the criteria for sustainable community-based tourism and tourism development to ensure that tourism does not just “happen” to the destination but is regulated, monitored and sustainability implemented. Such cooperation is beneficial to the municipality as tourism, and the unique elements of intangible heritage can raise awareness, create value, and collect capital. It can advance regional economic growth and generate employment. The role of

academia is to do the research needed to implement SCBT and intangible heritage preservation successfully. Such research can inform government policies and plans, support the intangible heritage communities and the tourism sector and advise how such cooperation could work.

In conclusion, it can be said that for implementing the SCBT criteria as a practice to safeguard intangible heritage, cooperation is needed between the host community, the intangible heritage communities, academia, the tourism sector, and the government. Although the importance of quadruple helix cooperation is realized, it does not come automatically, so rules and regulations are needed to implement it successfully and define the roles and responsibilities of the stakeholders involved. The following chapter will suggest several recommendations on initial steps that need to be taken to realize its implementation.

Recommendations

Based on the outlined conclusions as mentioned above, the following recommendations are suggested with specific recommendations on domains where the quadruple helix cooperation can be improved for the management and planning of SCBT as a practice to preserve intangible heritage in the municipality of Groningen.

Recommendation one

It becomes abundantly clear that the government has a particular and essential role in realizing the full potential of SCBT as a practice to safeguard intangible heritage. However, currently their role in its preservation is very passive, intangible heritage is not represented in the cultural agenda, nor are there any procedures to ensure its future survival. Even if it were, it would still be prone to changes in the municipality and political preferences of the councilors. Therefore, it is recommended that the DICH, the Heritage Partners, and ETFI support the intangible heritage communities in their lobby for intangible heritage preservation, to put it on the municipality's agenda and push them towards a more active role. Scientific research can inform the municipality

about the importance and need for its preservation and the risks involved when cultural forms flatten and advise them about possible safeguarding practices such as SCBT. If intangible heritage preservation becomes a part of the government's cultural agenda, the government's support to create a favorable climate in which the intangible heritage can thrive can be ensured. To generate such a favourable climate, the criteria for SCBT should be enforced with regulations and policies, which is currently not the case.

Recommendation two

It is also recommended to implement a quadruple helix cooperation, in which the roles and responsibilities for the stakeholders involved are specified and enforced. All representatives agreed that they could benefit from collaboration and increased relations amongst each other and that such cooperation is needed to realize the potential of SCBT fully and increase public support. In Groningen, all of the pillars for a quadruple helix cooperation exists, however they do not fully cooperate. Important in this cooperation is to provide intangible heritage communities and the host community with the opportunity to engage in the decision-making process. The municipality could take initiative to organize panels discussions, conferences or workshops, as they are the only representative with actual mandate to enforce such cooperation. However, also other partners can take this initiative, like the DICH and the Heritage Partners, but it might have less force.

Recommendation three

Apart from that, it is suggested to improve communication between and promotion of the stakeholders to make sure that they can find each other and use each other's strengths. Not all stakeholders are aware of the possibilities and support available. Intangible heritage communities are not always aware that organizations such as the Heritage Partners and the DICH exist. However, they could offer the intangible heritage community support with knowledge development, networking, professionalizing, and sustainability implementation. It would be an excellent way to

get in touch with other entrepreneurs, marketing organizations, or the government. Currently the Heritage Partners already have an extensive base of collaborateurs that together offer a complete recreational tourism product, that new intangible heritage communities could join to increase their reach. Improving the communication will also improve the availability and findability of scientific research to inform intangible heritage communities, the government and the tourism sector on how sustainable practices can be implemented, what intangible heritage is, why it is important, and how it can be safeguarded.

Limitations

This research has suffered from the usual limitations of qualitative case studies that open up avenues for future research.

A diverse but small number of representatives from each of the groups from the quadruple helix model have been interviewed, within the municipality of Groningen. Moreover, although the results show a distinction between host communities and the ‘custodians’ only intangible heritage communities that were already represented in the inventory of the DICH were interviewed, which means that a particular group of representatives has been interviewed. This raises the question of generalizability to which extent the findings can be applied to other settings. Nevertheless, it is believed that within the timeframe and resources available to the study, a theoretical saturation point has been achieved. Further research should be conducted within different geographical areas, settings, and contexts. More research is also needed to confirm whether the conclusions of this research endure when submitted to quantitative research methods.

Because only one researcher coded the data obtained from the interviews, any personal judgments, ideas, sentiments, which might have been raised during the research from both the interviewer and interviewee point of view might affect the results and findings, meaning that the results are prone to interpretation and should be considered accordingly.

Another possible limitation of the research is that the 7Es Management and Planning Model for Sustainable Tourism, the quadruple helix framework and the criteria for SCBT used, were initially not generated for the purposes of intangible heritage preservation. Therefore, the applicability of the integrative framework generated should be considered when used for further theory development.

Additionally, although it is not expected that the research process or results suffered in any way, it cannot be ruled out with certainty that the profoundly unusual circumstances as a result of the Corona crisis had an effect on the findings of the research. This should be taken into account when interpreting the results.

Recommendations for future research

Further research in the area of cooperation strategies and processes for quadruple helix cooperation could focus on the specification of the responsibilities and tasks involved and the steps that need to be taken. It would be beneficial for the stakeholders involved to receive some outlining of how such a process would look like and what general steps need to be followed to successfully implement all the criteria of SCBT as a practice to safeguard intangible heritage. Such research could divide the 7E's model and investigate which stakeholders have to take responsibility for which element and define the specific roles and tasks involved.

Apart from that, it would be beneficial to research the cooperation between municipalities, provinces, and the national government to preserve intangible heritage. As it might be the case that a more comprehensive, more nationwide approach is needed to fully realize the potential of SCBT as a practice to safeguard intangible heritage and enforce the criteria of SCBT with the use of regulations and policies.

It would also be beneficial to focus future research specifically on the involvement of the host community. For example, how can they be engaged within the implementation process of SCBT, what is their role, and is it correct that they are already indirectly represented by the entrepreneurs

and the intangible heritage communities? There is a possibility that they are not satisfied with the current plans concerning intangible heritage preservation or tourism development but do not know how to express their concerns.

To conclude, this research has investigated Groningen's current state as a SCBT destination based on the 7E's model for sustainable tourism management. Resulting from this inventory, specific recommendations have been provided to improve the successful implementation of SCBT and incorporate a quadruple helix cooperation to realize the full potential of SCBT to safeguard the intangible heritage of this area.

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Dimensions	SCBT criteria
Economic	<p>Economic Benefits: capturing economic benefits; sustainability of tourism operations and services; economic monitoring; economic vitality; business performance/profitability; local economic development; economic well-being; local government income; rural development; national economic development; property values; local economic diversification; increased consumption of local products; supporting local entrepreneurs and fair trade; investments; employment; quality of employment; business motivation; revenue generation; business performance; income distribution/capital leakage and linkage; income and total sales; empowerment; local enterprise and ownership; sustainable livelihoods framework (SLF); local control</p> <p>Local Jobs and Participation: local career opportunities/employment; public participation; local community opinion; local access; tourism awareness and education; support for community; labor/company and job conditions</p> <p>Institutional Mechanism to Ensure Economic Benefits: fair wages; internal-external business operations; Income distribution; capital formation in the community/investment; nature of (visitors) demand; labor/company and job conditions; micro-credits; preventing exploitation; foreign exchange leakage and domestic linkages; demand and supply of local services; accommodation capacity; wages evaluation; tourism employment index; tourist expenditure pattern; index of foreign exchange revenue; integration of tourism with other activities</p> <p>Visitor Management: seasonality; length; visitor expenditure</p>

Dimensions	SCBT criteria
<p>Environmenta l/Ecological</p>	<p>Protection of Natural Environment: protection of valuable natural assets; managing scarce natural resources (water availability and conservation; drinking water quality); protection of sensitive environments; wildlife protection</p> <p>Reducing Waste/Emissions: limiting impacts of tourism activity (sewage treatment; solid waste management; greenhouse gas emissions; energy conservation; wastewater; solid waste reduction; light and noise pollution; recycling and reuse; pollution effects management; visual pollution (conformity to local vernacular); respect environment; rate of ecosystem destruction/degradation;</p> <p>Innovating/ Adaptive Planning to Environment-friendly Plans: green design, permaculture gardens; alternative energy; vegetation; conservation zone; fostering human environment relationships; low-impact transportation; ecosystem; atmosphere; energy; resilience and risk; environmental awareness and management; energy efficiency</p> <p>Assessment and Monitoring: environmental risks; assessment of environmental impacts of tourism activity; health of human population (residents/visitors); air; geology and soil; coastal and marine resources; environmental awareness; biodiversity and ecological health; natural capital; loss of renewable/non-renewable resources</p>
<p>Social- cultural</p>	<p>Community Well-being and Satisfaction: community well-being (local satisfaction with tourism; effects of tourism on communities); sustaining cultural assets; attraction protection; crime and harassment; cultural promotion; ownership patterns; resident views (satisfaction); host reactions to tourists; local culture/tradition; community development; social cohesion; community resource; distribution of resource/power; community health and safety; quality of life in general; building/architecture; socio-cultural fabric; recreational quality; address conflicts of interests</p> <p>Community Participation and Empowerment: community/resident involvement and participation in tourism; community assets/skills/ involvement; uniqueness; community empowerment; cultural education; education and training; equitable changes in local lifestyle; site interpretation; intellectual property; distinction (visit to heritage sites); accessibility; resident access to tourism goods and benefits</p> <p>Visitor Satisfaction: tourist satisfaction; visitor management; visitor behaviour; accessibility and convenience</p>

APPENDIX

APPENDIX A: framework of sustainable community-based tourism (SCBT) by Dangi and Jamal (2016)

APPENDIX B: Interview Guide

1. Hoe is uw organisatie gerelateerd aan immaterieel erfgoed en duurzame tourisme?

- Hoe jullie betrokken bij het behouden van immaterieel erfgoed?
- Hoe zijn jullie betrokken bij duurzame tourisme en de implementatie daarvan?

2. Wat betekent immaterieel erfgoed voor u?

- Wat is volgens u het belang van immaterieel erfgoed in het algemeen?
- Op wat voor manier kan immaterieel erfgoed bijdragen aan de implementatie van duurzame tourisme?

3. Wat betekent duurzame tourisme voor u?

- Wat is het belang van duurzame tourisme in het algemeen?
- Op wat voor manier kan duurzame tourisme bijdragen aan het behouden van immaterieel erfgoed?

4. Hoe wordt er rekening gehouden met de natuurlijke omgeving en de interactie met mensen (inwoners/touristen) (binnen de gemeente Groningen) binnen de implementatie van tourisme en het behoud van immaterieel erfgoed?

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?
- Hoe zou uw organisatie hier aan kunnen bijdragen?

5. Hoe worden belanghebbenden (inwoners, immaterieel cultureel erfgoed gemeenschappen, academia en overheid) betrokken bij de implementatie en het besluitvormingsproces voor duurzame tourisme en het behoud van immaterieel erfgoed (binnen de gemeente Groningen)?

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?
- Hoe zou uw organisatie hier aan kunnen bijdragen?

6. Wordt er samengewerkt met 1 van de andere 3 quadruple helix organisaties, voor de implementatie van duurzame tourisme en het behoud van immaterieel erfgoed?

- Hoe ziet die samenwerking er uit?
- Wat zijn de redenen dat er nog niet wordt samengewerkt met ...?

7. Hoe zou een mogelijke samenwerking tussen de quadruple helix eruit kunnen zien om duurzame tourisme te implementeren en immaterieel erfgoed te behouden (binnen de gemeente Groningen)?

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?
- Hoe zou uw organisatie hier aan kunnen bijdragen?

7. Hoe wordt er op dit moment een balans gevonden tussen people, planet and profit bij de implementatie van duurzame tourisme (binnen de gemeente Groningen) (specifiek de culturele waarden/normen, immaterieel erfgoed, carrying capacity)?

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?
- Hoe zou uw organisatie hier aan kunnen bijdragen?

8. *Hoe zijn de monitoring-, implementatie- en beheerplannen en maatregelen (handhaving en wet en regelgeving) van duurzame tourisme en het behoud van immaterieel erfgoed vormgegeven (binnen de gemeente Groningen)?*

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?
- Hoe zou uw organisatie hier aan kunnen bijdragen?

9. *Hoe wordt er wetenschappelijk onderzoek gedaan naar de duurzame implicaties van tourisme?*

- Wordt er ook gebruik van gemaakt van deze onderzoeken door uw organisatie? En op wat voor manier? Is er een samenwerking met academia?
- Draagt uw organisatie hier ook aan bij (of verzoekt u academia naar dergelijk onderzoek)?

10. *Hoe wordt er rekening gehouden met (het vergroten van) de tevredenheid en ervaringen van de toeristen bij de implementatie van duurzame tourisme en het behoud van immaterieel erfgoed (binnen de gemeente Groningen)?*

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?
- Hoe zou uw organisatie hier aan kunnen bijdragen?
- Hoe wordt er een balans gevonden tussen de behoeften van de toeristen en de behoeften van de gemeenschap/inwoners?

11. *Hoe wordt het proces van het verbeteren van begrip en kennis van nadelige effecten, evenals bezoekersgebruik en impacts (onderwijs) van duurzame tourisme vormgegeven en het behoud van immaterieel erfgoed (binnen de gemeente Groningen)?*

- Wat zijn hierbij de mogelijkheden, de risico's en wat is hier nog voor nodig?

- Hoe zou uw organisatie hier aan kunnen bijdragen?

13. Wat voor impact heeft de Corona crisis momenteel op de samenwerking met de andere 3 organisaties van de quadruple helix?

14. Zijn er nog overige ontwikkelingen die invloed hebben op duurzame toerisme en het behoud van immaterieel erfgoed die u wilt benoemen?

APPENDIX C: Consent form

Date: 22 April 2021

SUBJECT: Approval to use information from this organization for research purposes.

Dear sir/madam,

PURPOSE OF STUDY

You are being asked to take part in a research study. Before you decide to participate in this study, it is important that you understand why the research is being done and what it will involve. Please read the following information carefully. Please ask the researcher if there is anything that is not clear or if you need more information.

The goal of this research is to have an in-depth understanding of how a quadruple helix collaboration between the intangible heritage communities, government, academia, and the tourism sector can implement sustainable community based tourism to safeguard intangible heritage. The research uses the Municipality of Groningen as a case study. This research is conducted as a thesis project for the Masters of Sustainable Entrepreneurship at University of Groningen Campus Fryslan. You have been contacted for information towards this research.

STUDY PROCEDURE

The research will be conducted online due to Covid-19 and will take an average of 60 minutes. Questions will be asked, and honest and open answers are all that is required from you. The interview will be audio taped so the researcher can focus on the conversation, and

important insights are not forgotten. These recordings will be transcribed and analyzed. The transcript can be sent to you for confirmation, and you are free to correct or review the transcript which will then only be accessed by the research team and their lecturers. The total study itself will be conducted in the span of 1,5 months and when completed, the findings can be shared with you, upon request.

RISKS

You may decline to answer any or all questions and you may terminate your involvement at any time before the submission of the assignment (27th of May) if you choose.

CONFIDENTIALITY

Your responses to this interview will be anonymous upon request. If so, every effort will be made by the researcher to preserve your confidentiality including the following:

- Assigning code names/numbers for participants that will be used on all research notes and documents
- Keeping notes, interview transcriptions, and any other identifying participant information in a locked file cabinet in the personal possession of the researcher.]

Participant data will be kept confidential except in cases where the researcher is legally obligated to report specific incidents

CONTACT INFORMATION

If you have any questions at anytime about this study, you may contact the researcher through: sybrendijkhoff@gmail.com or by phone: +31627539397

VOLUNTARY PARTICIPATION:

The participation of this study is voluntary. You can decide to take or not take part in this study. If you do decide to participate then you can sign at the bottom of this form.

Withdrawing from this study will not affect the relationship you have, if any, with the researcher. If you withdraw from the study before data collection is completed, your data will be returned to you or destroyed.

CONSENT

I have read and I understand the provided information and have had the opportunity to ask questions. I understand that my participation is voluntary and that I am free to withdraw at any time, without giving a reason and without cost. I understand that I will be given a copy of this consent form. I voluntarily agree to take part in this study.

Participant's signature _____ Date _____

Researcher signature Date: 22 April 2021