

Resident attitudes towards tourism

Testing the Resident Empowerment through Tourism Scale (RETS) in Bruges

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Submitted to Prof. Dr. Karl Wöber (supervisor)

And Prof. em. Dr. Josef Mazanec (co-supervisor)

Vincent Nijs

1302013

<Place>, <Day> <Month> <Year>

AFFIDAVIT

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ABSTRACT

With both visitor and resident numbers growing fast in many cities, the tourism carrying capacity of the city is getting more and more attention. Tourism managers understand that a focus on the principles of sustainable development in tourism activities will help them to preserve or create tourism cities where tourist and residents can live in harmony. This study looks at one of the aspects of the sustainable tourism city: the residents' attitudes towards tourism. The study tests the Resident Empowerment through Tourism Scale (RETS), developed by Boley et al. (2014) in a European heritage city: Bruges, Flanders. The same hypotheses, except one, as in the original study are discovered. Perceived economic benefits from tourism and psychological empowerment have a direct effect on resident support for tourism. Social and political empowerment have an indirect relationship with the support for tourism via perceived impacts of tourism. These results imply the consideration for tourism managers to include in their actions those elements that empower citizens in order to boost the support for tourism. Empowered residents support tourism more. We succeeded also in a second goal to select a more lean RETS model structure to facilitate and encourage other destinations to apply the same model and to create benchmarking opportunities.

ACKNOWLEDGEMENTS

A list of institutions and people who may have contributed to your thesis, which you think deserve a mention under this heading.

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LIST OF ABBREVIATIONS

B&B	Bed & Breakfast
CIM	Centrum voor Informatie over de Media (Media Information Center)
CFA	Confirmatory Factor Analysis
CFI	Comparative Fit index
DF	Defert Function
DMO	Destination Management Organization
EFA	Exploratory Factor Analysis
ETC	European Travel Commission
RETS	Resident Empowerment through Tourism Scale
RMSEA	Root Mean Square Error of Approximation
TLI	Tucket Lewis Index
SEM	Structural Equation Modeling
SET	Social Exchange Theory
SPSS	Statistical Package for the Social Sciences
TIR	Tourism Intensity Rate
TL	impact of Tourism on the Locality
TLAC	Tourist Area Life Cycle
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nations World Tourism Organization
WCED	World Commission on Environment and Development
WFSR	Weber's theory of Formal and Substantive Rationality

1 INTRODUCTION

The size and growth of worldwide tourism flows and the potential economic benefits of tourism activities for destinations are indisputable. 'World tourism rises faster than trade for forth year', headlines BBC, based on the latest UNWTO figures (BBC, 2016). International tourism grew by 4% in 2015 generating \$ 1,4trn (UNWTO 2016). In comparison, global trade increased by just 2,8% (World Trade Organization, 2016). As Mr. Talib Riffai, Secretary General of the United Nations World Tourism Organization, stated: "Tourism is increasingly an essential component of export diversification for many emerging economies as well as several advanced ones" (BBC, 2016). This means that for emerging economies, tourism is a major, and sometimes even the main, contributor to their economic activities. Furthermore, yet in advanced economies with a wide variety of successful economic subsectors, tourism often stands for 5-10% (or more) of their production, according to local Tourism Satellite Accounts.

However, these news items are only focusing on the economic benefits of tourism and generally ignore potential negative effects of the tourism activity. Unfortunately examples of negative impact are nonetheless numerous: overcrowded beaches or city squares, damaged vulnerable heritage sites, locals caught up in traffic jams, loss of residents' public domain, air and water pollution, noise, litter, electricity shortage, rising cost of living and declining quality of life for residents, pressure on local housing, intrusion in the private domain, crime, disruption of peace, etc. Often these negative effects of tourism are both a consequence of tourism activities and equally a threat to further development and growth, thus threatening the population in tourism areas in at least two ways. They might suffer from direct impacts on the short turn as well as indirect impacts and effects in the long run. Moreover, "the relationship between tourism development and quality of life (*of residents*) is not unidirectional but reciprocal, and that while tourism can affect the quality of life, quality of life of residents can also affect tourism development" (Ridderstaat, Croes & Nijkamp, 2014 cited in Suntikul et al., 2016, p. 4).

Over recent decades the attention for sustainable development and research on the sustainability aspects of tourism growth has been rising. The wide variety of sustainability studies in the tourism sector prove the sense of urgency and the importance that has been given to this subject. In recent years more and more destinations decide to protect their natural resources, their inhabitants and heritage sites against an overload of tourists. Nunkoo et al. listed not less than 140 academic articles on residents' attitudes to tourism, published between 1984 and 2010 in

Annals of Tourism Research, Journal of Travel Research or *Tourism Management* (Nunkoo et al., 2013). And many more have been published since 2010. Most often these studies focus on nature reserves, islands or sunny beach destinations and their struggle with raising volumes of tourists. Fewer, or even hardly any, studies focus on cultural cities. Though, the last two decades tourism volumes in heritage cities grew at a higher pace than the average tourism growth in the world while studies in urban areas are still rare. The long term growth of tourism arrivals in commercial accommodations in the different sub destinations in Flanders serves as a good example. While arrivals at the coast show a decline of almost one third in 20 years and tourism in the countryside grew 31%, arrivals in the six historic cities (Antwerp, Bruges, Brussel, Ghent Leuven and Mechelen) more than doubled. These trends are observed in several countries. "City trips in Europe grow twice as fast as total international holiday market", says IPK international on ITB Berlin in 2016, "In worldwide terms, no other form of international holiday has grown so quickly in recent years." (IPK, 2015, p1).

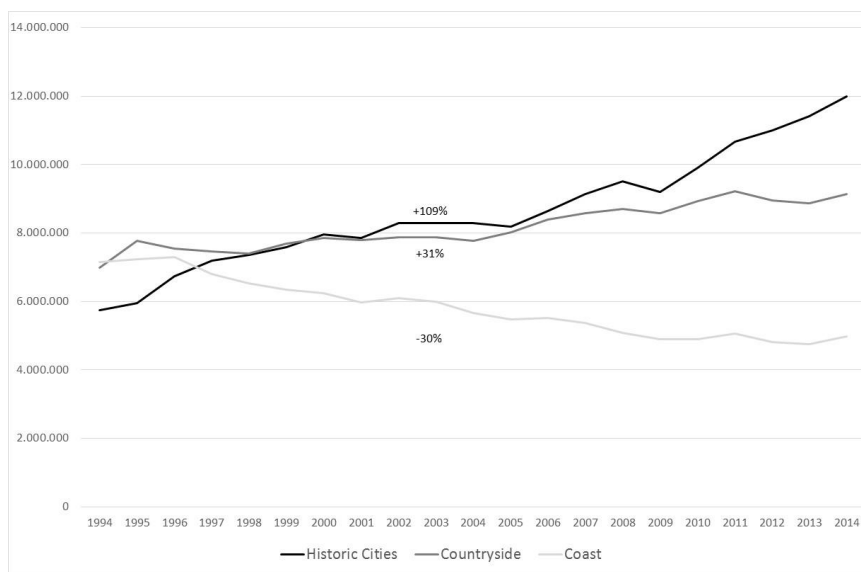


FIGURE 1-1 LONG TERM TREND ARRIVALS IN FLANDERS: HISTORIC CITIES, COUNTRYSIDE AND COAST (1994-2014)

Source: VISITFLANDERS, 2015

"There are only few studies identified that focus on tourism-resident impacts in urban tourism destinations, and those studies are often little substantiated", concludes Bryon in 2006 (p. 25).

"Only recently has the attention of researchers and policy makers been drawn to the issue of sustainable tourism development in heritage destinations", says Jansen-Verbeke in 2002

(2002b, p. 6). Also Ashworth (1989, p. 33) pointed out the “double neglect of city tourism. Tourism researchers had neglected the city, though so many tourism took place there, and urbanists had neglected tourism, despite its rapid growth and increasing influence on cities”. Boley et al. state in 2014: “...it would be of interest to test empowerment’s influence on residents’ attitudes toward tourism in urban settings...” a call to carry out residents’ attitude studies in historic tourism cities as well (Boley et al., 2014, p. 48).

Despite the threat of overcrowded tourist places and stories about the potential negative impact “...the dynamics of tourism affect the future of historic and heritage sites in many ways, both good and bad” (Jansen-Verbeke, 2002b, p. 6). Decent planning, strategy building and good city management can lead to the achievement of sustainable tourism development objectives (Faulkner & Tideswell, 1997).

The four most important stakeholder groups in a tourism sustainability context are: tourists, the tourism sector, the inhabitants and governments (Yang et al., 2013). Given the importance of the locals in the tourism field and the lack of studies about them in city heritage sites this study wants to focus on the residents’ view of the complex sustainability situation in a historic city. The additional pressure on destinations created by the peer-to-peer accommodation websites (like AirBnB) might have accelerated the interest in the topic. As “...residents need to become the first-line ambassadors for a destination” (Destination Think, 2016), they have a personal power and a personal choice to support or oppose to tourism activities in their city. Knowledge about residents’ attitudes is an important pillar in solving possible sustainability issues in urban heritage sites. There is the danger that if historic cities are managed in a sense that they slowly turn into open air museums, where residents have to play their role: becoming part of the tourism scene but losing their city for their own functional and recreational purposes (Jansen-Verbeke 2002b). It is the policy makers’ responsibility to create such tourism planning, development and marketing that residents are empowered by tourism and support tourism initiatives, in a sustainable way. As stated by Vanhove (2002, p. 22) “The purpose of tourism policy is two-fold: to provide maximum benefits to the stakeholders (including residents) ... while minimizing negative impacts”.

Bruges, “one of the most beautiful and well-preserved heritage sites in Europe” (Russo 2002a, p. 32), a historic city in Flanders, will serve as a case to test an international validated model from Boley et al. to investigate residents’ attitudes towards tourism in a historic city setting: Residents Empowerment through Tourism Scale (RETS) (Boley et al., 2014; Boley & McGehee, 2014; Boley et al., 2015, Strzelecka et al. 2016). A secondary goal is to develop a more lean RETS

model structure to facilitate and encourage other destinations to apply the same model. And besides serving as a replication study for the RETS constructs, the gained insights in the residents' attitudes towards tourism in Bruges will be used as input for a new strategy about carrying capacity of the destination in Flanders, Belgium, for the regional DMO (Destination Management Organization) 'VISITFLANDERS' as well as input for the new strategic tourism plan 2017-2020 for tourism in Bruges.

2 LITERATURE REVIEW

2.1 Introduction to sustainability in tourism in the context of the impact on residents

In the Eighties of the 20th century the need for more sustainable activities in tourism grew rapidly (Saarinen, 2006). Growing tourism numbers, an overall rising concern about environmental issues and the general introduction of the concept of 'sustainability' led to a focus on sustainable development, also in tourism. Since the Brundtland Commission's report '*Our Common Future*' in 1987, sustainability in tourism became a central theme in discussions on tourism policies and management (Saarinen, 2006; WCED, 1987). In the commission's report, sustainable development is defined as "*development that meets the needs of present without compromising the ability of future generations to meet their own needs*" (WCED, 1987, p. 41). Three elements form the basis of the sustainability concept: the ecological, sociocultural, and economic aspect, also known as the 3 P's: planet, people, profit¹. The focus of this thesis is to be situated mainly in the sociocultural element of sustainability: 'what is the impact of tourists and tourism on the quality of life of local residents?' However, also ecological and economic aspects will influence residents in their process of forming a perception and creating an attitude towards tourism in their living areas. First we will look into theoretical models for understanding tourism growth in a destination. Second, the concept of carrying capacity is explained. Then different approaches towards apprehending residents' attitudes will be explored. Finally we focus on a specific model called 'Resident Empowerment Through Tourism Scale' (RETS) (Boley et al., 2014) and how it will be applied in the field work of this research project in Bruges.

2.2 Tourism growth and resident impact

2.2.1 Extrinsic VS extrinsic models

According to Faulkner & Tideswell there are two categories of conceptual models that try to understand social impacts of tourism and evolution in tourism destinations: extrinsic and intrinsic models (Faulkner & Tideswell, 1997). Both models differ in the sense that the perspective of looking at the issues is based on a different viewpoint. As defined by the two authors: "The extrinsic dimension refers to characteristics of *the location* with respect to its role as a tourist destination, including the nature and stage of tourism development in the area. The intrinsic dimension refers to characteristics of *members of the host community*" (Faulkner & Tideswell,

¹ Recently, in 2015, the United Nations added two more P's to the model: poverty and partnership when they published 17 global sustainable development goals (United Nations, 2016)

1997, p. 6). Consequently, in the first dimension the focus lies on the level of tourist activity and the types of tourists involved in different stages. Both will have an impact on the resident-tourist relation and thus on the host attitudes. In the latter dimension (intrinsic models) the focus is more on the variations in the impacts of tourism within the community.

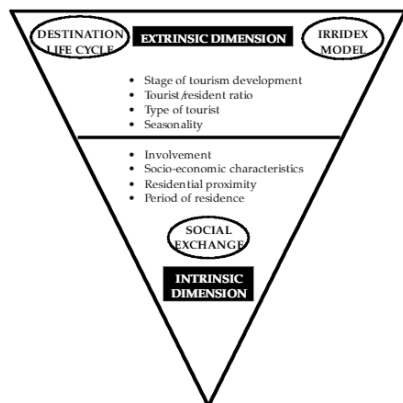


FIGURE 2-1 A FRAMEWORK FOR ANALYZING THE SOCIAL IMPACTS OF TOURISM

Source: Faulkner & Tideswell, 1997

The extrinsic models can even so be defined as ‘stage’ or ‘step’ models (Bryon, 2002). Well known examples of extrinsic models are: ‘The index of tourist irritation’ (Irridex), by Doxey (1975); Russo’s ‘Vicious Circle of Tourism Development in Heritage Destinations’ (Russo, 2002b); and Butler’s ‘Tourist Area Life Cycle’ (TALC) (Butler, 1980.). In the TALC model the concept of a product life cycle is implemented in a tourism destination context (see Figure 2-2). Extrinsic models like TALC perceive the evolution of tourism in a destination as a homogeneous fact. In intrinsic models however the “inherent heterogeneity of communities, reflected by the variations in the response to tourism” (Bryon, 2002, p. 43) is taken into account. The life cycle of a destination in the TALC model is typically shaped by an S-curve. It should be possible to allocate any destination with its specific tourism stage somewhere on the TALC curve. Destinations with only a few tourists are in the first ‘exploration’ stage. When tourism volumes grow, destinations evolve over the ‘involvement’ to the ‘development’ stage. The consolidation phase is reached when tourist volumes grow to a certain peak where capacity issues emerge. This is when growth starts to temper and stagnation might be perceived. As Butler states (2011, p. 6): “Key to this was the concept of carrying capacity (see *infra*), in the sense that it was argued that if the carrying capacity of the resort was exceeded, the relative appeal of the resort would decline, it would become less competitive, and this would be reflected in declines in visitation, investment, and development.”.

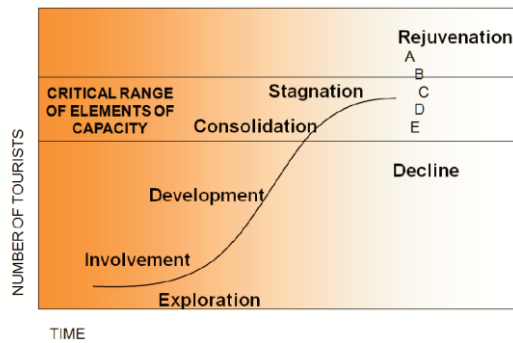


FIGURE 2-2 A HYPOTHETICAL EVOLUTION OF A TOURIST AREA (TALC MODEL)

Source: Butler, 1980

Is the homogeneous Tourism Life Cycle Area model still applicable in 2016? The model has been criticized since it was created by Butler more than 35 years ago. Butler himself in 2011 questions if the TALC model is still relevant in today's tourism world. Media, transport, technology and other aspects have changed and influenced tourism flows dramatically in the last decades. Peer-to-peer platforms, interfering with commercial activities, have an impact on tourism trends, volumes, tourist behavior and residents' activities and attitudes. Some authors criticize the measurability of TALC, others state that the model was essentially only theoretical. The fact that prices are not included in the model is criticized, together with the lack of additional stages (Butler, 2011). The homogeneity of the model and the difficulty to detect the tipping point towards a new stage could be the major critics to the model.

Despite the critics some interesting high level conclusions can be made when mapping the evolution of European tourism products for the last 150 years on the TALC model (Figure 2-3). It is clear that the evolution of tourism in 'destination Europe' cannot be displayed in one single curve, but rather in a series of cycles at different stages of development (Butler, 2011). This means that in the same destination markets can be in different stages of development according to declining; like water or sea oriented tourism by car or winter sports tourism. It is also a fact that city tourism is a recently heavily developed cycle that is not yet stagnating. The same goes for 'overseas tourism'. And moreover, overseas tourism often is city tourism. This means that if cities are suffering today from negative resident attitudes and crowding, it is not expected to get better in the future given the trend towards even more city tourism.

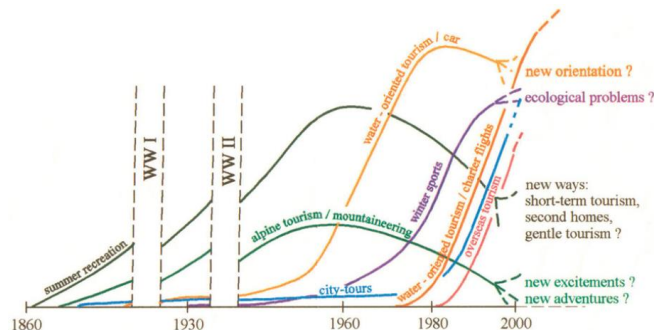


FIGURE 2-3 EUROPEAN TOURISM PRODUCTS – A PRODUCT LIFE CYCLE APPROACH

Source: Zimmermann, 1997 in Butler, 2011

Besides extrinsic models, a well-known example of an intrinsic model is the Social Exchange Theory, or 'SET' (Andereck et al., 2005; Ap, 1990; Perdue et al., 1990). In intrinsic models in general and SET in specific the relationship between tourists and locals is explored also on the individual level. The basic form of human interaction is the value of the exchange of social and material resources and people want to maximize the value of their exchange outcome (Kelley & Thibaut 1978). Given the specific focus of this thesis on a research model that is partly based on the intrinsic social exchange model, all details of this theory will follow in the next paragraphs.

2.2.2 Crowding & carrying capacity

The aforementioned conceptual models above already indicated that either having too few or having too many tourist or visitors can damage a (potential or mature) tourism destination. When destinations are facing too few visitors the macro-economic input is too small for developing decent and enough attractive products, for investments, for creating growth and thus for attracting more visitors. When tourism destinations, attractions, accommodations or city centers are facing very large numbers of visitors they might suffer from 'crowding' and the carrying capacity could be exceeded. Crowding (or 'overcrowding') can basically take two different forms: between tourist mutually and between tourist and locals (Neuts & Nijkamp, 2012). This proves crowding is a subjective and not an objective aspect of tourism experience, from the tourists' or locals' perceptions. This perception of crowding between tourists has been studied by Neuts (2008) and Neuts & Nijkamp in Bruges (2012) and in different American and Canadian back country destinations (Cole & Steward, 2002; Patterson & Hammitt, 1990; Shelby, Vaske, & Heberlein, 1989; Steward & Cole, 2001; Tarrant & English, 1996). Research about the crowding perception of residents is numerous. Most resident studies in a tourism context have at least an indirect focus on this topic. And as seen supra, many studies were published about resident attitudes (Nunkoo et al., 2013). Nunkoo et al. listed 140 studies about resident attitudes only in three major international journals (*Annals of Tourism Research*, *Tourism Management* and *Journal of Travel Research*).

The concept of carrying capacity has found its roots in pastoral agriculture. A pasture could support a particular number of cattle. If that threshold was exceeded, the system was damaged, to the point where it could no longer support grazing at all. "Carrying capacity as a concept measures what level of use is sustainable", says UNWTO (2004, p. 309). Correspondingly, 'tourism carrying capacity', largely interrelated with crowding and sustainable tourism development, indicates "where the upper limit of tourism development finds itself" (van der Borg, 2004). It is the maximum number of visitors a destination can host. However in practice several different aspects of the tourism destination's characteristics should be taken into account in order to assess the carrying capacity of a destination, not just the number of visitors. "Overall measuring Tourism Carrying Capacity does not have to lead to a single number (threshold), like the number of visitors", concludes the European Commission (2002, p. xii). Different aspects of the tourism performance should be monitored, like residents' attitudes, tourists' attitudes, local stakeholders' attitudes, the duration of the crowding, visitor numbers, etc. The European Commission advises to set upper and lower limits to three components: physical-ecological, social-demographic and political-economic components. Basically this relates to the same elementary pillars of sustainable development. Moreover, theoretical limits can develop over time, and residents' and tourists' norms might change. For UNWTO there is a wide range of environmental and socio-economic factors that interact at tourism destinations. And many of them depend on the perception of as well, host communities as well as tourists (UNWTO, 2004). The study that is carried out in the context of this master's thesis is tackling one of the aspects of the carrying capacity issue of a historic city destination: the residents' opinion of Bruges hosts about tourism in their city and crowding in specific. In the following paragraph different aspects of resident attitudes in a tourism destination are explored.

2.2.3 Resident attitudes towards tourism

2.2.3.1 Introduction

The aforementioned stakeholder groups 'tourists' and 'residents' are only two of the four major stakeholder groups in a tourism context (Figure 2-4). Two other participating players are: governments and entrepreneurs (Yang et al., 2013). In the research project that is carried out for this thesis, the resident attitudes towards tourism will be studied in Bruges. All 4 stakeholder groups are somehow involved in this study. Governmental organizations organize the study. These are VISITFLANDERS, a tourism destination management and marketing organization (DMO) on the regional level and Visit Bruges, the local city DMO. Locals and entrepreneurs are interviewed (since in Bruges represents an important share of the population working in tourism also the tourism sector is represented for those people that work in the tourism sector and are also residents). And tourists are the indirect subject of the study, influencing the locals' and entrepreneurs' perception on and attitudes towards tourism in the city. In 2017 VISITFLANDERS will organize a specific research project related to tourist's perception of crowding and carrying capacity. Nonetheless, in the end the residents are the main focus of this study.

Commented [w1]: To what else?? Of course, it could lead to different scenarios considering different conditions, but ...

So far, this question has not been seriously discussed in the literature.

Maybe you want to elaborate a bit more on it?

Commented [NV2R1]: Hello Karl, not sure if we should go into the complete definition and measurement issues of the overall carrying capacity of a destination. In the following sentences I explain that there is more than just counting numbers (since crowding and carrying capacity also has a subjective side: different people perceive it differently) and that the residents' aspect that is tackled in this thesis is one part of it. In 2017 I will lead a project in VISITFLANDERS that should take into account all the aspects of carrying capacity in Flanders.

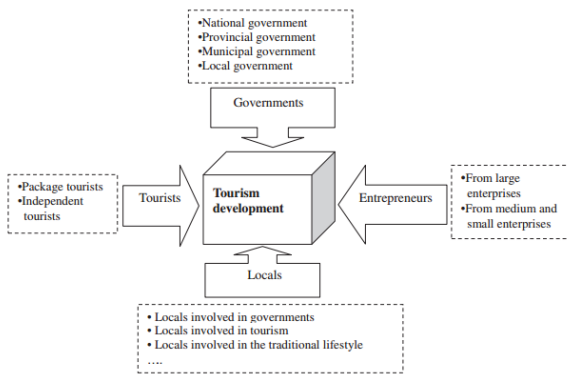


FIGURE 2-4 FOUR FORCES (GROUPS) IN TOURISM DEVELOPMENT

Source: Yang et al., 2013

According to Yang et al. (2013) in a tourism destination, when tourism evolves and grows, resources might become the object of tensions between different parties. This is called 'inter-group and intragroup tension'. (see Figure 2-5). Furthermore this is strongly related to the different stages of tourism development, as described by Butler (1980, 2011). Likewise, Yang states that 'power' is an important potential strength or asset of each of the stakeholders. The idea of power, or empowerment, is at the basis of the conceptual model that will be applied in the Bruges research project about 'resident empowerment through tourism'.

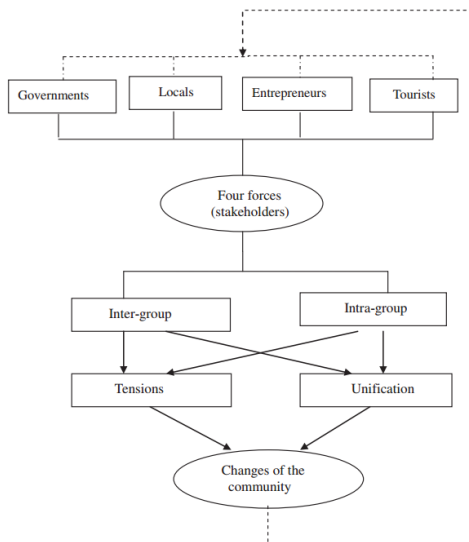


FIGURE 2-5 THE COMMUNITY TENSION-DIRECTED MECHANISM OF TOURISM'S IMPACTS

Source: Yang et al., 2013

2.2.4 Social Exchange Theory

Before elaborating on the importance of power and empowerment in the process of tourism development and in the interrelations of the different stakeholder groups we shed a light on how for a long time resident studies in tourism were approached from a formal or economic point of view in the 'Social Exchange Theory'. The concept of the 'Social Exchange Theory' or 'SET' has its origin in economic theory and was modified by Thibaut & Kelley already in the Fifties of the 20th century when studying the psychology of groups (1959) and was further developed by Perdue, Long & Allen (Perdue et al., 1987; Long et al., 1990; Perdue et al., 1990). The theory focuses on "the perceptions of the relative costs and benefits of relationships and their implications for relationship satisfaction" (Ward & Berno, 2011, p. 1557). Translated to a tourism context it would mean that the attitude of residents in a tourism destination towards tourism and their support for tourism will be determined by the evaluation of the benefits of tourism for them (Andereck et al., 2005). Residents create an opinion about the benefits and costs of tourism on their communities, about the positive versus the negative impact and their support for tourism, which is covered by SET. Bryon states: "the assessed benefits and disadvantages of tourism are nothing more than the perceived positive and negative impacts on the economic, socio-cultural and spatial level as well as on the individual (micro) and collective (macro) level" (2006, p. 40). If the resident believes the benefits from tourism outweigh the disadvantages, he or she is more likely to choose for the 'exchange', to support tourism and to have a positive attitude towards tourists, than when he or she thinks that the negative impacts have a higher weight. According to Boley and Perdue (Boley et al., 2014), Emerson summarized SET as "a two-sides, mutually contingent, and mutually rewarding process involving 'transaction' or simply 'exchange' and claimed SET different from economic exchange theory as it expanded the neoclassical understanding of rationality to include the variability inherent in relational exchanges" (Emerson, 1976; cited in Boley et al., 2014, p. 35).

SET could also be one of the reasons behind development of, and investments in, tourism in a destination. Indeed, because locals believe a stronger and better developed destination might create more benefits from tourism for them, these developments will be supported and organized. The key issue in resident studies based on SET is that academics believe(d) that the behavior of residents could be anticipated by looking at the perception of benefits and disadvantages of tourism in their environment.

This theory has dominated research models in resident studies for a long time. 56% of the studies about residents' attitudes towards tourism in theoretical studies that were detected by Nunkoo et al. in academic articles published between 1984 and 2010 in *Annals of Tourism Research*, *Journal of Travel Research* or *Tourism Management* were using SET (Nunkoo et al., 2013). In many studies one of the conclusions of applying SET is that residents who have economic

benefits from tourism, people that work in the tourism sector or whose job is related to the tourism sector, have more positive attitudes towards tourism and tend to support tourism more (Haley et al., 2005; Haralambopoulos & Pizam, 1996). This is visualized in Figure 2-6: based on SET the five relations in this model should be confirmed. First of all, perceived positive impacts should have a positive relationship with 'support for tourism' (1) and perceived negative impacts should have a negative relationship with 'support' (2) (Boley et al., 2014). Moreover, a high level of perceived personal economic benefits should lead to lower scores on perceived negative impacts from tourism (3) and higher scores on perceived positive impacts (4). It is also expected and proved in empirical research that there is a positive relationship between perceived personal economic benefits and the overall support for tourism (5).

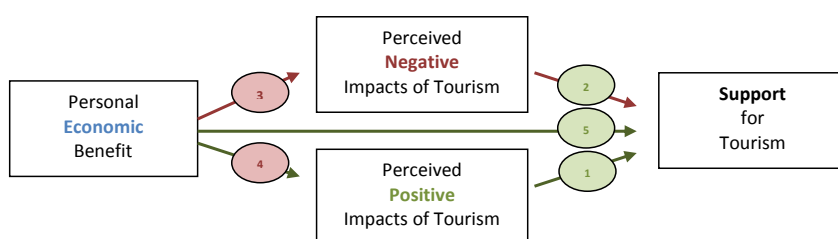


FIGURE 2-6 THE MECHANISM OF SET IN A THEORETICAL MODEL: THE RELATION BETWEEN ECONOMIC BENEFITS FROM TOURISM, PERCEIVED IMPACTS AND SUPPORT

Source: author, based on Boley et al., 2014. - red arrows are expected negative relationships, green are positive; green relationship numbers are supported hypotheses, red numbers are not supported hypotheses (in 3 Virginia counties - US)

Boley, Perdue et al. (2014) tested these hypotheses in rural tourism areas in Virginia, in the US. Relationships 1 and 2 (Figure 2-6) are likely to be true: residents that perceive more positive impacts from tourism tend to support tourism more. As well as the opposite: people, who see negative impacts more, tend to support tourism less. For perceived personal economic benefit the relationship with perceived impact was not as expected (3 and 4). It appears to be untrue that there is an inverse relationship between personal economic benefit and perceived impacts. Consequently, people whose income is related to tourism do not perceive less negative nor more positive impact from tourism. Or if stated more positively: people who do not have a personal economic benefit from tourism don't tend to perceive the impacts from tourism less positive. The last relationship (5) between perceived personal economic benefits and support for tourism was true in the Virginia case. Hosts with personal benefits may not perceive positive impact more, but they do support tourism more. In the study that is carried out with Bruges residents in the framework of this thesis the same hypotheses will be tested.

SET was a step forward in the search for capturing resident attitudes in tourism destinations in a theory or a model. Compared to extrinsic models like Butler's TALC that only perceive the tourism system as a homogeneous reality SET recognizes the heterogeneous nature of the host

Commented [w3]: Doesn't this appear like a contradiction to the direct relationship between economic benefit and support (5)? May this not also be an ethical issue? People who depend on tourism may support tourism development but may not be willing to get involved in the discussion about positive or negative impacts of tourism.

Commented [NV4R3]: Indeed; but also they are more in contact with tourists and see the negative aspects of it.

community (Boley et al., 2014). However, experiences with SET and later insights in the dynamics of tourism in a host community lead to further expanding theories focusing on more than the impact of economic thinking of residents on their attitudes and behavior (Woosnam et al., 2009; Boley et al., 2014; Boley & McGehee, 2014; McGehee and Andereck, 2004). Bryon cites Pearce et al. when criticizing the SET theory, saying that Ap in 1992 concluded that social exchange processes will take place as well on the individual level as on the collective level without making a link between personal weighing of costs and benefits and the advantages of advantages versus disadvantages of tourism for the community as a whole (Pearce et al., 1996). As proposed by Látková and Vogt (2012) cited by Boley et al. (2014, p. 36), a solution for expanding SET to other realities of resident attitudes should be “the application of social exchange theory in conjunction with another theory, since the combination might provide a better insight into resident attitudes towards tourism.” This insight was based on Weber’s ‘theory of Formal and Substantive Rationality’ (WFSR) and lead to a new model introduced by Boley & McGehee (2014) and Boley, McGehee, Perdue and Long (2014): ‘Residents Empowerment through Tourism Scale’ or RETS.

2.2.5 RETS: beyond Social Exchange

In the ‘theory of Formal and Substantive Rationality’ Weber argued that “rationality for economic activity may be formal or substantive” (McGehee, 2007; cited in Boley et al. 2014, p. 36). This means in this theory he is focusing on formal drivers, being mainly economic, as well as on substantive or informal drivers, being emotional like trust and power when explaining people’s behavior. It could be said that the SET theory is limited to the formal rationality in Weber’s theory. However, Boley et al. (2014) cite Roth & Wittich (1978), saying that purely formal motivations in reality are unusual. Also personal values give shape to this rationality and thus influence people’s behavior. Along this reasoning Boley et al. (2014, p. 37) cite Long et al. (1990) stating that “there must be additional explanations for why some residents still support tourism development despite the lack of direct economic benefit”.

These substantive rationalities, other than economic, were found in the concept of ‘empowerment’ (Boley et al., 2014). Empowerment is defined in general terms as “the ability of people, organizations, and communities to gain mastery over their affairs” (Rappaport, 1987, cited in Boley et al., 2014, p. 37). Sadan defined empowerment as “a process of transition from a state of powerlessness to a state of relative control over one’s life, destiny and environment” (Sadan, 1997, cited in Boley & McGehee (2014, p. 86). Thus, residents that feel empowered might feel better and experience a better ‘quality of life’. The question is if there is also a relationship between empowerment and the support for tourism?

Furthermore, Boley et al. conclude tourism cannot be considered as sustainable when residents are not empowered, supported by Cole (2006), Petrić (2007) and Scheyvens (1999). This is true since a situation where a destination has un-empowered residents is a violation of the social

aspect of sustainable development. According to Boley & McGehee the concept of empowerment in a tourism context is multi-dimensional and constituted of a *psychological, social* and *political* component (2014). When combining the formal and substantive rationalities from the WFSR theory this implies SET can be enriched with the three empowerment constructs. Four exogenous concepts are created: 'perceived economic benefit', 'psychological empowerment', 'social empowerment' and 'political empowerment' (Figure 2-7). The detailed explanation of the three empowerment constructs can be found below. Thus the holistic model includes first, the SET component: the relationship of perceived negative and positive impact with overall support for tourism; second the Weberian theory of Formal and Substantive Rationality (WFSR): the relation between perceived economic benefits and the perception of negative and positive impact; and third the three empowerment constructs with their relations to the endogenous constructs perceived impact and support for tourism. This combination is called 'Resident Empowerment Through Tourism Scale' or 'RETS' (after Boley et al., 2014; Boley & McGehee, 2014).

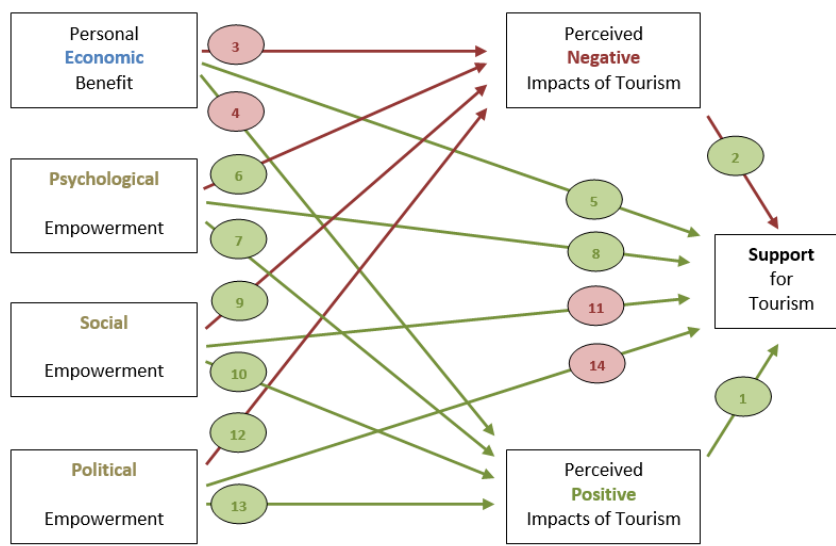


FIGURE 2-7 MODEL FOR EMPOWERMENT'S INFLUENCE ON RESIDENT ATTITUDES TOWARD TOURISM, BASED ON RETS & SET.

Source: Boley et al., 2014. - red arrows are expected negative relationships, green are positive; green relationship numbers are supported hypotheses, red numbers are not supported hypotheses (in 3 Virginia counties - US)

RETS is a scale which enables tourism managers and Destination Management Organizations to assess the overall support for tourism by using a scale on different levels: economic benefit supplemented with psychological, social and political empowerment (Figure 2-7). RETS can be expressed as a score of the resident attitudes for each of the seven constructs, as well as the relationships in the data between the seven constructs.

2.2.5.1 Psychological empowerment

According to Boley et al. (2014, p. 38) psychological empowerment applies when “individual’s pride and self-esteem are enhanced by the reactions of outsiders who recognize the uniqueness and value of a community”. The construct of psychological empowerment and its relation towards the perceived impact of tourism and the support for tourism was tested for the first time in 2014 in three Virginia counties by Boley, McGehee, Perdue and Long (Boley et al., 2014). In this study the conclusions with regards to the relationship of psychological empowerment with perceived impact from tourism on one hand and with support for tourism on the other are as follows (see relations 6, 7 and 8 in Figure 2-7): first, there is a negative relationship between perceived psychological empowerment and perceived negative impacts from tourism (6); second, there is a positive relationship between perceived psychological empowerment and perceived positive impacts from tourism (7); and third, there is a positive relationship between perceived psychological empowerment and overall support for tourism (8). This means in the study in a rural area in the US, residents that show pride about their community, village, city or region thanks to tourism tend to see more positive impacts from tourism, tend to see less negative impacts from tourism and tend to support tourism more, than those residents who are less proud of their environment (Boley et al., 2014). There are interesting consequences related to this conclusion. This leads to the assumption that by organizing internal residents’ campaigns to raise pride in the community not only the positive perception of tourism impact can be improved, but also the general support for tourism. And knowing that residents that support tourism are better ambassadors for tourism activities is a very relevant and practical fact.

In our resident study in Bruges it will be explored if this relation between psychological empowerment and perceived impact of tourism and support for tourism can also be found in a crowded cultural heritage destination.

2.2.5.2 Social empowerment

In social empowerment the cohesion and collaboration in a community are essential requirements of local economic development (Kay, 2006; cited in Boley et al., 2014). If this is projected to a tourism setting it means that socially empowered residents feel more connected and perceive the positive social impact of tourism on their environment. Similar to psychological empowerment the same relations with perceived positive and negative impact are expected as well as the same relation with overall support for tourism. In the study in the Virginia counties the positive relationship between a high level of social empowerment and the perception of positive impact from tourism was proven indeed (relation 10, in Figure 2-7), as well as the negative relation between social empowerment and perceived negative impact from tourism (relation 9). However, the direct relation of social empowerment with the construct of ‘support for tourism’ is not present (11). Nonetheless there was an indirect relation between social empowerment

and ‘support’ since there is a significant relation between perceived impact and overall support for tourism (as seen in Figure 2-6).

In our residents’ research in Bruges it will be explored if the same relations between social empowerment and perceived impact of tourism and support for tourism will also be found.

2.2.5.3 Political empowerment

The last empowerment construct is political empowerment and is related to participation and involvement into the decision making and policy planning process of tourism development in the community, city or region. Do residents feel they are fairly presented and have outlets to share their concerns about tourism development (Boley et al., 2014)? Politically empowered residents feel they have a voice in this process. However, the question is if there is a relationship between political empowerment and the described constructs related to perceived impacts and support for tourism? In the US study in Virginia the same relationships were found as with the social empowerment construct: no direct relationship between political empowerment and support for tourism, but a positive relation with perceived positive impact and a negative relation with perceived negative impact. It means that people who have a voice, who feel involved in tourism planning tend to experience tourism impact in a more positive way (and tend to see less negative impact). As a consequence they have a bigger chance to support tourism more, given the positive effect on perceived positive impact. In our Bruges resident survey these relationships will be explored in a European historic tourism destination.

2.3 Conclusion

In this chapter we discovered the long history of resident surveys in a tourism context. However, tourism studies focusing on residents in historic city destinations are rare. The Bruges residents’ attitudes towards tourism survey wants to meet this actual need, given the strong increase of visitors in European heritage cities in recent years and the continued forecasted growth. After a review of different models that tackle tourism growth and the impact on residents from different angles, the concepts of crowding and carrying capacity were highlighted in this context. Finally the RETS model was introduced. In combination with SET, RETS offers a conceptual framework for residents’ attitudes studies, based on Weber’s ‘theory of Formal and Substantive Rationality’ and the empowerment theory. In the next chapter the methodological topics are explained, after a detailed description of the research area: the historic city of Bruges.

3 RESEARCH AREA AND METHODOLOGY

3.1 Research area: the city of Bruges

In this chapter all Bruges key indicators of the accommodation capacity and demand side will be explored together with insights in the concept of tourism intensity rates as well as the visitor's opinion and satisfaction about the city. First we look into the history of this beautiful city.

3.1.1 Tourism in Bruges?

Tourism as well as tourism research in Bruges has a long history. Bruges is a Flemish medieval historic art city near the Belgian coast and has been an international metropolis for centuries (Visit Bruges, 2016). Since 1998 the Bruges Begijnhof (beguinage) has been a UNESCO World Heritage Site. One year later the belfry (see Figure 3-1) was given this status, and in 2000 the entire historic center of Bruges received the prestigious UNESCO label. In 2009 the annual 'Procession of the Holy Blood', was also identified as intangible cultural heritage. Bruges has a valuable architectural heritage and history, and it is also famous for its brick-Gothic buildings.



FIGURE 3-1 BEAUTIFUL VIEW ON THE BELFRY FROM THE 'ROZENHOEDKAAI' IN BRUGES

Source: Kris Jacobs, Flickr VISITFLANDERS, 2014

The original and integrated medieval character of the city has been retained extremely well, thanks to a glorious period of economic welfare followed by a decline of economic activities from the 15th to the 19th century.

The economy in Bruges boomed from the 11th until the 14th century induced by international trade, mainly wool, and thanks to the import of resources and the export of finished products (Jansen Verbeke, 2002a). Until 1450 for many decades Bruges was a leading commercial and financial metropolis in Europe. The rich city center was occupied by merchants, nobles, artists and civil servants, who lived in comfortable and often beautiful brick houses (Bryon, 2003). "The urban morphology of streets, squares, walls and the social differentiation in urban quarters, which is nowadays a major tourist asset, dates back to the 13th and 14th centuries. In addition to this medieval structure, the architectural heritage of the 15th and 16th century is most valuable. The industrial revolution and its impact on urban structure and morphology did not dramatically change the city. In fact the poverty of the 19th century has become a tourist asset in the 20th century." (Jansen-Verbeke, 2002a, p. 4).

Thanks to its rich history, with all beautiful historic buildings, picturesque lanes, water canals and top level museums Bruges attracts millions of visitors per annum. Travel guides like Lonely Planet describe Bruges as "If you set out to design a fairy-tale medieval town, it would be hard to improve on central Bruges (Brugge in Dutch). Picturesque cobbled lanes and dreamy canals link photogenic market squares lined with soaring towers, historic churches and old white-washed almshouses. And there's plenty of it." (Lonely Planet, 2016). However, travel guides even so mention the drawback of this success: "The only downside is that everyone knows. That means that there's a constant crush of tourists in the center" (Lonely Planet 2016). Rough Guide combines the positive attention to Bruges as one of the 'must sees' with realism about the number of tourist: "It's true that Bruges' reputation as one of the most perfectly preserved medieval cities in western Europe has made it the most popular tourist destination in Belgium, packed with visitors throughout the season. Inevitably, the crowds tend to overwhelm the city, but you'd be mad to come to Flanders and miss the place." (Rough Guide, 2016).

Is it true that Bruges with all the beautiful attractions, the unique preserved heritage sites and the opportunity to have an authentic tourism experience, might become victim of its own success? In 2002 Jansen-Verbeke already declared that "the historical city of Bruges has indeed reached a critical stage in its development as tourist destination" (Jansen-Verbeke, 2002b, p. 7). In the next paragraphs Bruges tourism volumes over recent years will be explored together with tourism intensity indicators who give a theoretical insight in tourism pressure on the tourist historic city.

3.1.2 Location and situation of Bruges

Bruges is located in the northwest of Belgium at the coast and is the capital and largest city of the province of West-Flanders in the Flemish Region of Belgium. Bruges is located relatively close to three important foreign tourism markets: the overseas market from the United Kingdom, the Dutch market in the north and the French in the south. Also Cologne in Nordrhein-Westfalen (Germany), and second important source market, is only 300 km away from the city.



FIGURE 3-2 LOCATION OF BRUGES

Source: Worldatlas, 2016

There are several municipalities in Bruges: the historic city center is located in the municipality of Bruges itself (I), which is together with Sint-Jozef and Sint-Pieters one of the eight municipalities in the greater Bruges area. The other municipalities are: Koolkerke (II), Sint-Andries (III), Sint-Michiels (IV), Assebroek (V), Sint-Kruis (VI), Dudzele (VII), Lissewege (with Zeebrugge and Zwankendamme) (VIII).

Tourism in Bruges is concentrated in the hearth of the first municipality (see Figure 3-3) which is called 'The Egg' because of the egg-shaped form. In the next paragraph the strategic choices for the concentration model will be explained.

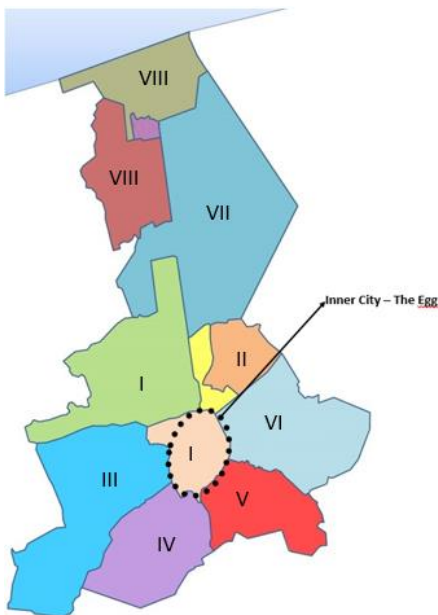


FIGURE 3-3 THE BRUGES MUNICIPALITIES AND “THE EGG”

Source: Brugse Maatschappij voor Huisvesting, 2016

In the north of the city the borough ‘Zeebrugge’ is located. Zeebrugge means ‘Bruges of the sea’ and is one of the largest sea ports in the world. In 2015 2,5 million cars were shipped in Zeebrugge, more than in any other port in the world (Port of Zeebrugge, 2016). Zeebrugge also hosts a cruise terminal which attracts more than 225.000 cruise passengers² in 2015, of which two third visits Bruges (about 150.000 people). The growth of the number of ships and passengers over the last years is impressive. Compared to 2008 there were 158% more ships in 2015 and 304% more passenger movements. There are also some hotels located at the Zeebrugge coast. These are not taken into account in the overview of tourism in Bruges in this chapter since they are part of the coastal tourism product.

There is a parallel between Bruges and other coastal historic cities with seaports and cruise terminals. Cities like Amsterdam, Barcelona, Dubrovnik and Venice share similar issues with regards to crowding and carrying capacity as a tourism destination partly because of numerous day trips from cruise passengers and from coast tourists.

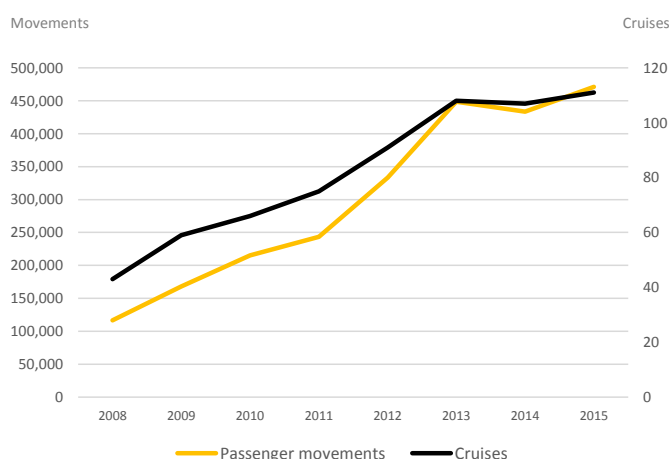


FIGURE 3-4 TREND IN THE NUMBER OF CRUISE SHIPS AND CRUISE PASSENGERS, 2008-2015

Source: Port of Zeebrugge, 2016

² In Figure 3-3 in the number of passenger movements most passengers are counted twice, since both arriving and leaving is counted.

117.886 people live in Bruges in 2016, in all municipalities together (Statbel, 2016). The population has remained very stable the last decade. Also in 2004 about 117.000 people lived in Bruges. The Bruges municipality hosts almost 37.000 inhabitants and the inner city (the 'Egg'), within the Bruges municipality, has less than 20.000 residents.

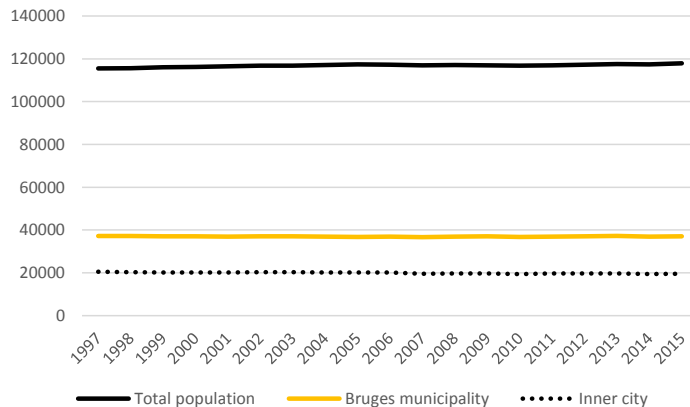


FIGURE 3-5 POPULATION TRENDS IN BRUGES, THE BRUGES MUNICIPALITY AND THE INNER CITY.

Source: Statbel, 2016

In the longer run the population in the inner city has shown a slight decline of -5%, or about 1.000 inhabitants since 1997. This decrease took place approximately 10 years ago. In the last 8 years the population in 'the Egg' was very stable which feeds a tentative hypothesis that not many Bruges residents moved out of the inner city because of overcrowding tourism activities. To check with the 2016 situation, in the Bruges resident study a question was asked about the consideration to move out of Bruges.

3.1.3 Tourism concentration in the 'Golden Triangle' and 'hotel stop'

In the past, two important strategic measures have been taken by the city council to improve the sustainable growth of tourism in the city and to avoid residents to leave the city. First, in 1996 the 'concentration model' for tourism activities and tourism development was installed. Second, the same year, a 'hotel stop' was invoked.

3.1.3.1 The concentration model – Golden Triangle

For decades tourism activities in Bruges have been concentrated in a natural way within the first walls of the inner city. The reason is that many historical patrimony and heritage sites are situated there, as well as all tourism attractions with many visitors. Most shops, hotels, restaurants and bars are also situated in this area, as can be seen in Figure 3-6.

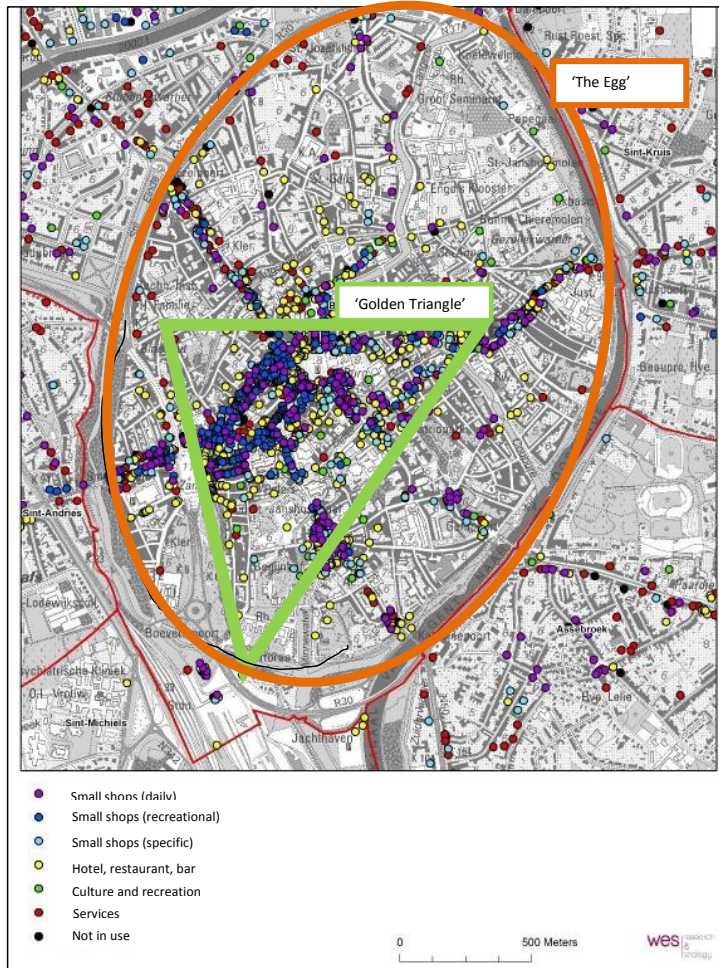


FIGURE 3-6 DISTRIBUTION OF COMMERCIAL ACTIVITIES IN BRUGES

Source: WES Strategy and Research, 2015; own adjustments

The highest concentration of tourism supply is situated in the southern area of the inner city. Also the horse carriages and tourist boats on the canals are situated in this zone. In the inner, the southern area within 'the Egg' is called the 'Golden Triangle'. Also the most important car and bus access points to the city as well as the train station and large parking sites are situated near the south of 'the Egg' and the 'Golden Triangle'. Given the first signs of pressure among the Bruges population in the Nineties (Jansen-Verbeke, 1992) the city council in the new Strategic Spatial Policy Plan choose to implement a so called 'concentration model'. The plan required

that new attractions and tourism functions from then on had to be installed in the 'Golden Triangle'. All tourism development, activities and marketing since then is focused on this specific tourism area in order to free the outer city of Bruges from tourism pressure.

3.1.3.1 Hotel stop

The launch of the concentration model was combined with a new 'hotel stop' in 1996. The main reason for installing the hotel stop was protecting the residential functions of the city and thus making sure locals can still find affordable homes and to avoid that Bruges becomes a tourism city without a real city life. Examples in other destinations like Venice have shown that because of tourism activities and tourism pressure private houses become unaffordable which can lead to a decline in the city population. In Venice the population in the historic center dropped -70% from 1950 to 2014 from 175.000 to 56.000 (Comune Venezia, 2016).

However, there might be some drawbacks in implementing a limit on new and extra hotels. First, it may cause existing hotels to set higher prices since they start acting as monopolists (WES 2012). Second, higher prices might lead to a decrease of the number of overnight tourists to Bruges. Third, this measure may have as a consequence that the share of day trips in the city rises to the detriment of stays with overnights. On the longer run and less directly this can have an adverse effect on the carrying capacity and sustainability of the destination as well as on the economic impact of tourism. Indeed, overnight tourist not only spend much more per capita, per day and per trip than day trip visitors, they also visit more other remote sites within and outside the city (other than the tourism hot spots), they take more time and thus they accomplish a kind of natural spread in time and space. This is a great advantage for a destination in terms of sustainability and in favor of the carrying capacity limits. It may seem that the hotel stop conflicts with the concentration model in the 'golden triangle', when dispersion is achieved. This is not true though, since tourist groups that create the most pressure are kept in the 'Golden Triangle' (like cruise passengers and group visitors on a day trip). The more qualitative visitors that look for immersive culture experiences, that take their time and want to stay overnight, might go to other areas in and outside Bruges. Another drawback could be that in recent years many tourism beds are put on the market via peer-to-peer platforms like AirBnB. This evolution cannot be stopped by a hotel stop.

Since the hotel stop is already in place for 20 years, it is relevant to make an evaluation to see if these drawbacks have become reality. First, did the hotel prices in Bruges increase more than in other Flemish historic cities? The data about average room prices are only available since 2008 (Holthof & Lanckriet, 2008-2013; Arthesis Plantijn Hogeschool, VISITFLANDERS, 2014-2016). Over the last seven years Bruges room prices increased 8% in Bruges to 93 euro in 2015, while hotel prices in Ghent and Antwerp are on the same level in 2015 than in 2008. All three cities went through a strong decline of the average room prices when the financial crisis started in 2009. Bruges caught up with Ghent, after many years of lagging behind. One conclusion that can

be drawn from these data is that thanks to the hotel stop prices in Bruges can be moderate, comparable to the neighboring city of Ghent, but not higher than in Ghent.

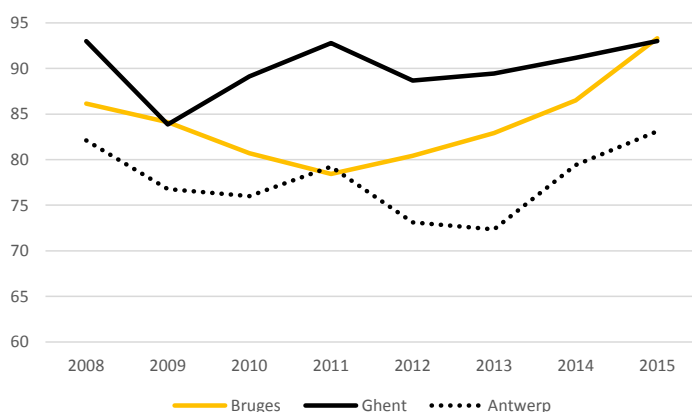


FIGURE 3-7 TREND OF THE AVERAGE ROOM PRICE IN BRUGES, GHENT AND ANTWERP, 2006-2015

Source: Holthof & Lanckriet, 2008-2013; Arthesis Plantijn Hogelschool, & VISITFLANDERS, 2014-2016

Second, it is difficult to assess if tourism in Bruges would have grown more if there would not have been a hotel stop. The last ten years overnights in Bruges increased at exactly the same pace as in Barcelona and Amsterdam (TourMIS, 2016, based on official accommodation statistics). Overnights in Bruges, Barcelona and Amsterdam grew exactly 58% in all three cities. Also the actual occupancy rates (see Figure 3-8) in Bruges improved year after year in the last decade. In the monthly trends not only the increase of the occupancy rate can be noted. Also the decline in December 2015 is remarkable. This is the effect of the terrorist attacks that took place mid November 2015.

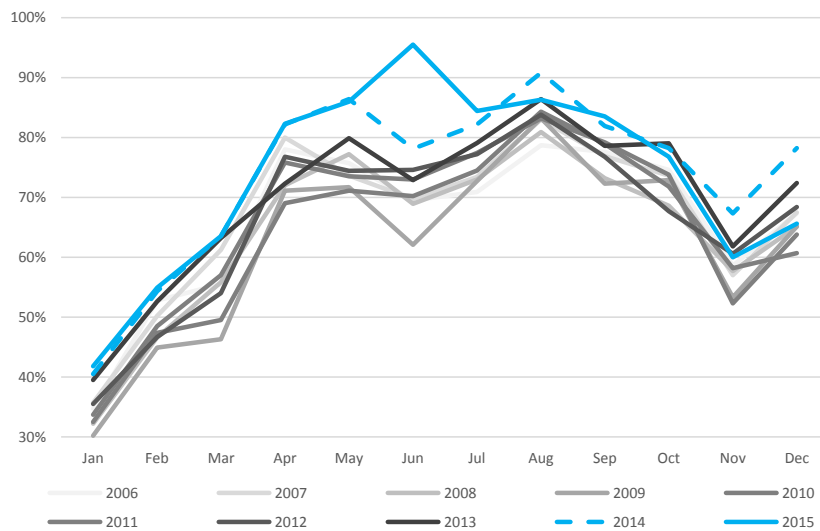


FIGURE 3-8 TREND OF THE AVERAGE HOTEL OCCUPANCY RATES IN BRUGES, 2006-2015

Source: VISITFLANDERS, 2016b

The third issue is more difficult to assess given the fact that there was no structural monitoring of day trips in all recent years. Only recently with the access to mobile big data there is a reliable overview of the number of day trips in the city.

In 2002 also a 'holiday home stop' was installed, making sure no private houses would be turned into holiday homes and protecting the livability of the city for the inhabitants (WES, 2012). The implementation of the holiday home stop was similar to the hotel stop, in order to make sure that not too many houses were turned into tourism lodgings, given the relatively high financial rewards when renting a house for only short periods. Moreover, with holiday houses there is a chance that the houses will only be used for a limited amount of time during the year, which is a very inefficient use of properties. In recent years however, more and more holiday homes and apartments came on the tourism market thanks to so called collaborative economy platforms like AirBnB. Some of these will be unknown in the official tourism accommodation supply data set.

3.1.4 Tourism trends in Bruges: key figures

3.1.4.1 Bruges, a top destination in Belgium

With 2 million overnights in official accommodations Bruges is a top destination in Flanders and Belgium. 1,8 million nights are tracked in the leisure segment, a minority of nights are for busi-

ness purposes. Only the Brussels Region counts more overnights, nonetheless, as a region, Brussels is constituted of the sum of 19 Brussels cities. Thus Bruges in fact has more overnights than any other city in Belgium. Table 3-1 shows the top 15 of Belgian cities and communities ranked top down by leisure overnights. There is no Walloon city in the top 15. Eight cities are located at the coast (in blue), four are historic cities (in orange) and three are in the countryside (in green). In the next paragraphs the supply and demand indicators for tourism in Bruges will be explored and benchmarked with other European cities, when appropriate.

City	Leisure overnights
Brussels Region	2.914.279
Bruges	1.844.316
Koksijde	1.586.753
Oostend	1.213.037
De Haan	1.199.278
Lommel	1.000.492
Antwerp	998.908
Knokke-Heist	936.908
Middelkerke	871.536
Nieuwpoort	810.583
Mol	722.015
Blankenberge	717.235
Ghent	716.433
De Panne	641.795
Houthalen-Helchteren	450.296

TABLE 3-1 LEISURE OVERNIGHTS IN BELGIAN CITIES, TOP 15, 2015

Source: Federale Overheidsdienst Economie, 2016

3.1.4.2 Official supply of accommodations and capacities

In this paragraph the number of accommodations in the official data set and the corresponding capacity in Bruges are explored as well as the development of the tourism supply over the last 10 years.

The inner and outer city of Bruges together have 389 official commercial accommodations. In total 10.453 official beds are offered to potential tourists in the city. Exactly 100 lodgings are licensed hotels which stand together with 186 B&B's for 3 in 4 accommodations in Bruges. 73 holiday houses count for 19% and 9 youth accommodations (hostels), 2 camp sites and 19 other accommodations for the remaining 8%. Given the large differences in capacity, the hotels, which take 26% of the number of accommodations, deliver almost 70% of the total commercial capacity, with 7.154 beds. Bed and breakfasts and hostels both stand for about 1.000 beds and 10% of the capacity.

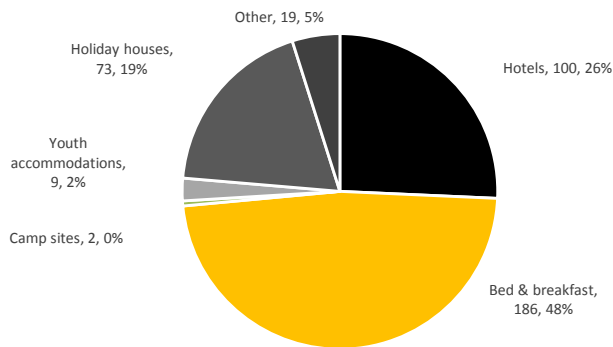


FIGURE 3-9 ACCOMMODATION SUPPLY IN BRUGES 2014: NUMBER OF ACCOMMODATIONS

Source: VISITFLANDERS, 2015a

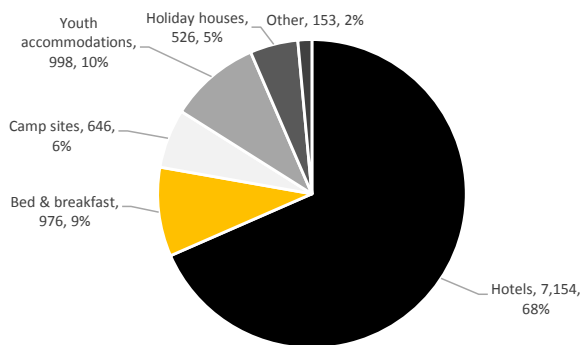


FIGURE 3-10 ACCOMMODATION SUPPLY IN BRUGES 2014: NUMBER OF BED SPACES

Source: VISITFLANDERS, 2015

While the total number of Bruges accommodations increased with 80% since 2004, from 216 to 389 (right axis in Figure 3-11), the capacity grew by 18% to 10.453 beds (left axis). The trend of the average capacity per accommodation explains what has happened (right axis). Many small size accommodation came to the market, mainly holiday houses and B&B's, especially since a new Flemish legislation on lodging accommodations was installed in 2009 forcing all accommodations open to tourist to be at least registered. Before this year smaller size lodgings often were active without a license and unknown for official statistics. Due to this evolution the average size of an registered accommodation in the Bruges statistics dropped from 41 beds in 2004 to 27 in 2014. Preliminary data on the number of bed & breakfasts state that the number of official B&Bs increased from 186 in 2014 to almost 250 in 2016. And we can assume that thanks to AirBnB and similar platforms the real number will be even higher.

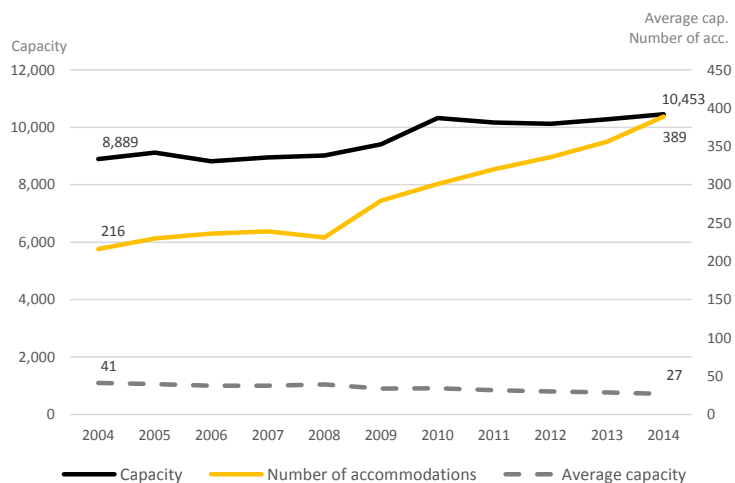


FIGURE 3-11 ACCOMMODATION SUPPLY IN BRUGES 2004-2014

Source: Steunpunt Toerisme en Recreatie, 2009; VISITFLANDERS, 2015b

Given the relative hotel stop since 1996 the total capacity of the Bruges hotels did not grow fast over the last decade. Since 2004 the number of hotels declined from 106 in to 100 in 2014, while the capacity only grew by 7%. In 2009 and 2010 when the Flemish legislation on accommodation changed, some small hotels moved to the B&B segment. This, together with an effective growth in the popular B&B sector, led to an increase of 81% B&B's in the last 10 years. The B&B capacity also grew by 77%. However, with only 976 beds, the total B&B capacity is the equivalent of only 14% of the hotel capacity.

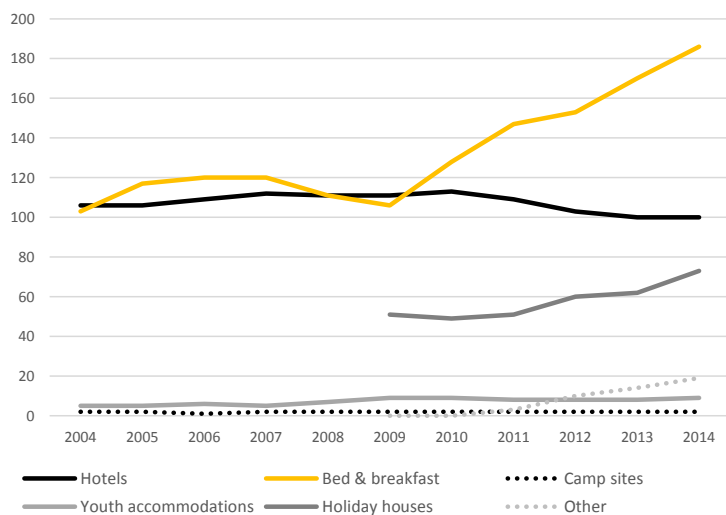


FIGURE 3-12 ACCOMMODATION SUPPLY IN BRUGES 2004-2015 – NUMBER OF ACCOMMODATIONS

Source: Steunpunt Toerisme en Recreatie, 2009; VISITFLANDERS, 2015a

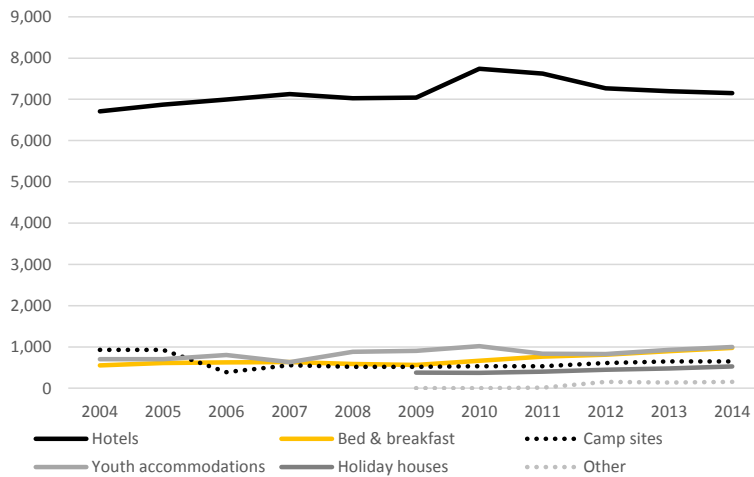


FIGURE 3-13 ACCOMMODATION SUPPLY IN BRUGES 2004-2014 – CAPACITY

Source: Steunpunt Toerisme en Recreatie, 2009; VISITFLANDERS, 2015

Table 3-2 shows the breakdown of the hotel beds in Bruges by star category. Almost 80% of the Bruges hotel beds are situated in hotels with at least 3 stars. More than four in ten hotel beds in the city is licensed with four stars, one in three has three stars. One star hotels are rare and only 13% of the beds in Bruges is located in two star hotels.

Category	Number	%
1 *	535	7%
2 *	955	13%
3 *	2.303	32%
4 *	3.099	43%
5 *	188	3%
Unlicensed	74	1%
Total	7.154	100%

TABLE 3-2 HOTEL CATEGORY IN BRUGES, BASED ON CAPACITY IN BEDS, 2014

Source: VISITFLANDERS, 2015a

In Table 3-3 the breakdown by hotel size category is shown. 53% of the beds in Bruges hotels is part of hotels with more than 50 rooms. Most other beds are in hotels with 16-50 rooms (36%). Due to the new legislation smaller hotels often changed to a B&B permit in recent years which means they are a minority. However, compared to other Flemish historic cities Bruges has more smaller-sized family owned hotels to offer (Arthesis Plantijn Hogeschool, VISITFLANDERS, 2015).

Category	Number	%
4-15 rooms	774	11%
16-50 rooms	2.572	36%
>50 rooms	3.808	53%
Total	7.154	100%

TABLE 3-3 HOTEL SIZE IN BRUGES, BASED IN CAPACITY IN BEDS, 2014

Source: Arthesis Plantijn Hogeschool & VISITFLANDERS, 2015

3.1.4.1 Accommodation supply promoted via collaborative economy platforms

Besides formal and official accommodations also an informal supply of tourism beds exists. In what is often referred to as the 'sharing economy' or 'collaborative economy' a wide variety of local accommodations can be found via peer-to-peer platforms. One of the most visible platforms today is AirBnB. According to a study for VISITFLANDERS in October 2016 387 different hosts offer rooms or houses and apartments on the AirBnB website (NIT, 2016) renting out in total 560 accommodations. It can be assumed that at least some of these accommodations are to be counted on top of the official supply data since the unofficial share within the AirBnB supply is not known.

3.1.4.2 Demand

Key figures

With nearly 2 million overnights in commercial accommodations in 2015, Bruges is the number one tourism destination in the Flemish Region (VISITFLANDERS, 2016a). Within Belgium only Brussels (which is not part of the Flemish Region) counts for more overnights (6,4 million) per annum. When only considering leisure overnights, the supremacy of Bruges stands even more. In 2015 Bruges welcomed 1.844.316 leisure overnights, which is double of Antwerp and 2,5 times the volume of leisure overnights in Ghent. The leisure share, expressed in overnights, in Bruges is 93%. This is much higher than the other historic cities.

	Total overnights	Share %	Leisure overnights	Share %	Leisure share %
Antwerp	1.924.155	16%	998.908	15%	52%
Bruges	1.981.354	16%	1.844.316	27%	93%
Brussels	6.443.213	53%	2.914.279	43%	45%
Ghent	1.056.797	9%	716.433	10%	68%
Leuven	488.679	4%	237.515	3%	49%
Mechelen	223.233	2%	142.008	2%	64%
Historic cities	12.117.431	100%	6.853.459	100%	57%

TABLE 3-4 TOTAL AND LEISURE OVERNIGHTS IN BELGIAN HISTORIC CITIES

Source: VISITFLANDERS, 2016a

The average length of stay in Bruges is 1,8 nights in 2015. In 2004 tourists and business travelers stayed for 1,9 nights in Bruges on average. One can conclude there is a slight decline of the average length of stay in the city, which is observed in most Flemish cities as well as in many European city destinations and even more in rural and coastal destinations.

All visitors - measured via mobile big data

When examining destination performance statistics related to visitor pressure it is extremely important to be able to get the full picture of all kinds of visitors. On top of the overnights in commercial accommodations Bruges welcomes many other travelers and visitors in other segments: day trips, recreational trips and cruise passengers. An innovative project of Visit Bruges, Westtoer and Proximus (the major Belgian mobile provider) in 2015 and 2016 revealed the actual total number of visitors in the Bruges inner city, using mobile big data (Visit Bruges et al., 2016a&b). Mobile phone big data is more and more applied as a reliable source for estimating visitor flows and volumes. Based on travelers' mobile phone signals the number of people in a certain area for a certain time can be monitored. Visitors can be divided into three groups: first tourists, who stay at least for one night; second day travelers, who live at least 20 kilometers away from Bruges and stay for longer than one hour and less than one day in Bruges. Also overnight tourists in other destinations that undertake a day trip to Bruges are in this category. And third: recreational visitors, who live within 20 kilometers from the city and visit Bruges for at least one hour to maximum one day.

It is important to state that on two levels there is a deviation from international standards of tourism statistics using these three definitions. The reason for this is very practical. First, recreational visitors are included in the statistics given their significant volume and impact on crowding in the city. If they would be ignored, an important group that is crowding the city streets would not be taken into account. Second, day trips not only count for a stay of four hours or more, as often is used as a standard time restriction. Also stays for at least one to four hours are taken into account. The reason is parallel to the later argument for the recreational trips. Given the large number of cruise passengers and other group-travelers that visit the city for just a very short time, the trips from one to four hours in the city are also taken into account. These two groups might be considered as a threat for the city's sustainable tourism development because travelers and visitors who only stay for one or two hours put a burden on a destination in many ways without leaving much economic value.

In total 8,75 million people visited Bruges as a tourist, day tourist, cruise passenger (that visits the city) or recreational visitor in 2015³. Note that the number of overnight stays of 2,2 million

³ 'tourists' were counted in 'overnight stays' since the nights reflect the real impact on the city more than the arrivals.

is at 10% higher than in the official accommodation statistics (2 million). This is because more and more unofficial accommodations are on the market thanks to the 'collaborative economy'-platforms. Mobile big data enables us to estimate the number of nights in this segment as well, although today it is not yet possible to attribute specific counts to this segment. The largest group of visitors is constituted of the day trips, with 5,3 million trips. And recreational visits counted for 1,3 million in 2015. Two out of three recreational visits take only less than three hours. For day trips, 50% stays less than three hours, which is a large group of more than 2,5 million people per year. One in five day trips started from a holiday destination outside Bruges, 80% of the day travelers come from their most likely living place.

	Volume	%
Overnight stays	2.200.000	25%
Day trips	5.280.000	60%
Recreational visits	1.270.000	15%
Total	8.750.000	100%

TABLE 3-5 TOTAL ESTIMATED NUMBER OF VISITORS IN BRUGES IN 2015 BASED ON MOBILE BIG DATA

Source: Visit Bruges, Westtoer & Proximus, 2016a

Seasonality

The highest number of the cumulative total amount of visitors of all three types in Bruges, based on the mobile big data, can be found in August, December, July and May. In all four of these months about 10% of the annual number of visitors is recorded. January and February are off season months with both only 6% of the share.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overnights	109.538	158.262	146.406	195.656	213.116	189.732	234.696	247.065	184.504	195.644	140.661	194.577
Day trips	310.761	310.660	366.517	476.495	512.232	414.048	505.038	564.620	434.734	463.739	359.562	558.350
Recr. visits	107.031	92.007	100.535	108.937	117.856	104.238	117.003	104.975	103.304	94.262	101.110	123.594
Total	527.330	560.929	613.458	781.088	843.204	708.018	856.737	916.660	722.542	753.645	601.333	876.521

TABLE 3-6 SEASONALITY OF THE VISITORS IN BRUGES IN 2015 BASED ON MOBILE BIG DATA (ABSOLUTE)

Source: Visit Bruges, Westtoer & Proximus, 2016a

'recreational visits' are visits from people that live only 20km from Bruges or closer (but not in Bruges).

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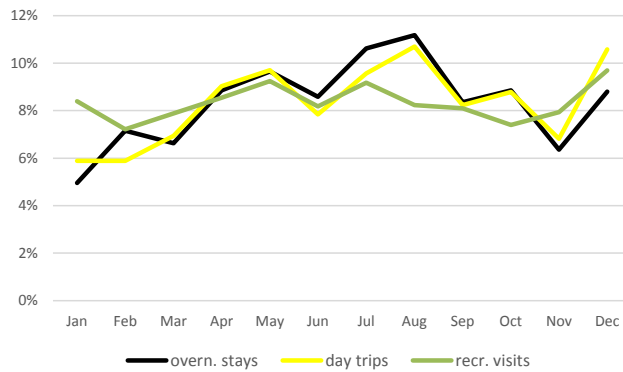


FIGURE 3-14 SEASONALITY OF THE VISITORS IN BRUGES IN 2015 BASED ON MOBILE BIG DATA (%)

Source: Visit Bruges, Westtoer & Proximus, 2016a

In a benchmark with other European cities, based on overnight stays in commercial accommodations, seasonality in Bruges performs slightly below average (TourMIS, 2016). The Bruges Gini coefficient for monthly overnights in all types of accommodations is 0,15. A Gini coefficient varies between 0, which reflects complete lack of seasonality (equal distribution of volumes between the 12 months) and 1, which indicates complete seasonality (the total volume is registered in only one single month). The average Gini coefficient of 85 European tourism city destinations in 2015 is 0,14. 62% of these European cities have a better Gini coefficient than Bruges, while Bruges is ranked 54th of 85 cities. All other Flemish historic cities also show better seasonality indicators than Bruges: Antwerp: 0,08 (which is ranked 8th); Leuven and Mechelen: 0,11; Ghent 0,13 and also in Brussel seasonality is better with a 0,10 coefficient.

rank	city	Gini	rank	city	Gini
1	Cologne	0,06	44	Dijon	0,14
2	Stuttgart	0,06	45	Lisbon	0,14
3	Turin	0,07	46	Espoo	0,14
4	Bremen	0,07	47	Regensburg	0,14
5	Madrid	0,07	48	Prague	0,14
6	Santa Cruz de Tenerife	0,08	49	Helsinki	0,14
7	Amsterdam	0,08	50	Budapest	0,15
8	Antwerp	0,08	51	Tallinn	0,15
9	Geneva	0,09	52	Genua	0,15
10	Nürnberg	0,09	53	Copenhagen	0,15
11	Poznan	0,09	54	Bruges	0,15
12	Aachen	0,09	56	Bordeaux	0,15
13	Granada	0,09	56	Stockholm	0,15
14	Bologna	0,10	57	Oslo	0,15
15	Brussels	0,10	58	The Hague	0,15
16	Hamburg	0,10	59	Valencia	0,16
17	Munich	0,10	60	Dresden	0,16
18	Linz	0,10	61	Maribor	0,17
19	Luxembourg	0,10	62	Bilbao	0,17
20	Saragossa	0,10	63	Malmö	0,17
21	Paris	0,10	64	Salzburg (city)	0,18
22	Berlin	0,10	65	Bolzano	0,18
23	St. Pölten	0,11	66	Göteborg	0,19

24	Nicosia	0,11	67	Zagreb	0,19
25	Uppsala	0,11	68	Lucerne	0,19
26	Leuven	0,11	69	Biarritz	0,20
27	Seville	0,11	70	La Coruna	0,20
28	Tel Aviv	0,11	71	San Sebastian	0,21
29	Mechelen	0,11	72	Novi Sad	0,21
30	Graz	0,12	73	Turku	0,21
31	Cordoba	0,12	74	Aarhus	0,21
32	Lausanne	0,12	75	Gijón	0,23
33	Belgrade	0,12	76	Bergen	0,23
34	Innsbruck	0,12	77	Ljubljana	0,27
35	Heidelberg	0,13	78	Eisenstadt	0,27
36	Vienna	0,13	79	Santiago de Comp.	0,29
37	Vicenza	0,13	80	Aalborg	0,30
38	Barcelona	0,13	81	Klagenfurt	0,33
39	Ghent	0,13	82	Bregenz	0,34
40	Las Palmas	0,13	83	Opatija	0,40
41	Tampere	0,13	84	Dubrovnik	0,54
42	Vilnius	0,14	85	Split	0,55
43	Madeira	0,14			

TABLE 3-7 SEASONALITY (GINI COEFFICIENT) OF 85 EUROPEAN TOURIST CITIES IN 2015, BASED ON OVERNIGHTS IN ALL PAID FORMS OF ACCOMMODATION

Source: TourMIS, 2016

It must be emphasized that the seasonality in Bruges improved over time thanks to specific marketing actions and winter events, as can be seen in Figure 3-15. The hotel stop and growing hotel prices might also have had a positive impact on the seasonality. In 2004 78% of the European tourism cities showed a better Gini coefficient than Bruges, today it is 63%. The Gini coefficient for Bruges in 2004 was 0,19 and decreased to 0,15 in 2015. Only the start of the worldwide financial crisis in 2008 led to a short downturn of the seasonality and thus a corresponding increase of the Gini coefficient for three consecutive years. Also in 2015 the coefficient raises slightly compared to 2014, which might be due to the negative effects of the Paris terrorist attacks in November which led to underperforming end of year months.

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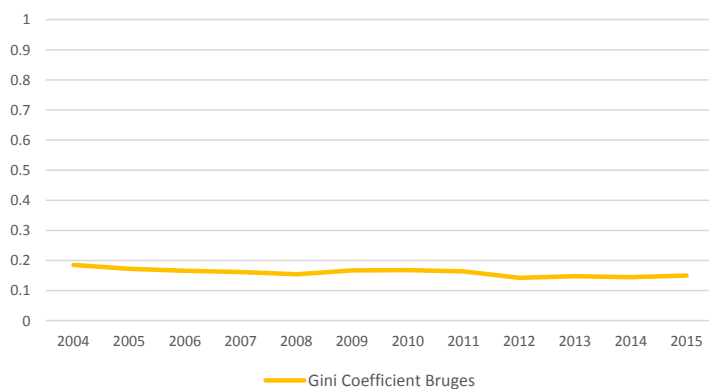


FIGURE 3-15 SEASONALITY TREND (GINI COEFFICIENT) IN BRUGES, 2004-2015

Source: TourMIS, 2016

Long term trends

Overnights in commercial accommodations grew by 56% from 1,27 million to almost 2 million from 2004 to 2015. Arrivals increased by 64%, proving that tourist stays have become shorter over the years, as concluded above. Since 2005 in all consecutive years an annual growth has been recorded, except for 2009, the first year after the global financial crisis had an impact on tourism flows worldwide. For the period 2004-2015 the average annual growth rate of the overnight stays is 4,2%. In 2016 for the first time in years a strong decline will be observed as a consequence of the terrorist attacks in March 22 at Brussels Airport. Overnights in Bruges are expected to be declining about 15-20% in 2016 (Visit Bruges et al., 2016b, based on mobile big data).

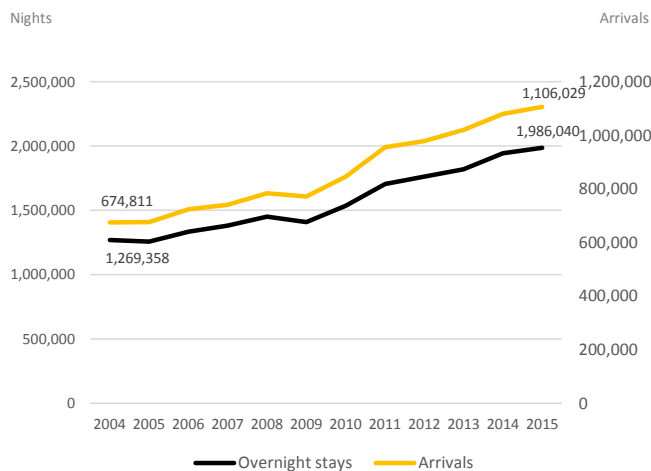


FIGURE 3-16 LONG TERM TREND OVERNIGHTS AND ARRIVALS IN BRUGES, 2004-2015

Source: VISITFLANDERS, 2016a

Market mix

Ever since tourism in Bruges became an important economic activity, the British market ranked number one. The patrimony and the romantic character of the city attracted many Brits in the 19th century (Van Houtte, 1982). In 2015 the UK market is followed by the Belgian, French and Dutch markets (Figure 3-17). The four most important foreign markets, which are the major neighboring countries, stand for 53% of the market share, expressed in overnight stays. However, in 10 years this share has declined with ten percentage points from 63% in 2005. Especially the UK market, despite 22% growth, lost 6% percentage points in market share, in favor of the Belgian and many other markets. The domestic market gained the highest absolute volume in

overnights (+220.000) in ten years, while the Russian market shows the strongest relative growth (+1.439%, from rank nineteen in 2005 to nine in 2015). The French market only grows at a modest pace and the Dutch tourist overnights in 2015 equal the volume of 2005. By doubling the absolute volume in nights, the German market of all neighboring countries shows the best relative growth, and also the Spanish overnights double in ten years. Italy even grows 148% from more than 18.000 to almost 46.000 overnights in 2015. Among the important markets the Japanese is the only declining. An important highlight which sums up an overall conclusion about growth in all smaller markets, is the growth of all other markets. Together they also double in size by climbing from 117.000 to 240.000 nights in 10 years. Compared to the other historic cities in Flanders, Bruges has a more international public.

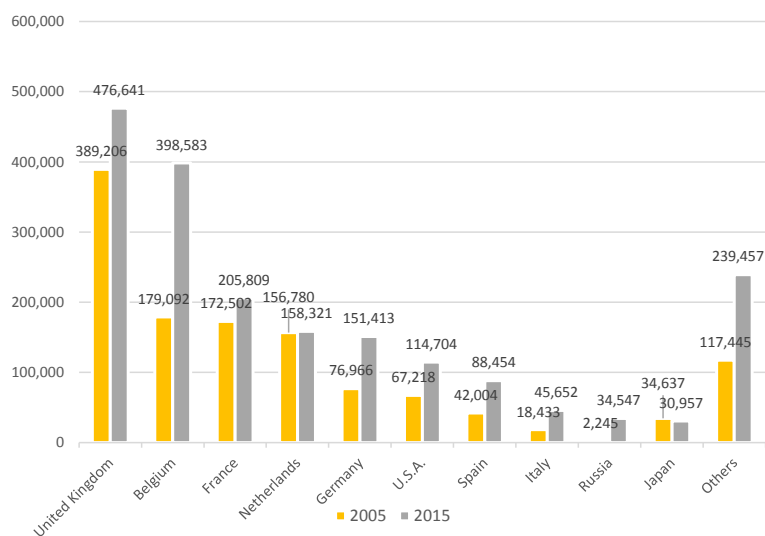


FIGURE 3-17 TREND MARKET MIX IN BRUGES, BASED ON OVERNIGHTS, 2005-2015

Source: VISITFLANDERS, 2016a

3.1.5 Image, satisfaction and economic impact of the Bruges leisure market

Image

Bruges has a different image as tourism destination among leisure travelers than the other major historic cities in Flanders or Brussels (VISITFLANDERS, 2012). Tourists believe it is very beautiful (40%), has a rich history (24%), is authentic, well maintained, interesting and has a typical architecture (18%). The rich history is valued much more than in other cities. Also 'picturesque' (10%), 'tidy and clean' (10%) and 'romantic, as in a fairytale' (6%) scores much higher than in

Antwerp, Brussels or Ghent⁴. An important conclusion related to crowding can be found in the following result: 'Calm, quiet and relaxed' scores 9%, while Brussels scores only 0,3% and Ghent 2,6%. Whereas Bruges is perceived as the most crowded tourist city in Flanders (where intensity indices also support this hypothesis), more tourist evaluate the city as 'calm' than tourist in the other cities.

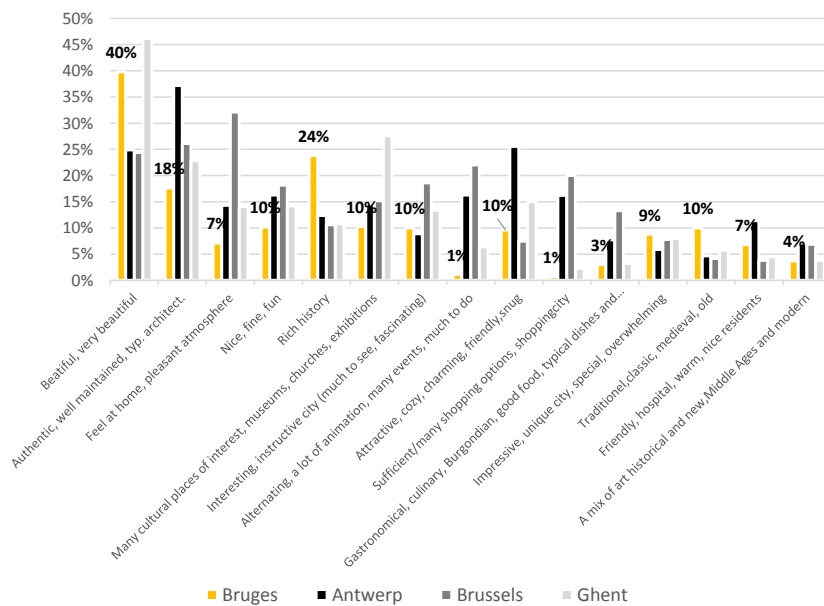


FIGURE 3-18 IMAGE OF BRUGES, ANTWERP, BRUSSELS AND GHENT AMONG LEISURE TOURISTS (2011), TOP 15 BASED ON TOTAL OF 6 CITIES (INCLUDING LEUVEN & MECHELEN)

Source: VISITFLANDERS, 2012

Satisfaction

Conversely, satisfactions levels in Bruges are considered to be moderate. Bruges gets the lowest score compared to the other Flemish historic cities, when asked if tourist believe the holiday was as expected, below expectations or above. One of the possible explanations is that the market mix in Bruges is much more international (as seen above) and thus there are more first time visitors. Repeat visitors in Flemish historic cities on average are much positive, since they came back after a previous visit. Maybe they do not tend to be negative about a destination they like

⁴ These are items that are not in the top 15 of the six cities together.

to choose multiple times. Also, long haul travelers are often very experienced tourist with high expectations. However, this is not always true as concluded by Wöber and Zins (1995). According to their research repeat visitors may be more critical than first-time visitors who are overwhelmed with the first-time impressions. Consequently there might and will be other factors influencing visitor satisfaction in Bruges. Further research⁵ will have to determine if crowding is a negative contributor to a lower satisfaction level in Bruges when benchmarking with the other cities.

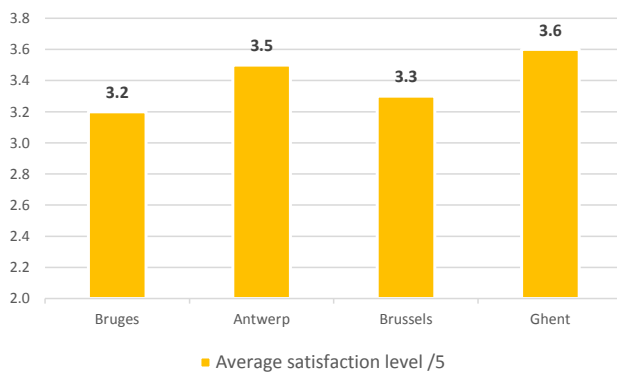


FIGURE 3-19 AVERAGE SATISFACTION OF LEISURE TOURISTS IN BRUGES, ANTWERP, BRUSSELS & GHENT (2011, SCORE /5)

Source: VISITFLANDERS, 2012

On the other side, very recent research from Conde Nast Traveler in 2016, based on more than 120.000 travelers over the world, revealed that Bruges is the 9th most friendly city destination word wide. Conde Nast states: "Being in Bruges is like being in a fairy tale, boat rides on the canal, the women making lace, a friendly carriage master telling stories of the history and locals. Friendly shopkeepers and no dearth of cafés serving warm waffles with chocolate sauce equaled exactly what we imagined an old European city should be like." (Conde Nast Traveler, 2016). Maybe it is because expectations are so high about Bruges, that when people make a visit expectations are often met, but not exceeded.

Commented [w9]: This is not always true. Repeat visitors may be more critical than first-time visitors who are overwhelmed with the first-time impressions (Wöber, K., Zins, A. "Key success factors for tourism resort management", Journal of Travel and Tourism Marketing, vol. 4, no. 4, pp. 73-84, 1995).

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⁵ Further in-depth research among leisure travellers in the historic cities will be carried out in 2017 by VISITFLANDERS.

3.1.6 Crowding in Bruges

3.1.6.1 Living with tourism in Bruges

As can be seen supra, more than 8,7 million visitors have spent some time in the Bruges inner city, while only about 19.500 people live in this area. It is clear that these two extreme volumes: a rather small population and a very large amount of visitors might be or become an issue, now or in the future. Tourism activities have been developed in Bruges for decades, which might lead to the conclusion that locals have set their reference accordingly. It can be that hosts have learned to live with these volumes of tourists and have set their expectations consequently. And indeed, former studies with Bruges hosts often concluded that the overall perception of Bruges inhabitants towards tourism is rather positive. And even so, if tourism is still growing, it does not mean that that future pressure is still manageable. As Bryon states: "Earlier research had proven that the social acceptance of tourism by the local population is high." (2003, p. 20). On the other hand, Bryon also discovered a group of tourism rejecters which he called 'haters' (2006). They represented 15% of the inner city population in 2003. Apparently, in the Eighties, city residents started to organize themselves to take action and to get the negative impacts from tourism on the agenda (Bryon, 2002). It was the first time that the growth and impacts from tourism in the city were openly questioned.

3.1.6.2 Tourism intensity rate for Bruges

One of the theoretical techniques to assess crowding in tourism destinations is the use of tourism intensity rates. Dumbrovská & Fialová created four indicators to approach a crowding indicator (2014): 'Tourist intensity rate' (TIR), 'Tourist density rate' (TDR), 'Defert function' (DF) and 'Impact of tourism activities on the locality' (TL). All indicators are based tourism intensity indicators, which measure the volume of tourism (numbers of arrivals, number of overnight) together with supply data (number of beds in collective accommodation establishments) and population data.

The TIR is calculated by the number of arrivals or overnights per 100 inhabitants per day. The TDR indicates how many tourists are approximately in the destination per day per km². The DF is the number of beds per 100 inhabitants. The TL shows the density of tourist accommodation facilities (in beds) in the destination by measuring the number of beds per km².

The difficulty in benchmarking tourism cities with these indicators is the question which city area to take and which according part of the population. As stated above, the total population for Bruges is nearly 118.000 people, including all communities where most tourists never go to. In order to have a correct indicator only the population of the inner city should be used, which is representing about 19.500 people. Another critical note one can have to this methodology is which type of tourist should be included. In the research paper by Dumbrovská & Fialová only arrivals and nights in 'collective accommodation establishments' are applied. This means that all

nights in non-commercial accommodations and all day trips as well as recreational visits are not counted. This is a critique that also UNWTO discusses when explaining tourism intensity rates (2004). In a sense the commercial tourism activities with at least one overnight can be benchmarked more easily with other destinations (because of the availability of standardized statistics), however the real impact of all tourism activities is not assessed at all. And one last limitation of this technique is the fact that the use of annual data is not taking into account the seasonality. Highs and lows, even on a daily basis are ignored. In Bruges for example on May 2nd 2015 52.000 visitors were in the historic center, which was the peak of 2015. When compared to the number of residents in 'the Egg' that volume equals 2,7 visitors per inhabitant on one day. On the other hand, as could be seen in the mobile big data figures, in January and November much calmer days are recorded (Visit Bruges, Westtoer & Proximus, 2016a).

Despite these shortcomings it is still interesting to calculate the intensity indicators for Bruges and a selection of benchmark cities. The **Tourist intensity rate** (TIR) for Bruges, using the total number of visitors based on the mobile data tracking, is 123. This indicates that in 2015 on average 123 visitors per day are present in Bruges per 100 inhabitants. In other words, presuming that all visits are equally spread over the whole year, per inhabitant per day 1,2 visitors are counted. Thus, on average there are slightly more visitors per day than locals. The **Tourist density rate** (TDR) is 5.575 (tourists on average per day per square km). This enormous rate is mainly due to the tiny surface of 'the Egg' (4,3 km²) (Brugge.be, 2016), the inner city where all tourism activities take place. If this number is compared to Vienna, the TDR in Bruges is very high. In 2011 Vienna showed a TDR of 80 for example (Dumbrovská & Fialová, 2014), based on overnights. The **defert function** (DF) in 2015 for Bruges is 54, meaning that there are 54 (official) beds per 100 inhabitants, or 1 commercial bed per 2 inhabitants. The **Impact of tourism activities on locality** indicator (TL) is 2.413, again a staggeringly high number. Per Km² in the inner city there are 2.431 beds available.

Tourist intensity rate	(TIR)	123	number of visitors ⁶ per day per 100 inhabitants
Tourist density rate	(TDR)	5.575	number of visitors per day per km ²
Defert function	(DF)	54	number of beds per 100 inhabitants
Impact tourism activities on locality	(TL)	2.431	number of beds per km ²

TABLE 3-8 TOURISM INTENSITY RATES FOR BRUGES 2015

Source: Calculations VISITFLANDERS (beds based on 2014 data)

The intensity rate for Bruges is increasing over time, given the fact that the population remained stable and the number of visits increased. Since there is no historic data about the total number of visitors including day trips and recreational visits, the following trend is based only on the

⁶ Visitors including: tourist nights + day trips + recreational visits (cfr. supra)

number of overnight stays in all paid forms of accommodations. And the population is limited to the residents in 'the Egg', the inner city, on the assumption that all people who stay in Bruges visit at least the inner city. The last decade the tourism intensity rate in Bruges increased 58% from 18 nights per 100 residents per day in 2005 to 28 in 2015. The assumption can be made that the increase of the TIR is even higher including day trips and recreational stays.

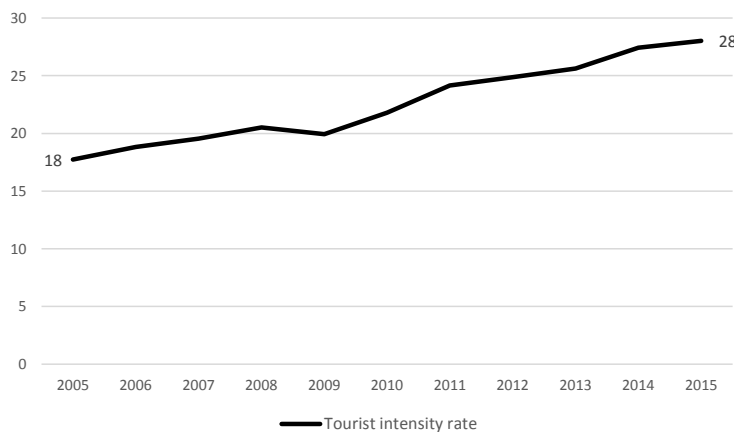


FIGURE 3-20 TREND OF THE TOURIST INTENSITY RATE, BASED IN NIGHTS, FOR BRUGES, 2005-2015

Source: VISITFLANDERS, 2016a, Statbel, 2016

In the next paragraph the same Tourist intensity rate will be used, based on overnights, to benchmark with other destinations.

3.1.6.3 Tourism intensity rate benchmark

It is interesting to compare the tourism intensity in Bruges, based on the intensity rates, with other European historic cities. However, as stated above, one has to be very prudent in comparing volumes and population data making sure they are on the same level and applying the same definitions and city areas. Based on TourMIS data Bruges ranks third based on bednights in official accommodations among other European cities. Note that the calculation method is different from above. Intensity is calculated by just dividing the number of overnights by the population number. According to this source Venice has the highest intensity, followed by Opatija and Bruges. Then Madeira, Florence and Salzburg come next. It is important to highlight that an intensity rate only based on overnights is not giving the complete picture about tourism pressure in volumes. However, it is the only comparable definition that is available to benchmark tourism destinations.

#	City	Definition*	Overnights	Definition**	Population	Intensity
1	Venice	NAS	6.814.317	POP 2014	56.000	121,7

2	Opatija	NAS	1.219.538	POPS 2016	11.659	104,6
3	Bruges	NAS	1.981.354	POP 2015	19.500	101,6
4	Madeira	NGS	6.630.809	POPS 2015	256.424	25,9
5	Florence	NG	7.102.706	POP 2014	377.207	18,8
6	Salzburg (city)	NA	2.710.471	POP 2014	146.631	18,5
7	Lisbon	NG	9.061.077	POP 2015	509.312	17,8
8	Lucerne	NG	1.276.444	POP 2014	80.501	15,9
9	Amsterdam	NG	12.898.000	POP 2015	822.272	15,7
10	Geneva	NG	2.952.659	POP 2014	191.557	15,4
11	Santiago de Compostela	NA	1.279.186	POP 2014	95.800	13,4
12	Granada	NA	3.150.676	POP 2014	237.540	13,3
13	Innsbruck	NA	1.574.973	POP 2014	124.579	12,6
14	Prague	NA	15.917.265	POP 2015	1.267.449	12,6
15	Bregenz	NA	356.759	POP 2014	28.412	12,6
16	Frankfurt	NA	8.676.721	POP 2014	701.350	12,4
17	Zurich	NA	4.244.517	POP 2014	384.786	11,0
18	Weimar	NA	697.695	POP 2014	63.315	11,0
19	Barcelona	NG	17.656.329	POP 2014	1.602.386	11,0
20	Luxembourg	NG	1.074.263	POP 2016	115.227	9,3

TABLE 3-9 TOURISM INTENSITY IN EUROPEAN CITIES BASED ON OFFICIAL ACCOMMODATION STATISTICS

Source: TourMIS, 2016 and own calculations

Definition*: NGS = Bednights in hotels and similar establishments in greater city area
 NAS = Bednights in all forms of paid accommodation in greater city area
 NG = Bednights in hotels and similar establishments in city area only
 NA = Bednights in all forms of paid accommodation in city area only

Definition**: POP = Population
 POPS = Population in greater city area

3.1.7 Conclusion

In this sub-chapter we looked into the research area of the city of Bruges and all relevant statistics and characteristics of this heritage city destination. It is clear that thanks to the wealthy history and the well preserved heritage clusters in the city, Bruges throughout the years has been and still is a major tourism hot spot in Flanders, Belgium and Europe. All tourism key figures about Bruges have been touched upon as well as the specific policy decisions from the last decades that were installed in order to try to manage the large tourism flows to this small medieval town. In the next sub-chapter the methodological approach of the resident study that has been carried out among the Bruges population is explored. This includes a review on replication studies, the research model and hypotheses, the research instrument and all information related to the fieldwork and the data analysis.

3.2 Selection of methodology

3.2.1 Introduction

Is it true there are too many tourists in Bruges today, and is the overwhelming current crowd already a threat to the city's image, to the inhabitants' attitudes towards tourism and to the future sustainable developments of tourism in the city? It will be a combination of insights and indicators both qualitative and quantitative that will have to lead to one or the other conclusion. The object of this thesis is not to find the complex holistic answer to this broad subject. This study wants to gain insight in the residents' attitudes towards tourism in Bruges, which is one part of the carrying capacity in Bruges.

Focusing on the residents' attitudes, however, this study will have multiple goals. It will support the creation of a strategy on crowding, carrying capacity and sustainability for the Regional Tourism Organization 'VISITFLANDERS' in Belgium. The study also aims at gaining practical insights for the new tourism city management strategy for the local Bruges Destination Management Organization 'Visit Bruges', which will be developed in 2017. And it will serve as a replication study for the RETS studies that were carried out in the US and in Japan by Boley et al. (2014, 2015) and Boley & McGehee (2014). In 2014, after finishing the first RETS study in Virginia in the US, Boley et al. state in *Annals of Tourism Research*: "...it would be of interest to test empowerment's influence on residents' attitudes toward tourism in urban settings..." a call to carry out residents' attitude studies in tourism cities as well (Boley, McGehee, Perdue & Long, 2014, p. 48). This study aims at testing the RETS concept in the European historic touristic city of Bruges.

3.2.2 Introduction to replication studies

In a replication study another study is repeated with (partly) the same methods, using the same concepts but with other subjects, often in another environment. The primary study should address appropriate, theoretically interesting and currently relevant research questions, in order to be suitable for replication (Mackey, 2012). In replication studies an existing theory or concept can be applied in a new situation, another geographical area, another culture, etc. Replication studies are useful to help extending the generalization of research results (Muma, 1993). They provide two kinds of information: verification or disconfirmation. "If replications yield findings similar to those in previous studies, a verification function would have been achieved. ... Replications that yield findings in conflict with previous research disconfirm some aspects of the substantive base of a field" (Muma, 1993, p. 927). False findings may be originated either in the original study or in the replication setting. These findings are known as Type 1 and Type 2 errors. A Type 1 error is rejecting the null hypothesis when, in fact, the hypothesis is true. A Type 2 error is accepting the null hypothesis when, in fact, it is false.

Replication, therefore, can be important and useful for a number of reasons: first the assurance that the results are valid and reliable. Muma (1993, p. 927) states that “a fact is not a fact unless it is replicable”. Replicated results not only become factual but constitute a substantiation and verification function that extends external validity. Second, the determination of generalizability or the exploration of extraneous variables. Third, the application of results to real world situations. And finally, the inspiration of new research combining previous findings from related studies.

Replication studies have a long history in academic research and “are a key element of the scientific method and a staple in many disciplines” (Duncan et al., 2014, p. 2417). In 1993 Muma cited many different sources, going back to the Fifties of the previous century, demonstrating the importance and relevance of replication studies: “Replication research is considered generic to all science (Campbell, 1969), the cornerstone of any science (Lachenmeyer, 1971), at the heart of science (Hensen & Barlow, 1976; McGuigan, 1978), a basic tenet of scientific advancement (Smith, 1975), one of the basic principles of competent research (Huck, Cormier, & Bounds, 1974; Kessen, 1960), imperative to science (Madge, 1962), and generally important to scientific concerns (Beveridge, 1957; Blalock, 1970)”. Within social science research “... replication is so important that some scholars believe that a study is not complete until it has been replicated” (Muma, 1993, p. 927).

Replication studies are widely accepted in many domains and a hallmark of scientific research in specifically medical sciences (Spector et al., 2015). Not surprisingly most of these studies can be found in medical academic work. In a search for academic articles that were tagged as ‘replication studies’ on the KULeuven University online library (Limo, 2016) over 70% of 2.129 replication studies were in medicine or pharmaceutical sciences. 11% were in psychology or psychiatry, only a few in biology, and most of the rest is published on the ‘PLOS One’ portal. Replication studies in social sciences, except for psychology, and especially in tourism are very rare. Indeed, replication study results in general often seems to be ignored in international journals, as Dwyer et al. state in their handbook of research methods in tourism: “...although replication is a pillar of scientific research, replication is not rewarded in scientific journals. Journal editors often do not recognize the merit of replication to challenge or further develop existing measures and methodologies.” Dwyer et al. even say: “While this is true for many areas, it is particularly true for tourism.” (2012, p. 466).

Spector et al. list 3 main barriers that have prevented researchers and developers from executing replication studies (2015). The first barrier is the necessary funding. New concepts and studies that do not extend beyond a few years are more likely to be funded than replications. Second is the willingness and eagerness of researchers to create their own instruments and concepts. This might be driven by personal interest and the merits of having a better chance for international publication with new concepts and original or innovative findings. And the third barrier is the willingness of the other researchers that developed new concepts and methodologies to

openly and freely share their instruments and knowledge with others. In our case of the replication of RETS in the Bruges context we must compliment Prof. Boley for his open and supportive attitude.

Mackey mentions the catch-22 of replication in the field, since original research is often more valued by journals and even American universities require that dissertations should be original work (Mackey, 2012). She speaks about the unglamorous status of replication research in professional journals and in the academic community in general. Additionally there might be the fear not reaching the same results in the replication as in the original study (Young, 2012). Moreover, a widely reported paper in 'Science' in 2016 found that less than half of published research in top peer reviewed psychology journals failed to replicate when repeated by other researchers (Young, 2012).

The latter fact might be one of the reasons that explain why it is very difficult to find replication studies in social sciences and in tourism research. It might even be that academics do not use the words 'replication study' in their academic papers in order to avoid a cautious or unenthusiastic attitude from publicists and journals. This explains why many replication study reports are published on PLoS One rather than in international journals. PLoS One is a peer reviewed open access scientific online platform from the Public Library of Science that publishes 30.000 papers per year (if authors can afford paying a significant publication fee).

3.2.3 Research model & hypotheses

As outlined in paragraph 2.2.5 a theoretic model 'Residents Empowerment Through Tourism Scale' (RETS) that has been created and validated in a rural area in the US. Later the model is tested in Japan (Boley et al., 2015) and in Poland (Strzelecka et al., 2016). In this master's thesis the model will be applied in a European heritage city destination: Bruges. In this model Weber's theory of Formal and Substantive Rationality (WFSR) is used as a complement to Social Exchange Theory (SET). RETS serves as the substantive antecedent for resident attitudes in the model, personal economic benefits serve as formal antecedent.

Virginia (US), Oizumi (JP), and Bruges (BE) are completely different environments. They are all three situated in different continents, and different cultures, have a different tourism core product and show very different population volumes. Pomerania (PL) destination is a rural and coastal environment. In Floyd County, one of the study regions in Virginia, the population density is only 25 inhabitants per km², in Oizumi 2.292 per km², in Bruges 4.516 per km² in the inner city. The Bruges outer city is less densely populated with 733 inhabitants per km². Also the city area in Bruges is much smaller than the other research areas. The Bruges inner city is only 4,3 km² much smaller than the other researched areas. The tourism product in the Virginia area in Floyd County is based in the music heritage of bluegrass music (Boley et al. 2015). Tourism in Oizumi, Japan, is still in a developmental stage and is related to the Brazilian culture (Boley, Maruyama

& Woosnam, 2015). Tourism in Pomerania is focused on popular beaches, forests and lakes with coastal, rural and agro tourism (Strzelecka et al., 2016). And Bruges is a medieval heritage site with a long and wealthy history.

As explained hereafter, the research model consists of fourteen hypotheses related to seven constructs about personal economic benefit from tourism, three levels of empowerment (psychological, social and political), two types of perceived impact and support for tourism. The perceived economic benefits together with the three empowerment constructs are the exogenous variables in the model. Perceived positive and negative impact together with support for tourism are dependent, endogenous variables. Support for tourism on its turn is also expected to be dependent on perceived impact from tourism.

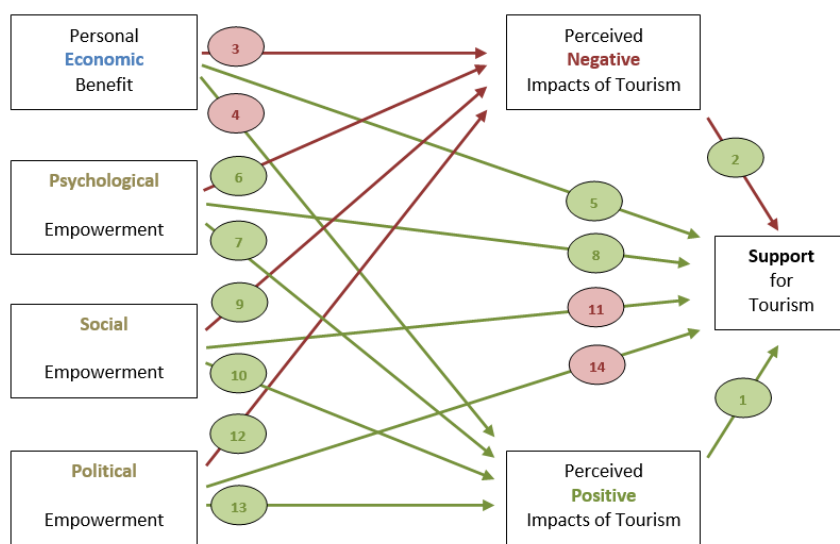


FIGURE 3-21 MODEL FOR EMPOWERMENT'S INFLUENCE ON RESIDENT ATTITUDES TOWARD TOURISM, BASED ON RETS

Source: Boley et al., 2014. - red arrows are expected negative relationships, green are positive; green relationship numbers are supported hypotheses, red numbers are not supported hypotheses (in the Virginia study in the US)

These are the 14 hypotheses used in previous US and Japan studies and used for replication in Bruges (Boley et al., 2014, 2015). The first two hypotheses are based on SET:

*H1: There is a positive relationship between perceived **positive impacts** of tourism and **support** for tourism.*

*H2: There is a negative relationship between perceived **negative impacts** of tourism and **support** for tourism.*

H3 to H5 are based on Weber's formal rationality and SET:

Commented [w11]: Maybe you should add a sentence about the study in Poland (Strzelecka et al., 2016).

Commented [NV12R11]: Ok done

*H3: There is a negative relationship between perceived **economic benefits** from tourism and **negative impacts** of tourism.*

*H4: There is a positive relationship between perceived **economic benefits** from tourism and **positive impacts** of tourism.*

*H5: There is a positive relationship between perceived **economic benefits** from tourism and **support** for tourism.*

H6 to H14 are the RETS statements.

*H6: Perceived **psychological empowerment** has a negative relationship with perceived **negative impacts** from tourism.*

*H7: Perceived **psychological empowerment** has a positive relationship with perceived **positive impacts** from tourism.*

*H8: Perceived **psychological empowerment** has a positive relationship with **support** for tourism.*

*H9: Perceived **social empowerment** has a negative relationship with perceived **negative impacts** from tourism.*

*H10: Perceived **social empowerment** has a positive relationship with perceived **positive impacts** from tourism.*

*H11: Perceived **social empowerment** has a positive relationship with **support** for tourism.*

*H12: Perceived **political empowerment** has a negative relationship with **perceived negative impacts** from tourism.*

*H13: Perceived **political empowerment** has a positive relationship with perceived **positive impacts** from tourism.*

*H14: Perceived **political empowerment** has a positive relationship with **support** for tourism.*

There are two more specific research questions related to the application of the RETS model. One is linked to the output of RETS in Bruges: *is there a difference in the relations between the constructs and thus in the attitudes towards tourism in Bruges between the residents of the **inner city area** versus the residents in the **outer city area**?* The second one is the search for a leaner

research model. The availability of benchmarking data about residents' attitudes towards tourism for different cities in Europe and in the world, based on the same model, would help tourism managers in dealing with sustainability issues in their destinations. Therefore one of the goals is to reduce the number of items in the seven constructs of the RETS model without compromising on the model fit, the factor loadings or the discovered relations between the constructs. In other words: *is it possible to create a **leaner set of construct items** in RETS?*

3.2.4 Research instrument

In the past many resident studies in tourism were carried out by means of a self-administered door-to-door pen and paper research using a census-guided systematic random sampling scheme (Boley et al. 2014). Advantages of this approach are: easy sampling abilities and representativeness, a high response and the ability to include, or even focus on, minority groups that are difficult to reach. Disadvantages include the time needed for visiting the residents and for inputting the data, the danger of making manual input errors and the high cost. Already in 2002 Bryon stated that there should be possibilities in executing resident impact studies in tourism online (Bryon, 2002). However, most resident studies in tourism that can be found today are still not carried out online. In 2016 two examples of tourism host studies were executed via an online methodology in Amsterdam (Stad Amsterdam, 2016) and Florence (ETOA, 2016).

For this study an online survey approach is chosen to investigate the Bruges residents' attitudes towards tourism. The aim is to test an online methodology that enables to replicate this study in other cities in a time and cost efficient way, based on the RETS concept. Originally the main focus for the fieldwork was supposed to be the Bruges inner city, also referred to as 'the Egg' (see Figure 3-6). About 19.500 people or 17% of all Bruges inhabitants live there, in or close to the tourism center. The study population consists of 16.950 hosts that are 18 years and older (Statbel, 2016). All other Bruges inhabitants from outside the 'Egg' that are 18 years or older could also participate. In the rest of Bruges 98.000 people are living of which about 80.000 are 18 years and older. Taking into account both the inner and outer city the total research population counts slightly over 97.000 residents 18 years and older. There were four reasons to include the residents of the outer city as well. First, it will be very interesting and relevant to compare the attitudes of the residents in the inner city to those of the people in the other communities. Second, since one of the goals of this study is to support the creation of a new strategy for tourism in Bruges, inhabitants from all municipalities should be able to have a voice. Third, never before in resident studies in Bruges the hosts from outside the inner city were included. And forth, a practical reason, it was not possible for all data sources to distinguish between inhabitants of the inner city and the other communities. In the analysis this distinction can be made based on the question in which borough or community people live.

Since the citizens' opinions about tourism in their surroundings can be a sensitive subject and also action groups that manifest against tourism in the city exist, it is important to execute the field work of the study in a closed setting. Consequently, only people that are invited to the survey can participate. Other examples of recent residents studies in Amsterdam and Florence managed to get several thousand respondents by opening the study up to all residents via social media and local newspapers. In the Bruges case residents email addresses originated from two main sources: a Bruges panel from a research company and an email database from the Bruges city administration. A third source was created within the other two sources by giving respondents the chance to offer a maximum of four email addresses from people that are living in the inner city, in order to maximize the number of completes there. In order to avoid double entries from the same respondent two levels of checks were included every time new invitees were invited: first, email addresses of actual respondents were matched with email addresses from new invitees from the other source, and second, in the beginning of the questionnaire respondents had to state that this was the first time they replied to this questionnaire. If they did not comply they were screened out. In the case of the responses from the research company this check was performed by them since we did not have access to those people's contact details.

Source 1, the panel, is consisted of a wide variety of Bruges inhabitants from all different municipalities and boroughs and from all ages and education levels. The same goes for the database of the city administration. These email addresses were collected via the online city administration portal.

Residents were invited via email for a study jointly organized by 'Visit Bruges', 'VISITFLANDERS' and 'MODUL University Vienna' to share their opinion about tourism in their city. An English translation of the invitation letter can be found in the Annex. Participants who completed the full questionnaire had a chance to win a neutral incentive: one dinner for two in a Bruges restaurant or one of ten movie tickets for two.

As online research tool the professional system 'Opinio' from the Norwegian company 'Object-planet' is used, hosted by VISITFLANDERS. Opinio surveys are responsive, respondents can answer in a convenient way on PC, laptop, smartphone or tablet. Respondents can take a break if they want, uncompleted surveys can be finalized at a later time.

3.2.5 Questionnaire

The questionnaire consisted of the seven building blocks, called 'constructs' of the RETS conceptual model: personal economic benefit from tourism, psychological empowerment, social empowerment, political empowerment, support for tourism, negative impacts of tourism and positive impacts of tourism. In order to assure translational and linguistic equivalence back translations from the RETS statements were performed from English to Dutch and vice versa (Boley et

al. 2015). All original statements were translated from English into Dutch by four persons, compared, and translated back into English by four other persons in order to have the best possible translation and to avoid losing meaningful details in the translation. In total 35 statements from the RETS model were translated: five for psychological empowerment, three for social empowerment, four for political empowerment, four for economic benefit, three for perceived negative impact, ten for perceived positive impact and five for support for tourism. All statements for each of the seven constructs are included in Table 3-10. Residents were asked to mark their level of agreement on a five-point Likert type scale: 1= strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree.

Personal economic benefit from tourism

Tourism in Bruges helps me pay my bills
A portion of my income is tied to tourism in Bruges
I would economically benefit from more tourism development in Bruges
My family's economic future depends upon tourism in Bruges

Psychological empowerment

Tourism in Bruges...
makes me proud to be a Bruges Resident
makes me feel special because people travel to see my city's unique features
makes me want to tell others about what we have to offer in Bruges
reminds me that I have a unique culture to share with visitors
makes me want to work to keep Bruges special

Social empowerment

Tourism in Bruges...
makes me feel more connected to my community
fosters a sense of 'community spirit' within me
provides ways for me to get involved in my community

Political empowerment

I feel like...
I have a voice in Bruges tourism development decisions
I have access to the decision making process when it comes to tourism in Bruges
my vote makes a difference in how tourism is developed in Bruges
I have an outlet to share my concerns about tourism development in Bruges

Perceived negative impact

An increase in tourists in Bruges will lead to friction between homeowners and tourists
Tourism causes Bruges to be overcrowded
Tourism results in an increase of the cost of living in Bruges

Perceived positive impact

Tourism development improves the physical appearance of Bruges
Tourism provides incentives for new park development in Bruges
Tourism development increases the number of recreational opportunities for local homeowners in Bruges
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges
Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism
Tourism contributes to income and standard of living in Bruges
Increasing the number of tourists visiting Bruges improves the local economy
Tourism encourages more public development in Bruges (e.g., roads, public facilities)
Tourism development increases the quality of life in Bruges
Tourism provides incentives for protection and conservation of natural resources in Bruges

Support for tourism

In general, the positive benefits of tourism outweigh negative impacts in Bruges
I believe tourism should be actively encouraged in Bruges

I support tourism and want to see it remain important to Bruges
 Bruges should remain a tourist destination
 Bruges should support the promotion of tourism

TABLE 3-10 RETS SCALE ITEMS FOR SEVEN CONSTRUCTS
 SOURCE: BOLEY ET AL. 2014

Besides the RETS statements other relevant questions to support and feed tourism policy making in the city of Bruges were included as well as behavioral characteristics of the inhabitants. A selection of these subject were: the interest to be more involved in the planning and policy making process of tourism in Bruges, the matter how to be involved in that planning process, the desire to have more, equal or less tourists in the future (differentiated by type of tourists: Individual tourists; Group tourists; Day tourists; Overnight stay tourists; Cruise tourists), participation in Bruges organizations or associations, mobility behavior within the city, avoiding behavior with regards to the inner city and the attitude towards and participation in AirBnB.

The final questionnaire is checked with Prof. Bynum Boley, main author of the articles on RETS applications in the US and Japan, in order to assure that the questionnaire is suitable for a replication study in Europe. Also Visit Bruges and several tourism research experts at VISITFLANDERS, including a tourism researcher that has lived in Bruges for a very long time, have helped to create the best possible questionnaire to be complementary to the RETS statements.

3.2.6 Survey launch and pilot tests

Mid-September 2016 a soft launch was organized on the panel database of the online research company in order to test the overall performance of the online survey and to check the data and the routings of the online questionnaire. When about 100 completes were saved checks were performed. There was no need to make changes to the survey script. All data was properly stored. The average length of survey was 15 minutes (trimmed for 5% outliers). After this examination the full launch was carried out. All non-responding invitees received a maximum of two reminders in order to maximize the response.

After the first wave with the research company 1.739 Bruges residents from the city administration database were invited to answer the survey. In both waves (panel and city administration database) respondents had the chance to provide a maximum of four email address from other people in the inner city. This lead to an input of 271 extra invitees and 89 extra usable completes in the inner city. This extra action can be evaluated as successful.

3.2.7 Response and representativeness

In total 1.545 respondents started the survey of which 88% completed. For the panel phase the response rate cannot be determined. For the other two phases the response rate was 38% and 37% respectively, which can be considered to be high in online research. 107 entrees were from people who recently moved out of Bruges (screenouts), they were excluded from the 'valuable

completes'. In the end 1.248 usable completes are exported from the survey software into the SPSS software for further analysis.

	Invited	Started	Completed	Screenout	Usable Responses	Response rate	Complete ratio
Source							
Panel	n.a.	664	587	41	546	n.a.	88%
City	1.739	776	669	59	613	38%	87%
Extra	271	105	99	7	89	37%	91%
	n.a.	1.545	1.355	107	1.248	n.a.	88%

TABLE 3-11 FIELDWORK OVERVIEW COMPLETES

The representativeness of the sample was pursued for the following variables: age, gender, education, city area. Consequently during the field work a similar distribution was sought in the sample. In column two of Table 3-12 the population distributions can be found for gender, age, education level, and city area. The population proportions are based on official statistics for the Bruges population of 18 years and older, when available, or for a larger geographical area when necessary. These standards exist on a detailed level for Bruges for age and city area, from the Belgian Directorate-general for Statistics (Statbel, 2016). For gender and education level the population shares are based on the CIM-Golden Standard on the level of the major cities in the province of West-Flanders (CIM, 2016). This information is not available on the level of a single city. Since the distribution for gender and age in the inner and outer city is very similar, the same distribution goals were applied. Given the lack of detailed info about education level, and the expectation that the differences between inner and outer city will not be very large, also for 'education level' the same distributions were used in the inner and outer city.

Ideally quota for age, gender, education level, and city area could be applied during the field work to get the right number of respondents with the right profile in the sample. As there were no possibilities to pre-target on specific socio-demographic profiles during the follow up of the fieldwork, especially in the phase with the email addresses from the city administration, some skewness can be expected when comparing the sample profiles with the population distributions. It is very common in online research that the 55+ generation and residents with a higher level of education show a higher response to online more than youngsters. As can be seen in column four of Table 3-12 the mid-age group 35-54 years is represented in the sample exactly as in the population. However the <35 group is under-represented and the 55+ group is over-represented. The same skewness is present in the gender and education level distribution. In order to eliminate any kind of influence of over- or under-represented sample groups in the survey results a weighting of the sample dataset can be considered.

		Population	Unweight sample	Difference
Gender	Woman	51,9%	42,0%	-9,9%
	Man	48,1%	58,0%	+9,9%
Age	<= 34	24,0%	12,7%	-11,3%
	35-54	32,5%	32,5%	-0,0%

	55+	43,5%	54,9%	+11,4%
Education	Maximum secondary education	61,2%	39,6%	-21,6%
	Higher education	38,8%	60,4%	+21,6%
City area	Inner city	16,5%	25,9%	+9,4%
	Outer city	83,5%	74,1%	-9,4%

TABLE 3-12 OVERVIEW SOCIO DEMOGRAPHIC VARIABLES FOR THE POPULATION AND THE UNWEIGHT AND WEIGHT SAMPLE

The main purpose of applying weights in the analysis of survey data is to reduce systematic errors. Survey errors can have two different components: sample variability and sample bias (Studiedienst Vlaamse Regering, 2010). The sample variability explains that any other new sample in the same population theoretically might lead to different results, as a consequence of non-exhaustive research methods. The variability will be reduced when the sample size is getting larger. Consequently the margin of error should be determined. The margin of error with a confidence interval of 95% and the sample size of 1.248 related to the 18+ city population in Bruges is 2,8%, for items with a sample proportion of 50% (DSSResearch, 2016). The second component, the bias, indicates that the conclusions based on the observations in the study might be wrong, which can be due to different type of errors (Studiedienst Vlaamse Regering, 2010). Coverage errors (when the sample is not equally covered as the distribution within the population) and the non-response errors (when certain groups in the population tend not to answer) are two types of errors that can be solved by using sampling weights. In the case of the Bruges survey mainly coverage errors could be tackled.

A simple definition of a weight is “the number of individuals in the target population represented by the sample respondent” (Biemer & Christ, 2008, p. 317). In an ideal dataset weight factors all equal “1”, when the sample distribution is a perfect reflection of the population. In our case weighting could be an option since gender, age, education level and city area do not reflect the population distribution perfectly. The share of inner city citizens is higher because we wanted to have enough completes there in order to present reliable results for the inner city area on its own. A valuable argument to weigh on the age variable is the fact that it is expected that age will have an impact on resident attitudes. The same could be true for the other socio demographic variables.

Weights can be calculated one by one for each of the socio demographic variables in a sequential process. This process is called factor weighting (SPSS, 2016). This means that the order of the process has an impact on the result. The variable that is weighted last in the process will get the best result, closest to the population target distribution. Variables that will be weighted first will be influenced by the following weights of the other variables. Weight factors are calculated with the following simple formula (Biemer & Christ, 2008):

$$w = \frac{N}{n}$$

Where N is the share of the item (in this case a socio demographic variable) in the population and n is the share of that item in the sample. For the Bruges study different weight calculation orders were tested. The best outcome was achieved when creating two separate weightings for inner and outer city area on age, gender and education level, followed by a joined weighting for city area. Within the two city areas first the weight for age, then education level and last by gender was performed. In Table 3-13 the applied weight factors on the variable group level that were used in the step by step weighting process are shown for all four variables for inner and outer city area.

	Weights inner city area	Weights outer city area
Age		
18-34	1,86	2,07
35-54	1,18	1,03
55+	0,73	0,77
Education		
Maximum secondary education	2,01	1,70
Higher education	0,56	0,61
Gender		
Woman	1,20	1,26
Man	0,85	0,82
City area	0,65	1,12

TABLE 3-13 APPLIED WEIGHTS PER SOCIO-DEMOGRAPHIC VARIABLE

The result of the step by step weighting procedure is a range of weight factors for the 1.248 respondents in the dataset. This factor is implemented in the SPSS dataset as an extra variable. The lowest observed factor is 0,21 the highest is 4,98 (Table 3-14). Extreme weight factors can have a negative impact on the sample variance (Studiedienst Vlaamse Regering, 2010; Biemer & Christ, 2008). One way to decrease the variance is to limit the weights in a process of weight trimming. The first question is to determine which weights should be considered as extreme. According to Biemer & Christ (2008) all weights that exceed the mean of all weight factors by three standard deviations (mean + 3 SD) are considered too large and should be trimmed. In the Bruges data the mean of the weight factors is 1 (which is always the case), the standard deviation is 0,77. Consequently the maximum weight should be 3,31. Therefore twelve responses with a factor 4,98 should be trimmed to the theoretical maximum of 3,31. This means that only twelve observations or 1% of the sample have an extreme weight. Also, only 58 other observations have a weight higher than two.

Weight factor	Frequency	Share	Cumulative Percent
0,21	80	6,4%	6,4%
0,34	52	4,2%	10,6%
0,35	36	2,9%	13,5%
0,43	183	14,7%	28,1%
0,47	11	0,9%	29,0%
0,55	30	2,4%	31,4%
0,57	114	9,1%	40,5%

0,66	81	6,5%	47,0%
0,74	17	1,4%	48,4%
0,77	42	3,4%	51,8%
0,88	93	7,5%	59,2%
1,15	34	2,7%	61,9%
1,20	176	14,1%	76,0%
1,21	20	1,6%	77,6%
1,25	17	1,4%	79,0%
1,60	45	3,6%	82,6%
1,68	6	0,5%	83,1%
1,77	51	4,1%	87,2%
1,84	83	6,7%	93,8%
1,98	7	0,6%	94,4%
2,47	40	3,2%	97,6%
2,66	8	0,6%	98,2%
3,23	10	0,8%	99,0%
4,98	12	1,0%	100,0%
Total	1.248	100%	

TABLE 3-14 RANGE AND FREQUENCIES OF WEIGHT FACTORS

The result of the factor weighting procedure on the distribution of the four socio demographic variables is very positive. In the last column in Table 3-15 it can be observed that the proportions within gender and city area are perfect now. For education level also only a difference of 0,6% is noticed. For age there is only a small over-representation of the 55+ group with corresponding slightly lower proportions of the 35 and 35-54 groups.

		Population	Unweight sample	Difference with pop.	Weight sample	Difference with pop.
Gender	Woman	51,9%	42,0%	-9,9%	51,9%	+0,0%
	Man	48,1%	58,0%	+9,9%	48,1%	-0,0%
Age	<= 34	24,0%	12,7%	-11,3%	21,8%	-2,2%
	35-54	32,5%	32,5%	-0,0%	30,8%	-1,7%
	55+	43,5%	54,9%	+11,4%	47,3%	+3,8%
Education	Max. secondary education	61,2%	39,6%	-21,6%	60,6%	-0,6%
	Higher education	38,8%	60,4%	+21,6%	39,4%	+0,6%
City area	Inner city	16,5%	25,9%	+9,4%	16,5%	+0,0%
	Outer city	83,5%	74,1%	-9,4%	83,5%	-0,0%

TABLE 3-15 OVERVIEW SOCIO DEMOGRAPHIC VARIABLES FOR THE POPULATION AND THE UNWEIGHT AND WEIGHT SAMPLE

3.2.8 Data analysis

For the analysis of the Bruges survey different analytical tools have been applied. The factor consistency for the seven constructs of the RETS and SET statements have been developed, constructed and tested before in earlier studies (Boley et al., 2014; Boley & McGehee, 2014) using Exploratory Factor Analysis (EFA). EFA is a multivariate statistical method that is used to determine the number of continuous latent variables that are needed to explain the correlations among a set of observed variables (Muthén & Muthén, 2009). The latent variables are called 'factors'. A correlation matrix is applied to find the relations between factor indicators (items or

statements). In a follow up study the discovered latent factors can be tested applying Confirmatory Factor Analysis. CFA can be used “to study how well a hypothesized factor model fits a new sample from the same population or from a different population” (Muthén & Muthén, 2009). In our study we conducted CFA to test the factor loadings for the observed results from a new sample in Bruges for each of the seven constructs. CFA is applied to test the validity of the statements in the constructs and to assess model fit (Hair et al., 2010 in Boley et al. 2014) and is based on a covariance matrix (compared to the correlation matrix of EFA). Furthermore Structural Equation Modeling (SEM) is used to test the expected relations between the exogenous and endogenous variables of the model (see Figure 3-21). SEM “includes models in which regressions among the continuous latent variables are estimated” (Muthén & Muthén, 2009). Thus, CFA tests validity of the measures and SEM tests the structural relations between the constructs.

The aforementioned analytical techniques are advanced multivariate methods applied to the construct variables. Also bivariate analysis have been performed and cross tables have been created in order to get more insights in the profiles of the residents in Bruges, according to their attitudes toward tourism. Chi-square and t-tests have been used to test the significance of the observed differences between various resident groups. Examples of these groups are: men versus women, youngsters versus elderly residents, inner city area versus outer city area hosts, residents working in the tourism sector in Bruges versus those not working in tourism.

For performing the multivariate analytics the Muthen-Muthen software Mplus has been applied. For bivariate analytics, weighting the dataset, creating cross tables and testing significance between groups IBM’s SPSS software was used.

3.3 Conclusion

In this sub-chapter the research area and the methodological aspects of the empirical research on residents’ attitudes that has been executed in the city of Bruges have been explained. Bruges is internationally known as a beautiful, successful, well preserved and medieval city destination. Despite, or due to, this success, in the long history of the tourism destination tourism pressure has always been a point of attention. On average 126 visitors spend some time in Bruges per day per 100 inhabitants (Visit Bruges et al., 2016a). This study will reveal how residents perceive the impact of tourism on their daily lives, how they cope with the effects and if they still support tourism in Bruges or not. An important goal of this research project is even so to test and approve the model of Resident Empowerment through Tourism Scale from Boley et al. (2014) in a European heritage destination after the first tests that had been undertaken outside Europe.

4 RESULTS AND DISCUSSION

4.1 Introduction

In chapter 4 all relevant research results are presented and discussed. First all RETS and SET construct scores are highlighted followed by the validity and model fit tests of the RETS model by means of Confirmatory Factor Analysis (CFA). Then the model relations are examined using Structural Equation Modeling (SEM). In the discussion some tangible and useful conclusions are presented with a focus on their practical usefulness in city management in Bruges in specific and in heritage city destinations in general.

4.2 Results

4.2.1 Introduction to the results

Before showing the detailed results of the Bruges study, an important event from 2016, that had an impact on visitor flows, should be highlighted. In March 2016 terrorist attacks hit the Belgian national airport, which is located in Flanders near Brussels. As a consequence overnights in some Flemish historic cities decreased in the months that followed. In Bruges tourism overnights are expected to be down 15-20% in 2016 compared to 2015, and also day visits and other visits will have decreased. When studying the impact of tourism in a destination on residents the visitor volumes off course play an important role. To anticipate to the effect of these events a specific question was added in order to assess the resident's awareness of the drop in the visitor numbers. Surprisingly 'only' 43%, or less than half of the residents, did notice less crowding in 2016. About one third did not really know and 22% did not agree. As could be expected, more people in the inner city noticed less tourists as well as more people that work in the tourism sector (significant higher results are shown in grey background).

I have the feeling that this year it is less crowded than previous years	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
do not agree	21%	23%	22%	23%	29%	23%	19%	14%	23%	22%
neutral	27%	36%	36%	34%	32%	36%	35%	18%	36%	35%
agree	52%	41%	43%	43%	39%	40%	46%	68%	40%	43%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-1 MEAN SCORES ON THE SEVEN RETS AND SET CONSTRUCTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

This fact should be considered when interpreting the results of the Bruges resident study. However since most residents live in Bruges for many years already, their perception of tourism in

Commented [NV13]: Karl, I added a question in the questionnaire if they think there were less tourist in 2016 than before (because of the attacks) 'only' 43% thinks there were less tourists. I think it is relevant to mention this before the results are presented. The reason is, we ask questions about crowding and pressure in a year with less tourism. But we see that 6 in 10 respondents did not notice that it was calmer in 2016.
Could you advise me: shall include this?

Commented [w14]: Yes, I think you should mention this in the beginning, and repeat this issue in the limitations section. This is an unforeseen circumstance, but with obviously little impact on the results.

Commented [NV15R14]: Ok done

Bruges will not only be based on the experiences of 2016. And as can be seen in Table 4-1 a majority of the residents did not notice there were less tourists.

4.2.2 Scores on the RETS and SET constructs

In order to get familiar with the overall results of the model constructs we will first look into the mean scores of the seven RETS and SET latent factors for Bruges. Mean construct scores are calculated using the individual scores of the respondents for all different statements with the 1 to 5 likert scale results of each of the construct items. Bruges residents seem to be very proud citizens, which can be derived from the high psychological empowerment score of 4/5. They do not get as much empowered from the social impact of tourism than from pride (psychological empowerment). The average score on the social construct is 2,9/5. This means slightly more Bruges citizens do not agree with the social empowerment statements than residents that agree. Political empowerment scores are low, 2/5 on average. This leads to the conclusion that many residents do not feel they have a voice in tourism policy in their city. Personal economic benefit scores 2/5. In Bruges relatively more residents will have (part of) their income related to tourism activities than in most other Flemish cities or regions. However, the majority of the hosts are not working in tourism, which explains a personal economic benefit score that is lower than the theoretical median of the 5-point likert scale (which is 3). Positive and negative impact scores are remarkably close to one another (respectively 3,5/5 and 3,4/5), which is an interesting observation. Consequently the conclusion could be made that residents in Bruges do perceive the positive impacts of tourism activities in their city, but they are also not blind for the negative impacts. When we relate this finding to the high support score of 4/5, a general conclusion would be that Bruges residents are proud of their city, they still support tourism heavily and see the positive outcomes of tourism, but, negative impacts are also recognized.

Mean scores /5	Bruges scores
Psychological empowerment	4,0
Social empowerment	2,9
Political empowerment	2,0
Personal economic benefit	2,0
Positive impact	3,5
Negative impact	3,4
Support	4,0

TABLE 4-2 MEAN SCORES ON THE SEVEN RETS AND SET CONSTRUCTS

4.2.3 RETS and SET CFA and construct validity

The fourteen hypotheses related to RETS and SET are tested with Structural Equation Modeling (SEM). Before doing so, Confirmatory Factor Analysis (CFA) was used to assess the validity of the

seven constructs and the model fit. The CFA is indicating good model fit in the Bruges dataset. Chi-square = 2091,9 is high, which is ok, due to the large sample size of 1.248. Chi-square p value = 0,000. According to the CFA theory chi-square p values should be $>0,05$ (Muthén & Muthén, 2009). However, “in large samples virtually any model tends to be rejected as inadequate”, as stated by Bentler & Bonett (1980, p. 588). Also in the Boley et al. RETS study in the US (2014) the chi-square p value was 0,000. The Root Mean Square Error of Approximation (RMSEA) should be maximum 0,06 for good model fit (Hu & Bentler, 1999) and is 0,05. Also CFI and TLI, which should be close to 1, in the Bruges dataset are with respectively 0,968 and 0,964 which give indications for a strong fit in the model. CFI stands for ‘Comparative Fit Index’ and should be greater than 0,9. Also TLI (Tuckey Lewis Index) should be greater than 0,9 for good model fit.

CFA offers extra tools to measure the model fit, by means of construct validity tests. One of the components of the construct validity is the convergent validity test. “Convergent validity tests how much common variance the items of a construct share with the latent construct” (Hair et al., 2010 in Boley et al., 2014, p. 43). Hair et al. recommend the factor loadings to be minimum 0,5 or higher to be statistically significant and to represent construct validity (Hair et al., 2010). As can be seen in Table 4-3 all factor loadings range from 0,58 to 0,95 and two out of three loadings are above 0,80, which proves very good convergent factor validity. In order to set a reference, the mean scores of the construct items can be found in column one. The estimates divided by the errors can be found in the third column in Table 4-3 (Est/S.E.). This indicator is a z-score. “The critical value is an absolute value greater than 1,96” in order to have a significant factor loading, as stated in the MPlus handbook (Muthén & Muthén, 1998-2015, p. 735). The z-scores in the Bruges CFA output range from 21,9 to 165,2.

	Mean	Factor loadings (Est)	Error (S.E.)	Est/S.E. (z-score)
Psychological empowerment				
<i>Tourism in Bruges...</i>				
makes me proud to be a Bruges Resident	4,2	0,77	0,019	40,37
makes me feel special because people travel to see my city's unique features	3,8	0,80	0,018	45,09
makes me want to tell others about what we have to offer in Bruges	4,1	0,86	0,015	58,15
reminds me that I have a unique culture to share with visitors	4,0	0,85	0,013	64,51
makes me want to work to keep Bruges special	3,9	0,82	0,017	48,91
Social empowerment				
<i>Tourism in Bruges...</i>				
makes me feel more connected to my community	2,8	0,90	0,008	116,72
fosters a sense of 'community spirit' within me	2,9	0,95	0,006	165,16
provides ways for me to get involved in my community	2,9	0,89	0,008	105,57
Political empowerment				
<i>I feel like...</i>				
I have a voice in Bruges tourism development decisions	2,0	0,94	0,006	156,03
I have access to the decision making process when it comes to tourism in Bruges	1,9	0,92	0,008	118,94
my vote makes a difference in how tourism is developed in Bruges	2,0	0,94	0,006	149,01
I have an outlet to share my concerns about tourism development in Bruges	2,2	0,89	0,008	110,63
Personal Economic Benefit				
Tourism in Bruges helps me pay my bills	2,0	0,91	0,010	87,62
A portion of my income is tied to tourism in Bruges	1,9	0,86	0,015	58,59
I would economically benefit from more tourism development in Bruges	2,1	0,89	0,013	65,86
My family's economic future depends upon tourism in Bruges	2,0	0,82	0,018	46,32
Positive impacts				
Tourism development improves the physical appearance of Bruges	3,5	0,78	0,016	47,76
Tourism provides incentives for new park development in Bruges	3,3	0,70	0,017	40,75
Tourism development increases the number of recreational opportunities for local homeowners in Bruges	3,1	0,72	0,018	39,78
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges	3,9	0,76	0,016	48,23
Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism	3,7	0,65	0,021	30,93
Tourism contributes to income and standard of living in Bruges	3,4	0,67	0,020	34,18
Increasing the number of tourists visiting Bruges improves the local economy	3,9	0,69	0,020	34,85
Tourism encourages more public development in Bruges (e.g., roads, public facilities)	3,6	0,79	0,013	59,14
Tourism development increases the quality of life in Bruges	3,2	0,87	0,011	80,57
Tourism provides incentives for protection and conservation of natural resources in Bruges	3,4	0,80	0,014	58,35
Negative impacts				
An increase in tourists in Bruges will lead to friction between homeowners and tourists	3,1	0,84	0,019	43,58
Tourism results in an increase of the cost of living in Bruges	3,8	0,58	0,028	20,97
Tourism causes Bruges to be overcrowded	3,4	0,84	0,018	45,99
Support for tourism				
In general, the positive benefits of tourism outweigh negative impacts in Bruges	3,8	0,85	0,012	71,97
I believe tourism should be actively encouraged in Bruges	3,8	0,89	0,011	81,49
I support tourism and want to see it remain important to Bruges	4,0	0,90	0,009	101,87
Bruges should remain a tourist destination	4,4	0,89	0,011	81,42
Bruges should support the promotion of tourism	4,1	0,91	0,009	105,54

TABLE 4-3 CFA OUTPUT FOR CONSTRUCT VALIDITY
(n= 1.248, all p-values 0,000)

When comparing the Bruges and Virginia results (Boley et al., 2014), it is remarkable that for many of the statements the estimates, or factor loadings, are very comparable or slightly higher in the Bruges case compared to the US study. This means, when construct validity is high within a construct, it is the case as well in the Bruges as in the Virginia study. For political empowerment Bruges' factor loadings are much higher on all four statements. This might be due to the

lower mean scores, but at the same time higher coherency in the residents answers in Bruges for this construct. For 'support for tourism', four in five Virginia loadings are higher than in Bruges.

	Factor loadings Bruges	Factor Loadings US	Difference
Psychological empowerment			
<i>Tourism in Bruges...</i>			
makes me proud to be a Bruges Resident	0,77	0,77	0,00
makes me feel special because people travel to see my city's unique features	0,80	0,80	0,00
makes me want to tell others about what we have to offer in Bruges	0,86	0,85	0,01
reminds me that I have a unique culture to share with visitors	0,85	0,77	0,08
makes me want to work to keep Bruges special	0,82	0,77	0,05
Social empowerment			
<i>Tourism in Bruges...</i>			
makes me feel more connected to my community	0,90	0,89	0,01
fosters a sense of 'community spirit' within me	0,95	0,92	0,03
provides ways for me to get involved in my community	0,89	0,72	0,17
Political empowerment			
<i>I feel like...</i>			
I have a voice in Bruges tourism development decisions	0,94	0,80	0,14
I have access to the decision making process when it comes to tourism in Bruges	0,92	0,80	0,12
my vote makes a difference in how tourism is developed in Bruges	0,94	0,66	0,28
I have an outlet to share my concerns about tourism development in Bruges	0,89	0,73	0,16
Personal Economic Benefit			
Tourism in Bruges helps me pay my bills	0,91	0,84	0,07
A portion of my income is tied to tourism in Bruges	0,86	0,85	0,01
I would economically benefit from more tourism development in Bruges	0,89	0,83	0,06
My family's economic future depends upon tourism in Bruges	0,82	0,78	0,04
Positive impacts			
Tourism development improves the physical appearance of Bruges	0,78	0,69	0,09
Tourism provides incentives for new park development in Bruges	0,70	0,64	0,06
Tourism development increases the number of recreational opportunities for local homeowners in Bruges	0,72	0,73	-0,01
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges	0,76	0,67	0,09
Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism	0,65	0,57	0,08
Tourism contributes to income and standard of living in Bruges	0,67	0,73	-0,06
Increasing the number of tourists visiting Bruges improves the local economy	0,69	0,69	0,00
Tourism encourages more public development in Bruges (e.g., roads, public facilities)	0,79	0,60	0,19
Tourism development increases the quality of life in Bruges	0,87	0,77	0,10
Tourism provides incentives for protection and conservation of natural resources in Bruges	0,80	0,62	0,18
Negative impacts			
An increase in tourists in Bruges will lead to friction between homeowners and tourists	0,84	0,77	0,05
Tourism results in an increase of the cost of living in Bruges	0,58	0,59	0,02
Tourism causes Bruges to be overcrowded	0,84	0,76	0,13
Support for tourism			
In general, the positive benefits of tourism outweigh negative impacts in Bruges	0,85	0,79	0,06
I believe tourism should be actively encouraged in Bruges	0,89	0,94	-0,05
I support tourism and want to see it remain important to Bruges	0,90	0,94	-0,04
Bruges should remain a tourist destination	0,89	0,91	-0,02
Bruges should support the promotion of tourism	0,91	0,92	-0,02

TABLE 4-4 COMPARING FACTOR LOADINGS OF BRUGES AND US STUDY
(Bruges n= 1.248, Virginia n varies between 612 and 700).

4.2.4 RETS and SET model relations

The model constructs validity and overall model goodness-of-fit was tested and approved using CFA. In a second step all relevant construct relationships are tested with Structural Equation Modeling (SEM). As stated by Boley et al. "SEM transitions the attention away from the latent construct and their measured variables to the nature and magnitude of the relationship between constructs" (Hair et al., 2010 in Boley et al., 2014, p. 44).

Following the same strategy as Boley et al. (2014) in the Virginia study the fourteen hypotheses (Figure 3-21) are tested on two criteria: the significance of the relationship and the nature of the relationship as hypothesized (the + or – sign of the relation). Table 4-5 shows all fourteen standard regression weights from the SEM and the p-values (significance levels). Eleven relations show significant links, but two of them do not have the expected sign. In the end nine out of fourteen hypotheses are approved, five are not.

For hypotheses H1 and H2, the SET hypotheses, the relationship between the perceived impact of tourism and support for tourism is approved. This means that indeed residents' support for tourism is a function of their perceptions of advantages and disadvantages (or benefits and costs) of tourism.

Hypotheses H3 to H5 expected relationships between perceived economic benefits from tourism and the perceived impacts of tourism as well as the overall support for tourism. Both relations with the two levels of impact were not significant ($p = 0,033$ for Personal Economic Benefit -> Negative Impacts and $p = 0,816$ for Personal Economic Benefit -> Positive Impacts). Hypothesis 5 however is supported by the Bruges study results. As Boley et al. (2014, p. 45) also conclude, "this suggests that one's perception of economically benefiting from tourism has a greater influence over their support for tourism than their perception of tourism's impact".

Hypothesis	Hypothesized relationship	Std. regression weights	P.	Support for hypothesis	Reason
H1	Positive Impacts -> Support for Tourism	0,62	0,000	yes	
H2	Negative Impacts -> Support for Tourism	-0,53	0,000	yes	
H3	Personal Economic Benefit -> Negative Impacts	0,01	0,859	no	not signif./sign
H4	Personal Economic Benefit -> Positive Impacts	0,04	0,266	no	not signif.
H5	Personal Economic Benefit -> Support for Tourism	0,11	0,001	yes	
H6	Psychological Empowerment -> Negative Impacts	-0,19	0,000	yes	
H7	Psychological Empowerment -> Positive Impacts	0,31	0,000	yes	
H8	Psychological Empowerment -> Support for Tourism	0,16	0,000	yes	
H9	Social Empowerment -> Negative Impacts	-0,50	0,000	yes	
H10	Social Empowerment -> Positive Impacts	0,42	0,000	yes	
H11	Social Empowerment -> Support for Tourism	-0,27	0,000	no	sign
H12	Political Empowerment -> Negative Impacts	-0,06	0,135	no	not signif.
H13	Political Empowerment -> Positive Impacts	0,09	0,008	yes	
H14	Political Empowerment -> Support for Tourism	-0,11	0,002	no	sign

TABLE 4-5 HYPOTHESIZED RELATIONSHIPS BETWEEN SEVEN CONSTRUCTS AND OBSERVED RELATIONSHIPS FROM THE SEM

Hypotheses H6 to H14 focus on the RETS relations in the model. Hypotheses H6 to H8 deal with the psychological empowerment relations and impact of tourism as well as support for tourism. Of all three empowerment constructs psychological empowerment is the only empowerment aspect of the model approving all three expected relations. Consequently, perceived psychological empowerment from tourism, or the subjective feeling of citizens' pride, has a positive relation with perceived positive impact, a negative relation with perceived negative impact and a positive relation with support for tourism. Therefore, proud citizens not only see more positive and less negative impact from tourism, they also provide a strong overall support for tourism.

With hypotheses H9 to H11 the social empowerment relations are examined. Do perceived positive social effects from tourism have a positive influence on perceived positive impacts from tourism? Yes, both relations with positive and negative impacts are observed as expected in Bruges. Only the direct relation of social empowerment with support for tourism is not found. On the contrary, the relationship is significant, but the sign is inverse compared to what was expected.

To conclude, in hypotheses H12 to H14 the influence of political empowerment on perceived impact and support is tested. Of all three empowerment constructs, political empowerment shows the weakest relation with the perceived impacts from tourism and support for tourism. The inverse relation between political empowerment (the feeling to have a voice in the decision making process of tourism planning in the city) and perceived negative impacts from tourism is not found. Also the direct relation with political empowerment and support is not approved, only the relation with positive impacts is. This means that residents who are politically empowered will perceive the positive impacts more than those who are not. But they will not see negative impacts less. This is quite understandable, residents that might have discussed tourism related issues with policy makers or city tourism managers might feel politically empowered because they feel they had a voice. But it can be assumed that quite often these discussions are not about the positive effects of tourism, but rather about nuisance and other kinds of negative impact. This then leads to a practical relation of high political empowerment on one hand and perceived negative impact on the other (which is opposite the hypothesized relationship by Boley et al., 2014).

Figure 4-1 visualizes the fourteen hypotheses and the results of the SEM analysis in Bruges. Hypotheses in green circles are supported by the Bruges data, those in red circles are not.

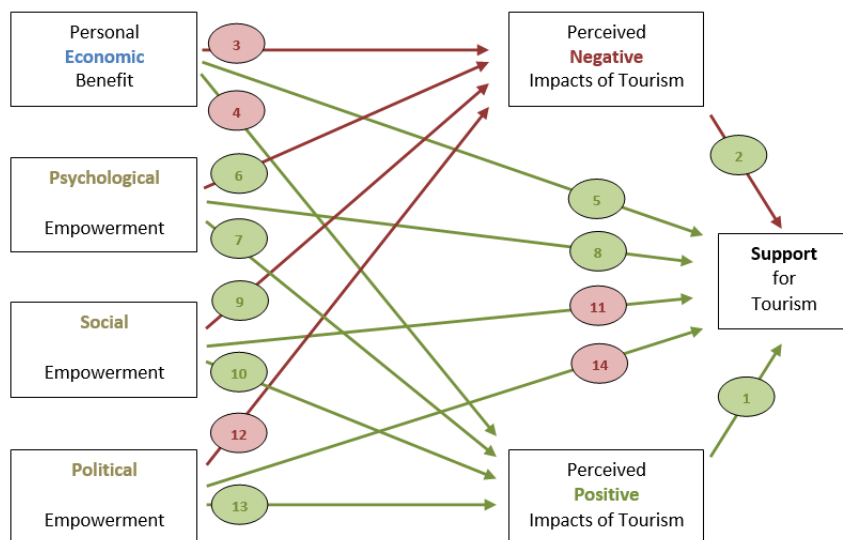


FIGURE 4-1 HYPOTHEZED RELATIONSHIPS BETWEEN SEVEN CONSTRUCTS AND OBSERVED RELATIONSHIPS FROM THE SEM
Red arrows are expected negative relationships, green are positive; green relationship numbers are supported hypotheses, red numbers are not supported hypotheses

In Table 4-6 the comparison has been made between the SEM results in Bruges in 2016 and in Virginia in 2014 (Boley et al., 2014). For all except one, the same approved hypotheses were found in both studies. Only for the influence of perceived political empowerment on perceived negative impact the Virginia study did find the hypothesized significant negative relationship, which is not the case in Bruges. This can be due to lower perceived negative impacts values in the Virginia case together with higher political empowerment values. For better understanding, the Bruges mean scores on the seven constructs are benchmarked with the results in the Virginia study in Table 4-7.

When looking at the standardized regression weights in the two studies for H1 and H2 the SET relations thus are both approved. In the Bruges case the relations seems to be stronger, proved by the higher weights for the relation with positive and negative impact. And also H5, the effect of perceived economic benefit on overall support for tourism is slightly stronger in the Bruges case than in the Boley study. For psychological empowerment both studies have very similar results and all relations are observed as expected. Also for sociological empowerment the two supported hypotheses with the relation with perceived impacts are very similar in both studies. These relations in both studies are strong, given the high regression coefficients. For the three political empowerment relations in Bruges only one is true, but with a lower regression weight than in the Virginia case.

Hypothesis	Hypothesized relationship	Std. regr. weights Bruges	Std. regr. weights Virginia	Support for hypothesis Bruges	Support for hypothesis Virginia
------------	---------------------------	---------------------------	-----------------------------	-------------------------------	---------------------------------

H1	Positive Impacts -> Support for Tourism	0,62	0,45	yes	yes
H2	Negative Impacts -> Support for Tourism	-0,53	-0,33	yes	yes
H3	Personal Economic Benefit -> Negative Impacts	0,01	0,05	no	no
H4	Personal Economic Benefit -> Positive Impacts	0,04	0,07	no	no
H5	Personal Economic Benefit -> Support for Tourism	0,11	0,09	yes	yes
H6	Psychological Empowerment -> Negative Impacts	-0,19	-0,16	yes	yes
H7	Psychological Empowerment -> Positive Impacts	0,31	0,37	yes	yes
H8	Psychological Empowerment -> Support for Tourism	0,16	0,18	yes	yes
H9	Social Empowerment -> Negative Impacts	-0,50	-0,41	yes	yes
H10	Social Empowerment -> Positive Impacts	0,42	0,51	yes	yes
H11	Social Empowerment -> Support for Tourism	-0,27	0,02	no	no
H12	Political Empowerment -> Negative Impacts	-0,06	-0,16	no	yes
H13	Political Empowerment -> Positive Impacts	0,09	0,18	yes	yes
H14	Political Empowerment -> Support for Tourism	-0,11	-0,16	no	no

TABLE 4-6 COMPARISON OBSERVED RELATIONSHIPS IN BRUGES (2016) AND VIRGINIA (BOLEY ET AL., 2014)

Bruges residents score higher on psychological empowerment, support for tourism and negative impacts. Social and political empowerment is valued more in the Virginia study as well as economic benefits and positive impact. The lower result of personal economic benefit in Bruges compared to the Virginia case is not expected given the much higher level tourism activities in Bruges. It could be that in Virginia more residents that do not directly work in the tourism sector perceive personal economic benefits from tourism, or it is related to the lower population density and thus relatively higher share of residents working in tourism. In Virginia also the difference between positive and negative impact scores is clear while in Bruges both impacts are valued on the same level.

Mean scores /5	Bruges scores	Virginia scores	Difference
Psychological empowerment	4,0	3,8	0,2
Social empowerment	2,9	3,3	-0,4
Political empowerment	2,0	2,7	-0,7
Personal economic benefit	2,0	2,3	-0,3
Positive impact	3,5	3,7	-0,2
Negative impact	3,4	2,8	0,6
Support	4,0	3,1	0,9

TABLE 4-7 MEAN SCORES ON THE SEVEN RETS AND SET CONSTRUCTS IN BRUGES (2016) AND THE VIRGINIA STUDY (BOLEY ET AL., 2014)

Figure 4-2 visualizes the comparison of the fourteen hypotheses and the results of the SEM analysis in Bruges and in the Virginia study (Boley et al., 2014). The hypothesis checks for Bruges are all left circles, the Virginia study hypothesis checks are in the right circles. Hypotheses in green circles are supported by the data, those in red circles are not.

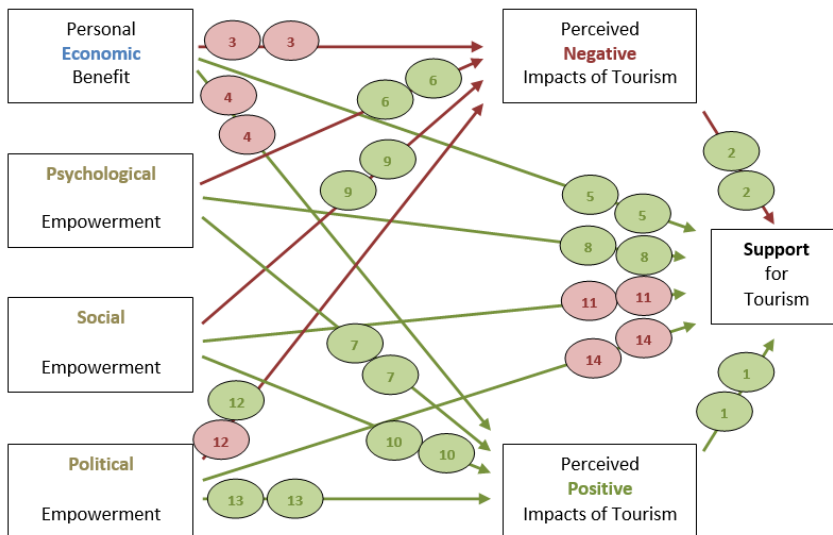


FIGURE 4-2 HYPOTHESIZED RELATIONSHIPS BETWEEN SEVEN CONSTRUCTS AND OBSERVED RELATIONSHIPS FROM THE SEM FOR BRUGES (2016) AND THE VIRGINIA STUDY (BOLEY ET AL., 2014)

All left circles are for Bruges, right circles are for Virginia. Red arrows are expected negative relationships, green are positive; green relationship numbers are supported hypotheses, red numbers are not supported hypotheses

Another interesting insight gained from the SEM analysis is the relation between the empowerment constructs. Residents who feel psychologically empowered will have a higher chance to be socially as well as politically empowered. The same observation is made for the relation between social empowerment and political empowerment. It means social empowerment often goes together with political empowerment.

4.2.5 RETS model relations by city area

Since the tourism situation in the Bruges inner city (the 'Egg') is very different from the outer city, it could be expected that resident attitudes differ between the two resident groups. Almost all tourism activities take place in the inner city, not in the outer city. In most parts of the outer city there are villages, agriculture, nature, the Zeebrugge harbor, etc, while the inner city is a small 4,3 km² densely populated area with 8,8 million annual visitors. First we will look into the mean scores on the seven constructs for both city areas. Then the CFA and SEM results will be reviewed for the RETS and SET hypotheses.

Most of the RETS and SET scores are very similar between both city areas. Significant differences can only be observed for psychological empowerment and perceived economic benefits from tourism. In both cases, inner city residents score higher. This means they tend to be slightly more

proud to live in Bruges than their outer city counterparts. They also perceive more personal economic benefits, which is reasonable since relatively more hosts living in the Egg will work in the tourism sector compared to the outer city. Furthermore, it is remarkable and a very positive observation with regards to the carrying capacity of the tourist city that today inner city residents, who live in the area with almost all tourism pressure, do not perceive more negative impacts from tourism. Negative impact scores in both city areas are the same: 3,4/5.

Mean scores /5	Inner city	Outer city	Total
Psychological empowerment	4,1	4,0	4,0
Social empowerment	3,0	2,9	2,9
Political empowerment	2,0	2,0	2,0
Personal economic benefit	2,3	1,9	2,0
Positive impact	3,6	3,5	3,5
Negative impact	3,4	3,4	3,4
Support	4,1	4,0	4,0

TABLE 4-8 MEAN SCORES ON THE SEVEN RETS AND SET CONSTRUCTS FOR THE INNER AND OUTER CITY AREA
Significant higher results are indicated in grey background (t-test, $p = 0,05$, inner city $n = 336$, outer city $n = 922$)

Again, the CFA analytics are performed to test the overall goodness-of fit of the model based on the inner versus outer Bruges data and applying grouped MPlus analytics. The model fit indicators reveal very good model fit when running the grouped analytics. Chi-square is 2.270,1 with $p = 0,0000$. The significance level is even so influenced by the relatively large sample size and should not be noted (cfr supra). Chi-square for each group is 780,8 for inner city and 1490,0 for the outer city group. RMSEA should be maximum 0,06 and is 0,04 with an probability $p = 1.000$. CFI and TLA are also high and strong, both being respectively 0,978. Thus, all CFA indicators show very good model fit when performing CFA for inner and outer city area, even better than for the total Bruges sample.

The second list of indicators in the CFA output is the relation of the items with the latent factors. All items' factor loadings' show significant p-values at 0,000 level and all z-scores (estimates/errors) range from 13 to 179, which is all very high and a good indication of sound factor loadings. These z-scores should be at least 1,96 (Muthén & Muthén, 1998-2015). The factor loadings themselves are very similar when comparing the inner city with the outer city residents' groups. The average difference between the two cities' factor loadings is only 0,033 (negative differences calculated as positive natural numbers). In general the inner city area factor loadings often show slightly stronger connections with the latent factors than the outer city estimates. On the other hand, on average the errors for the outer city area factor loadings are slightly smaller. For both city areas 74% of the factor loading estimates are minimum 0,80, which is a better result than when not focusing on the two city areas separately (65% $> 0,80$).

	Inner factor loadings	Outer factor loadings	Differ- ence
Psychological empowerment			
<i>Tourism in Bruges...</i>			
makes me proud to be a Bruges Resident	0,73	0,78	-0,06
makes me feel special because people travel to see my city's unique features	0,81	0,80	0,01
makes me want to tell others about what we have to offer in Bruges	0,88	0,86	0,02
reminds me that I have a unique culture to share with visitors	0,85	0,85	0,00
makes me want to work to keep Bruges special	0,86	0,81	0,04
Social empowerment			
<i>Tourism in Bruges...</i>			
makes me feel more connected to my community	0,88	0,91	-0,02
fosters a sense of 'community spirit' within me	0,95	0,96	-0,01
provides ways for me to get involved in my community	0,92	0,89	0,03
Political empowerment			
<i>I feel like...</i>			
I have a voice in Bruges tourism development decisions	0,97	0,96	0,01
I have access to the decision making process when it comes to tourism in Bruges	0,95	0,93	0,02
my vote makes a difference in how tourism is developed in Bruges	0,97	0,92	0,05
I have an outlet to share my concerns about tourism development in Bruges	0,90	0,88	0,02
Personal Economic Benefit			
Tourism in Bruges helps me pay my bills	0,95	0,90	0,05
A portion of my income is tied to tourism in Bruges	0,92	0,85	0,08
I would economically benefit from more tourism development in Bruges	0,86	0,89	-0,04
My family's economic future depends upon tourism in Bruges	0,84	0,82	0,02
Positive impacts			
Tourism development improves the physical appearance of Bruges	0,79	0,77	0,02
Tourism provides incentives for new park development in Bruges	0,66	0,71	-0,05
Tourism development increases the number of recreational opportunities for local home-owners in Bruges	0,76	0,72	0,05
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges	0,76	0,76	0,00
Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism	0,65	0,65	0,00
Tourism contributes to income and standard of living in Bruges	0,75	0,65	0,10
Increasing the number of tourists visiting Bruges improves the local economy	0,75	0,68	0,08
Tourism encourages more public development in Bruges (e.g., roads, public facilities)	0,83	0,79	0,04
Tourism development increases the quality of life in Bruges	0,91	0,86	0,05
Tourism provides incentives for protection and conservation of natural resources in Bruges	0,80	0,80	0,01
Negative impacts			
An increase in tourists in Bruges will lead to friction between homeowners and tourists	0,79	0,85	-0,05
Tourism results in an increase of the cost of living in Bruges	0,54	0,59	-0,06
Tourism causes Bruges to be overcrowded	0,85	0,83	0,01
Support for tourism			
In general, the positive benefits of tourism outweigh negative impacts in Bruges	0,82	0,86	-0,05
I believe tourism should be actively encouraged in Bruges	0,86	0,90	-0,04
I support tourism and want to see it remain important to Bruges	0,91	0,90	0,01
Bruges should remain a tourist destination	0,93	0,89	0,05
Bruges should support the promotion of tourism	0,92	0,90	0,02

TABLE 4-9 CFA OUTPUT FOR CONSTRUCT VALIDITY IN THE INNER AND OUTER CITY AREAS
(inner city area n = 336, outer city area n = 922; all p-values 0,000).

The relationships between all seven RETS and SET constructs, except two, can be found in the same way in the inner and outer city region as in the total Bruges city, using the SEM multivariate analytics. The outer city area residents show exactly the same nine approved relationships as in the analysis based on the total sample. In the inner city area population the positive effect of perceived political empowerment on perceived positive impacts is not approved. Also the direct

effect of psychological empowerment on support for tourism is not as expected in the inner city area. It might be that the smaller sample size in the Bruges inner city area (326) has a negative impact on the significance levels of the Bruges SEM results.

Hypothesis	Hypothesized relationship	Std. regression weights inner city	Std. regression weights outer city	P. inner city	P. outer city	Support for hypothesis inner city	Support for hypothesis outer city
H1	Positive Impacts -> Support for Tourism	0,61	0,62	0,000	0,000	yes	yes
H2	Negative Impacts -> Support for Tourism	-0,65	-0,50	0,000	0,000	yes	yes
H3	Personal Economic Benefit -> Negative Impacts	0,14	-0,07	0,067	0,150	no	no
H4	Personal Economic Benefit -> Positive Impacts	-0,03	0,08	0,673	0,023	no	no
H5	Personal Economic Benefit -> Support for Tourism	0,22	0,05	0,001	0,130	yes	yes
H6	Psychological Empowerment -> Negative Impacts	-0,29	-0,17	0,000	0,000	yes	yes
H7	Psychological Empowerment -> Positive Impacts	0,22	0,33	0,000	0,000	yes	yes
H8	Psychological Emp. -> Support for Tourism	0,08	0,16	0,192	0,000	no	yes
H9	Social Empowerment -> Negative Impacts	-0,60	-0,47	0,000	0,000	yes	yes
H10	Social Empowerment -> Positive Impacts	0,60	0,38	0,000	0,000	yes	yes
H11	Social Empowerment -> Support for Tourism	-0,41	-0,23	0,001	0,000	no	no
H12	Political Empowerment -> Negative Impacts	0,12	-0,08	0,191	0,100	no	no
H13	Political Empowerment -> Positive Impacts	0,04	0,08	0,506	0,044	no	yes
H14	Political Empowerment -> Support for Tourism	0,02	-0,11	0,765	0,003	no	no

TABLE 4-10 HYPOTHEZED RELATIONSHIPS BETWEEN SEVEN CONSTRUCTS AND OBSERVED RELATIONSHIPS FROM THE SEM FOR INNER AND OUTER CITY REGION
(inner city area n= 336, outer city area n = 922)

Figure 4-3 visualizes the SEM results for the Bruges inner and outer city areas. The hypothesis checks for the inner city area are all left circles, the outer city area hypothesis checks are in the right circles. Hypotheses in green circles are supported by the data, those in red circles are not.

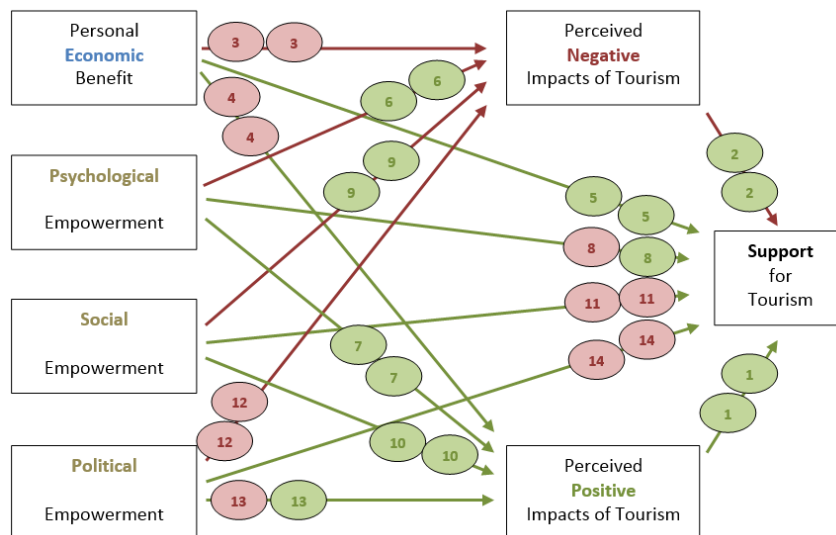


FIGURE 4-3 HYPOTHESIZED RELATIONSHIPS BETWEEN SEVEN CONSTRUCTS AND OBSERVED RELATIONSHIPS FROM THE SEM IN THE BRUGES INNER AND OUTER CITY AREAS

All left circles are for the inner city area, right circles are for the outer city area. Red arrows are expected negative relationships, green are positive; green relationship numbers are supported hypotheses, red numbers are not supported hypotheses

4.2.6 Resident group differences in attitudes towards tourism in Bruges

It is interesting to look into different resident groups and to analyze the differences in the resident attitudes towards tourism for these groups, based on all individual statements that load the latent factors. City area, gender, age and 'working in tourism in Bruges' are the selected breaks. The 5-point likert scale results are recoded into 3-scale tabulations in order to enhance comprehensiveness. Scores 1 (strongly disagree) and 2 (disagree) are recodes into one category (do not agree). The middle category 3 remained 'neutral' and scores 4 (agree) and 5 (strongly agree) are recoded in to the third new category 'agree'. As Table 4-11 indicates, a general observation is that city area residents, younger residents and people that work in the tourism sector in Bruges show slightly more support for tourism (significant higher results are presented with a grey background). For example 86% of all youngsters (<= 34) state that they support tourism and they want it to remain important in Bruges, compared to 71% of the elderly residents (55+). The same goes for the fact that in general the positive benefits outweigh the negative impacts of tourism in Bruges. 83% of the youngsters agree, compared to only 65% of the elderly residents. Gender seems to have the least impact on residents support to tourism, since results on the five support statements hardly differ for women and men.

SUPPORT FOR TOURISM in BRUGES	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
In general, the positive benefits of tourism outweigh negative impacts in Bruges										
do not agree	7%	11%	10%	11%	7%	11%	12%	7%	11%	11%
neutral	13%	20%	21%	18%	10%	22%	22%	13%	20%	20%
agree	80%	69%	69%	71%	83%	68%	65%	80%	69%	70%
I believe tourism should be actively encouraged in Bruges										
do not agree	15%	9%	10%	11%	8%	9%	12%	7%	11%	10%
neutral	21%	23%	25%	20%	19%	22%	24%	19%	23%	23%
agree	64%	68%	65%	69%	72%	69%	64%	74%	67%	67%
I support tourism and want to see it remain important to Bruges										
do not agree	3%	4%	3%	6%	2%	4%	5%	0%	5%	4%
neutral	15%	20%	20%	19%	12%	18%	23%	11%	20%	20%
agree	82%	75%	77%	75%	86%	78%	71%	89%	75%	76%
Bruges should remain a tourist destination										
do not agree	2%	3%	2%	4%	2%	2%	3%	0%	3%	3%
neutral	8%	8%	9%	8%	6%	5%	11%	6%	8%	8%
agree	91%	89%	90%	88%	92%	93%	86%	94%	89%	89%
Bruges should support the promotion of tourism										
do not agree	9%	5%	5%	7%	5%	5%	7%	3%	6%	6%
neutral	12%	17%	18%	15%	14%	16%	18%	9%	17%	17%
agree	79%	77%	78%	78%	80%	79%	75%	89%	77%	78%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-11 RESULTS OF THE SUPPORT FOR TOURISM STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, 'working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

Citizens' pride is very stable throughout all breaks. The only differentiation can be found among youngsters, of which 86% of them say to be a proud to be a Bruges resident, compared to 79% among elderly residents. Almost two in three hosts feel special because people are traveling to see their cities' unique feature. Only among people within the tourism sector this figure is even 75%. Compared to the outer city area more residents from the inner city area want to tell others about what Bruges has to offer and even more of them are reminded that they have a unique culture, thanks to tourism. Consequently it is very interesting, related to the carrying capacity of the city destination, that residents who live in the middle of the tourism pressure zone tend to support tourism even more and tend to show some more pride.

PSYCHOLOGICAL EMPOWERMENT	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Tourism in Bruges...										
makes me proud to be a Bruges Resident										
do not agree	3%	5%	4%	5%	3%	3%	7%	1%	5%	5%
neutral	16%	14%	14%	15%	11%	16%	15%	19%	14%	15%
agree	81%	81%	82%	80%	86%	81%	79%	80%	81%	81%
makes me feel special because people travel to see my city's unique features										
do not agree	10%	10%	10%	9%	11%	8%	10%	3%	10%	10%
neutral	23%	27%	24%	28%	22%	26%	28%	22%	27%	26%
agree	67%	63%	66%	62%	67%	66%	61%	75%	63%	64%
makes me want to tell others about what we have to offer in Bruges										
do not agree	3%	6%	6%	5%	8%	5%	5%	0%	6%	5%
neutral	12%	17%	16%	16%	15%	17%	17%	14%	16%	16%
agree	85%	77%	78%	79%	77%	79%	79%	85%	78%	78%
reminds me that I have a unique culture to share with visitors										
do not agree	4%	7%	6%	7%	12%	6%	5%	1%	7%	7%
neutral	14%	18%	18%	17%	14%	18%	19%	16%	18%	18%
agree	81%	74%	76%	75%	74%	76%	76%	83%	75%	76%
makes me want to work to keep Bruges special										
do not agree	3%	7%	7%	6%	9%	6%	6%	0%	7%	7%
neutral	20%	28%	27%	26%	24%	27%	27%	18%	27%	26%
agree	77%	65%	66%	68%	67%	67%	67%	81%	66%	67%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-12 RESULTS OF THE PSYCHOLOGICAL EMPOWERMENT STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

When comparing the different breaks for the social empowerment construct we see that residents involved the tourism sector think they feel more connected, have a higher community spirit and feel more involved in the community, thanks to tourism. In general youngsters feel slightly less socially empowered from tourism in Bruges. And more residents from the inner city area than from the outer city community believe that tourism in Bruges provides ways for them

to get involved in their community. Men and women have no different perception of the social effects of tourism.

SOCIAL EMPOWERMENT	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Tourism in Bruges...										
makes me feel more connected to my community										
do not agree	37%	34%	36%	33%	41%	35%	32%	27%	36%	35%
neutral	32%	39%	36%	40%	29%	38%	42%	35%	38%	38%
agree	31%	26%	28%	27%	30%	27%	26%	38%	26%	27%
fosters a sense of 'community spirit' within me										
do not agree	32%	32%	32%	32%	40%	33%	28%	21%	33%	32%
neutral	30%	37%	36%	36%	30%	32%	41%	31%	36%	36%
agree	38%	31%	32%	32%	30%	35%	31%	48%	31%	32%
provides ways for me to get involved in my community										
do not agree	31%	33%	35%	31%	44%	31%	29%	20%	34%	33%
neutral	30%	39%	36%	39%	31%	36%	41%	33%	38%	37%
agree	39%	28%	30%	30%	25%	32%	30%	47%	28%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-13 RESULTS OF THE SOCIAL EMPOWERMENT STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

The average score for political empowerment, 2/5, was the lowest of all constructs. It means in general Bruges residents do not feel politically empowered from tourism, they feel they don't really have a voice in tourism planning decisions or discussions and feel they don't have an outlet to share their concerns. This is true for all different target groups listed in Table 4-14. The only difference that can be seen is that a small portion (11%) of the residents that work in the tourism sector feel their voice makes a difference in how Bruges is developed and also 16% thinks they have an outlet to share their concerns about tourism development. Since involvement in the tourism planning was believed to be in important aspect of the citizens' satisfaction about the policymakers some extra questions about this topic were added to the questionnaire.

POLITICAL EMPOWERMENT	City area		Gender		Age			Working in tourism in Bruges		Total	
	I feel like...	inner	outer	woman	man	<= 34	35-54	55+	yes		no
I have a voice in Bruges tourism development decisions											
do not agree	73%	73%	71%	75%	72%	73%	73%	67%	74%	73%	
neutral	23%	23%	25%	20%	22%	24%	22%	24%	23%	23%	
agree	4%	4%	4%	5%	5%	3%	5%	9%	4%	4%	
I have access to the decision making process when it comes to tourism in Bruges											
do not agree	72%	74%	72%	76%	77%	72%	74%	71%	74%	74%	
neutral	23%	22%	27%	18%	20%	24%	23%	24%	22%	22%	
agree	5%	3%	2%	6%	3%	4%	4%	5%	4%	4%	
My vote makes a difference in how tourism is developed in Bruges											
do not agree	72%	70%	68%	73%	74%	71%	68%	61%	71%	70%	
neutral	22%	25%	27%	21%	22%	22%	26%	28%	24%	24%	

agree	6%	6%	5%	6%	3%	7%	6%	11%	5%	6%
I have an outlet to share my concerns about tourism development in Bruges										
do not agree	64%	64%	62%	66%	65%	64%	63%	58%	64%	64%
neutral	26%	27%	29%	24%	27%	26%	26%	25%	26%	26%
agree	11%	10%	10%	10%	8%	11%	11%	16%	9%	10%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-14 RESULTS OF THE POLITICAL EMPOWERMENT STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

When Bruges residents are asked if they would like to be involved in the tourism policy in Bruges, a remarkable seven out of ten citizens confirms they do. Only 30% replies they have no interest. The interest is lower in the outer city area, among elderly residents and with people that do not work in the tourism sector. When differentiating between the need to be more involved or not, the majority of the residents that are interested in involvement declare they want to be involved more. This is a statement that can be perceived as a very positive signal of concerned residents, but it is also a critique on the actual level of involvement. The breaks for different stakeholder groups give even more interesting insights. First, the people that live in the old city care even more: only 24% is not interested, 58% wants to be involved more. Second, the urge among youngsters to be involved more is bigger than among elderly, and the group with no interest is smaller. And finally, 75% of the residents that work in the tourism sector want to be involved more, which is a clear signal for more participation. Also, only 9% of the tourism sector residents have no interest. This is a very low share, given that not only decision makers (but also waiters, back office employees, kitchen staff, etc) from the sector are present in the sample.

Would you like to be involved more in the tourism policy in Bruges?	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
yes, I like to be involved more	58%	38%	41%	43%	48%	44%	37%	75%	38%	42%
It is fine the way it is now	18%	31%	29%	28%	29%	28%	29%	16%	30%	29%
No, I have no interest	24%	31%	30%	29%	23%	28%	34%	9%	32%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-15 THE DESIRE TO GET MORE INVOLVED IN POLICY MAKING

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

With perceived economic benefits from tourism we can see clear differences between the city areas, the different age groups and off course the sector versus non-sector residents. The distribution for men and women again is very similar. In general about 12% of the population perceives economic benefits, more than one in five residents in the inner city and 11% in the outer city. Younger residents perceive economic benefits and off course many people that work in the tourism sector as well. However not all residents that work in tourism in Bruges say that tourism helps to pay their bills. This might be because they judge that their income that is related to

tourism is not sufficient to pay their bills, or because they do voluntary work like being a city guide.

PERCEIVED ECONOMIC BENEFIT FROM TOURISM	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Tourism in Bruges helps me pay my bills										
do not agree	58%	67%	67%	65%	71%	62%	66%	8%	72%	66%
neutral	21%	22%	21%	23%	17%	21%	24%	22%	22%	22%
agree	22%	11%	12%	13%	12%	17%	10%	70%	6%	12%
A portion of my income is tied to tourism in Bruges										
do not agree	60%	75%	74%	71%	71%	68%	76%	7%	79%	72%
neutral	16%	14%	13%	15%	11%	16%	15%	9%	15%	14%
agree	23%	11%	13%	14%	18%	17%	9%	84%	6%	13%
I would economically benefit from more tourism development in Bruges										
do not agree	54%	60%	60%	59%	60%	56%	61%	16%	64%	59%
neutral	25%	30%	30%	29%	25%	29%	31%	30%	29%	29%
agree	21%	9%	10%	13%	15%	15%	8%	54%	7%	11%
My family's economic future depends upon tourism in Bruges										
do not agree	60%	70%	69%	68%	70%	63%	71%	35%	72%	68%
neutral	23%	20%	22%	20%	16%	23%	21%	27%	20%	21%
agree	17%	10%	10%	13%	14%	14%	8%	39%	8%	11%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-16 RESULTS OF THE PERSONAL ECONOMIC BENEFITS STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

The results for the different groups in Bruges about the perceived negative impacts of tourism are very stable and comparable. There seems to be an underlying consensus between the groups about the disadvantages of tourism. Nearly four in ten residents believe that an increase of tourists might lead to friction between homeowners and tourist. There are no differences at all between the city areas, men and women or by age. Only the people for the tourism sector disagree slightly more that an increase of tourism will lead to friction between homeowners and tourists, or that tourism causes Bruges to be overcrowded. Two out of three residents think tourism results in an increase of the cost of living. Only about overcrowding, where 50% believes tourism causes Bruges to be overcrowded, there are some significant differences for age. Elderly people tend to think more that Bruges is overcrowded, which aligns with their lower level of pride and support for tourism.

PERCEIVED NEGATIVE IMPACTS FROM TOURISM	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
	An increase in tourists in Bruges will lead to friction between homeowners and tourists									
do not agree	29%	30%	29%	30%	30%	31%	29%	39%	29%	30%
neutral	33%	32%	32%	32%	27%	33%	33%	29%	32%	32%
agree	38%	38%	39%	38%	43%	36%	38%	32%	39%	38%
Tourism results in an increase of the cost of living in Bruges										
do not agree	12%	10%	11%	10%	10%	12%	9%	12%	10%	10%
neutral	21%	25%	25%	23%	24%	22%	25%	18%	25%	24%
agree	67%	65%	64%	67%	66%	65%	66%	70%	65%	66%

Tourism causes Bruges to be overcrowded										
do not agree	25%	24%	24%	24%	26%	26%	22%	35%	23%	24%
neutral	29%	27%	27%	28%	29%	31%	24%	29%	27%	27%
agree	46%	49%	49%	48%	45%	43%	54%	36%	50%	49%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-17 RESULTS OF THE NEGATIVE IMPACT STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

When residents were asked whether tourists in Bruges are a nuisance, only one in four agrees. 44% say they are not. All different groups are on the same line, except sector residents. 13% of hosts working in tourism in Bruges think tourists are a nuisance. Remarkably, residents in the city center have the same ideas about nuisance than other residents. Again this proves that in their perception the social carrying capacity of the destination is not exceeded yet.

Tourists in Bruges can be a nuisance	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
do not agree	44%	44%	44%	44%	45%	46%	42%	50%	43%	44%
neutral	30%	31%	31%	30%	30%	31%	30%	37%	30%	30%
agree	26%	26%	25%	26%	25%	22%	28%	13%	27%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-18 CAN TOURISTS IN BRUGES BE A NUISANCE

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background (z-test, p=0,05)

Only when going deeper down to the level of the residents in the 'Golden Triangle' within the inner city (this is the southern half of the Egg covering all the tourism hot spots), we see less residents that do not agree with the statement that tourists in Bruges can be a nuisance: 35% say they are not, compared to 44% in total (although not significant).

Tourists in Bruges can be a nuisance	City area			Total
	Golden Triangle	inner rest	outer	
do not agree	35%	49%	44%	44%
neutral	41%	25%	31%	30%
agree	25%	25%	26%	26%
Total	100%	100%	100%	100%

TABLE 4-19 CAN TOURISTS IN BRUGES BE A NUISANCE – DETAILS GOLDEN TRIANGLE

(Total n=1.248, Golden Triangle city area n= 119, rest n=207, outer city area n=922)

In an open question the Bruges residents could list up a maximum of five kinds of nuisance due to tourists in Bruges (Table 4-20). The fact that tourists create dangerous situations in traffic (37%), and that there are too many of them (crowding) are the two most heard complaints mentioned by six out of ten Bruges inhabitants. Many Bruges residents report tourists being in the

middle of the streets or blocking the pedestrian sidewalks. Litter (9%), disrespectful tourists (6%) and noise (6%) complete the top five. However, apart from traffic issues and crowding, all other irritations have low frequencies. In general it is remarkable that there are so little differences between the diverse stakeholder groups when looking for irritations caused by tourists. Inner city area residents seem to suffer a little more from noise and parking problems, women see more dangerous situations in traffic. Middle aged and older hosts see more litter than youngsters. When focusing on the Golden Triangle residents they report significantly more litter (17%), noise (14%) and parking problems (10%).

Types of nuisance	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
No nuisance	44%	44%	44%	44%	45%	46%	42%	50%	43%	44%
Dangerous in traffic, no traffic rules	33%	38%	40%	33%	43%	34%	36%	33%	37%	37%
Too many tourists, crowding	25%	24%	25%	23%	26%	26%	22%	20%	25%	24%
Litter	11%	8%	8%	9%	4%	10%	9%	2%	9%	9%
Respect from tourists	6%	6%	7%	6%	6%	5%	8%	6%	6%	6%
Noise	12%	5%	7%	5%	7%	5%	6%	5%	6%	6%
Things getting expensive	6%	4%	4%	5%	3%	6%	5%	3%	5%	5%
Parking problems	7%	4%	4%	5%	4%	6%	4%	5%	4%	5%
Cars, busses, taxis in inner city	4%	3%	3%	4%	3%	3%	4%	1%	4%	3%
Inferior (shopping) supply	1%	1%	1%	1%	2%	0%	1%	0%	1%	1%
Other	4%	2%	3%	2%	4%	2%	2%	7%	2%	2%
Total	152%	140%	145%	139%	145%	141%	141%	129%	143%	142%

TABLE 4-20 TYPES OF NUISANCE BY TOURISTS IN BRUGES

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

To conclude the overview of the seven constructs all positive impact statements are listed in Table 4-21. In seven out of ten positive impact items the majority of the residents agree with the mentioned positive effects of tourism. On average, taking into account the ten items, there is 56% agreement and only 17% disagreement with the statements. Some statements like 'Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges' are strongly supported, by three in four residents. Other items like 'Tourism development increases the quality of life in Bruges' get lower support (36%). Except for subjects like 'income and standard of living', 'quality of life' and 'protection and conservation of natural resources', tourism sector residents are not likely to be more positive than other stakeholders. It is remarkable that gender did hardly play any role in all other construct factors, like empowerment, economic benefits or negative impacts. But in perceived positive impacts from tourism men tend to be more positive on half of the statements than women. Apart from more support for the statement about 'better shopping, restaurants, and entertainment options' inner city area residents have exactly the same opinion about the positive impact than their outer city area counterparts.

PERCEIVED POSITIVE IMPACTS FROM TOURISM	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Tourism development improves the physical appearance of Bruges										
do not agree	13%	13%	14%	13%	11%	14%	14%	11%	14%	13%
neutral	26%	30%	33%	24%	29%	32%	27%	28%	29%	29%
agree	61%	57%	53%	63%	60%	54%	59%	61%	57%	58%
Tourism provides incentives for new park development in Bruges										
do not agree	22%	24%	23%	24%	25%	25%	22%	29%	23%	23%
neutral	34%	31%	35%	27%	26%	31%	33%	23%	32%	31%
agree	44%	46%	43%	48%	50%	44%	45%	48%	45%	45%
Tourism development increases the number of recreational opportunities for local homeowners in Bruges										
do not agree	27%	29%	31%	27%	31%	29%	28%	31%	29%	29%
neutral	32%	31%	31%	31%	23%	32%	34%	36%	31%	31%
agree	41%	40%	38%	42%	45%	38%	38%	33%	40%	40%
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges										
do not agree	10%	6%	7%	8%	4%	6%	9%	6%	7%	7%
neutral	11%	18%	18%	16%	14%	20%	17%	15%	17%	17%
agree	79%	75%	75%	76%	81%	74%	75%	79%	75%	76%
Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism										
do not agree	11%	13%	17%	9%	14%	16%	10%	15%	13%	13%
neutral	16%	24%	26%	19%	18%	22%	26%	22%	23%	23%
agree	73%	62%	57%	72%	68%	62%	64%	63%	64%	64%
Tourism contributes to income and standard of living in Bruges										
do not agree	17%	18%	21%	15%	13%	22%	17%	8%	19%	18%
neutral	27%	30%	32%	28%	32%	25%	31%	16%	31%	30%
agree	56%	52%	48%	57%	55%	53%	51%	76%	50%	52%
Increasing the number of tourists visiting Bruges improves the local economy										
do not agree	7%	5%	5%	6%	6%	3%	6%	5%	5%	5%
neutral	14%	17%	18%	14%	15%	18%	16%	13%	17%	16%
agree	79%	78%	77%	80%	79%	79%	78%	82%	78%	78%
Tourism encourages more public development in Bruges (e.g., roads, public facilities)										
do not agree	15%	13%	13%	13%	13%	12%	14%	9%	14%	13%
neutral	22%	27%	30%	23%	21%	29%	26%	28%	26%	26%
agree	64%	60%	57%	64%	66%	59%	59%	63%	60%	61%
Tourism development increases the quality of life in Bruges										
do not agree	22%	24%	24%	24%	19%	24%	26%	14%	25%	24%
neutral	37%	41%	45%	35%	42%	41%	39%	41%	40%	40%
agree	42%	35%	31%	42%	40%	35%	36%	45%	35%	36%
Tourism provides incentives for protection and conservation of natural resources in Bruges										
do not agree	21%	18%	18%	18%	18%	18%	18%	15%	18%	18%
neutral	28%	32%	36%	27%	30%	33%	31%	24%	32%	31%
agree	52%	50%	46%	55%	52%	49%	51%	60%	50%	51%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-21 RESULTS OF THE POSITIVE IMPACT STATEMENTS

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

The Bruges residents were also asked which type of tourists they want to see less, equal or more in Bruges in the future. A general, and quite surprising, conclusion that can be made is that for the different types of tourist 19% to 57% of the locals are even in favor of having more tourists. Overnight stay tourists and individual tourist are the most welcomed. Only respectively 4% and 5% want less of these tourists. For respectively 57% and 54% there can be even more of them.

For day tourist and even cruise tourists still more residents are in favor of having more travelers than less, which is also surprising. Only for group tourists one in three Bruges residents wants less of them compared to 19% who want more group travelers. People from the inner city are even more in favor of overnight visitors but prefer less day tourists, cruise travelers and group tourists than outer city area residents. In general men are more in favor of almost all kinds of travelers compared to women. And more people that work in the tourism sector like to see overnight tourists and individual tourists grow than the other residents. But they also prefer overnight travelers and individual travelers more than day and cruise tourists. The fact that many of them might work in the traditional accommodation sector might be an explanation. It seems that the Bruges residents understand that some tourists are more valuable than others, and that some might be more responsible for nuisance than others. This is translated in their preferences for some, and less for other types of travelers.

In the future Bruges must try to ensure to have less, the same amount or more tourists than today?	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
Overnight stay tourists	less	5%	4%	3%	5%	4%	4%	2%	5%	4%
	equal	31%	41%	45%	33%	35%	39%	41%	25%	39%
	more	65%	55%	52%	62%	61%	56%	55%	74%	57%
Individual tourists	less	5%	5%	4%	6%	4%	4%	6%	1%	5%
	equal	36%	42%	47%	35%	32%	44%	44%	34%	41%
	more	59%	53%	49%	59%	64%	52%	51%	65%	54%
Day tourists	less	22%	11%	11%	15%	15%	12%	13%	22%	13%
	equal	48%	54%	56%	49%	48%	57%	52%	44%	53%
	more	30%	35%	33%	36%	37%	31%	35%	34%	34%
Cruise tourists	less	37%	24%	29%	23%	25%	28%	25%	35%	26%
	equal	41%	45%	47%	42%	49%	42%	44%	37%	45%
	more	22%	31%	24%	36%	26%	30%	31%	28%	30%
Group tourists	less	40%	30%	35%	29%	37%	30%	31%	27%	32%
	equal	45%	50%	49%	48%	44%	52%	49%	53%	49%
	more	14%	20%	16%	22%	19%	18%	20%	20%	19%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-22 LESS, EQUAL OR MORE TOURISTS IN BRUGES?

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

The extent to which residents consider moving out of Bruges can be an indicator for carrying capacity as well. In general most citizens want to stay in Bruges. 83% does not consider moving at all. 14% considers it sometimes, and only 3% has concrete plans. Mainly younger residents consider moving (27%) or have concrete plans (7%). This is quite normal in their life stages. In the inner city the share of residents with concrete plans to move out of the city is a little higher (5%) compared to the outer city (2%). However, this is surely linked to the fact that in the inner city 37% of the residents is renting a living place, while in the outer city only 16% is renting and eight in ten live in their own property.

To which extent do you consider to move out of Bruges in the coming years	City area		Gender		Age			Working in tourism in Bruges		Total
	inner	outer	woman	man	<= 34	35-54	55+	yes	no	
I don't consider at all	79%	84%	82%	84%	66%	88%	87%	78%	84%	83%
I consider it sometimes	16%	14%	14%	14%	27%	11%	10%	22%	13%	14%
I have concrete plans	5%	2%	4%	2%	7%	1%	2%	0%	3%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

TABLE 4-23 CONSIDERING TO MOVE OUT OF BRUGES

(Total n=1.248, inner city area n= 326, outer city area n=922, women n=449, men n=694, <=34 n=119, 34-54 n=361, 55+ n=663, working in tourism sector in Bruges n=105, not working tourism sector Bruges n=1.138) – (Significant higher results are indicated in grey background, z-test, p=0,05)

4.2.7 The impact of talking to tourists on RETS scores

The results of the RETS model hypotheses in Bruges show that social benefits from tourism can empower residents and lead to a more positive perception of tourism impacts. Consequently, there might be a relation between the frequency of talking to tourists in daily life and the scores on the seven constructs of the RETS model. As can be seen in Table 4-24 residents that (almost) never talk to tourists have lower scores on all constructs except 'perceived negative impacts'. This means that residents that never talk to tourists are less pride than other residents, see less social effects from tourism, feel less that they have a voice in tourism planning, perceive less positive impacts and more negative impacts from tourism and support tourism less. On the contrary, residents who talk to tourist show more positive RETS results, even if they only talk to tourists only once a month. However, we do not know if the low empowerment scores, the low positive impact scores and lower support scores cause the behavioral characteristics of not talking to tourists, or the opposite: not talking to tourists causes more negative RETS scores.

How often do you talk to tourists?	several times a week (almost)					total
	daily	several times a week	weekly	monthly	never	
Psychological empowerment	4,2	4,3	4,3	4,1	3,8	4,0
Social empowerment	3,2	3,3	3,3	3,0	2,6	2,9
Political empowerment	2,0	2,1	2,2	2,2	1,9	2,0
Personal economic benefit	3,6	2,7	2,2	1,9	1,7	2,0
Positive impact score	3,7	3,7	3,6	3,6	3,4	3,5
Negative impact score	3,3	3,1	3,4	3,3	3,5	3,4
Support score	4,3	4,3	4,2	4,1	3,8	4,0

TABLE 4-24 FREQUENCY OF TALKING TO TOURISTS

(Total n=1.248, daily n=63, several times a week n=115x, weekly n=170, monthly n=303, (almost) never n=597

Remark: the 'daily' category is small, with only 63 observations.

Table 4-25 shows the significant differences between the five categories.

How often do you talk to tourists?	several times a week (almost)				
	Daily	several times a week	weekly	monthly	never
Column	A	B	C	D	E

Psychological empowerment	E	E	E	E
Social empowerment	E	E	D E	E
Political empowerment			E	E
Personal economic benefit	B C D E	C D E	D E	
Positive impact score	E	E	E	E
Negative impact score				B
Support score	E	E	E	E

TABLE 4-25 FREQUENCY OF TALKING TO TOURISTS – SIGNIFICANT DIFFERENCES

(Total n=1,248, daily n=63, several times a week n=115x, weekly n=170, monthly n=303, (almost) never n=597.

Remark: the 'daily' category is small, with only 63 observations. Significant higher results than other columns indicated with column names A, B, C, D and E.

4.2.8 Towards a reduction of the RETS construct items

Benchmarking tourism performances of destinations is one the most relevant benefits of international cooperation between tourism management organizations, tourism marketing organizations, knowledge and research institutes, universities, etc. Also organizations like the European Travel Commission (ETC) and the United Nations World Tourism Organization (UNWTO) foster this dialogue and the sharing of knowledge. They produce benchmark data and research results to gain insights in tourism matters to ensure there is comparable data available for different destinations. Also MODUL University the last decade is offering benchmarking possibilities for many European cities and countries thanks to the TourMIS platform. Following these excellent examples, it could be worthwhile to investigate the benchmark opportunities of the research model that is applied in the Bruges resident study, based on RETS from Boley et al. (2014). However when a more lean and reduced set of statements for the seven constructs would be available the chances for a successful application in other destinations are believed to be greater. For that reason an explorative process of reducing the 34 statements to a smaller set of survey items is being tested, based on the Bruges data set.

The set of RETS statements is reduced by looking at the strength of the factor loadings of the items in relation to the latent factors, as well as to the policy makers' relevance of the statements. This policy makers' relevance could be for policy making decisions as well as for communication purposes. In a first step all items with the highest factor loadings were selected for each of the seven constructs, trying to retain about three statements per construct. However some of the statements with slightly lower factor loadings are very meaningful for city management organizations. For example: *'Tourism in Bruges makes me proud to be a Bruges resident'*, shows a slightly lower (but still acceptable) factor loading estimate of 0,77 (see Table 4-26), compared to a mean factor loading of 0,83 for the other four statements within the psychological empowerment latent factor. According to our choice to omit items with the lowest factor loading this statement could be excluded from the SEM. The results for this item, however, are extremely

important and interesting for the city policy makers. Therefore this item still is retained. In Table 4-26 the proposal for the omitted and retained items are presented.

	Factor loadings	Error (S.E.)
Psychological empowerment		
<i>Tourism in Bruges...</i>		
makes me proud to be a Bruges Resident	0,77	0,019
makes me feel special because people travel to see my city's unique features	0,80	0,018
makes me want to tell others about what we have to offer in Bruges	0,86	0,015
reminds me that I have a unique culture to share with visitors	0,85	0,013
<i>makes me want to work to keep Bruges special</i>	0,82	0,017
Social empowerment		
<i>Tourism in Bruges...</i>		
makes me feel more connected to my community	0,90	0,008
fosters a sense of 'community spirit' within me	0,95	0,006
provides ways for me to get involved in my community	0,89	0,008
Political empowerment		
<i>I feel like...</i>		
I have a voice in Bruges tourism development decisions	0,94	0,006
I have access to the decision making process when it comes to tourism in Bruges	0,92	0,008
my vote makes a difference in how tourism is developed in Bruges	0,94	0,006
<i>I have an outlet to share my concerns about tourism development in Bruges</i>	0,89	0,008
Personal Economic Benefit		
Tourism in Bruges helps me pay my bills	0,91	0,010
A portion of my income is tied to tourism in Bruges	0,86	0,015
I would economically benefit from more tourism development in Bruges	0,89	0,013
<i>My family's economic future depends upon tourism in Bruges</i>	0,82	0,018
Positive impacts		
Tourism development improves the physical appearance of Bruges	0,78	0,016
<i>Tourism provides incentives for new park development in Bruges</i>	0,70	0,017
Tourism development increases the number of recreational opportunities for local homeowners in Bruges	0,72	0,018
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges	0,76	0,016
<i>Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism</i>	0,65	0,021
<i>Tourism contributes to income and standard of living in Bruges</i>	0,67	0,020
<i>Increasing the number of tourists visiting Bruges improves the local economy</i>	0,69	0,020
Tourism encourages more public development in Bruges (e.g., roads, public facilities)	0,79	0,013
Tourism development increases the quality of life in Bruges	0,87	0,011
<i>Tourism provides incentives for protection and conservation of natural resources in Bruges</i>	0,80	0,014
Negative impacts		
An increase in tourists in Bruges will lead to friction between homeowners and tourists	0,84	0,019
Tourism results in an increase of the cost of living in Bruges	0,58	0,028
Tourism causes Bruges to be overcrowded	0,84	0,018
Support for tourism		
In general, the positive benefits of tourism outweigh negative impacts in Bruges	0,85	0,012
I believe tourism should be actively encouraged in Bruges	0,89	0,011
I support tourism and want to see it remain important to Bruges	0,90	0,009
Bruges should remain a tourist destination	0,89	0,011
<i>Bruges should support the promotion of tourism</i>	0,91	0,009

TABLE 4-26 PROPOSAL FOR REDUCING NUMBER OF RETS STATEMENTS
Items in red (italic) are proposed to be omitted from the model

The results of this simplified model, by reducing the number of statement from 34 to 25 (a reduction of 26%), is a leaner model with less burden for the respondents. Nonetheless, the reduced model is only applicable in practice when the model goodness-of-fit remains at an acceptable level and when the SEM results are also comparable to the original model setup.

First the model fit criteria are checked. Chi-square is 1.458,5 with $p=0,000$. With a value of 0,06 RMSEA is slightly higher than in the full model output, but still a prove of good model fit (Hu and Bentler, 1999). CFI and TLI of the reduced model in Bruges are 0,969 and 0,963, thus high and acceptable.

	Factor loadings reduced setup	Error S.E.	Est/S.E. z-scores	Factor loadings original setup	Dif- fer- ence
Psychological empowerment					
<i>Tourism in Bruges...</i>					
makes me proud to be a Bruges Resident	0,78	0,019	41,65	0,77	0,01
makes me feel special because people travel to see my city's unique features	0,81	0,017	46,30	0,80	0,01
makes me want to tell others about what we have to offer in Bruges	0,86	0,015	58,70	0,86	0,01
reminds me that I have a unique culture to share with visitors	0,85	0,014	60,17	0,85	0,00
Social empowerment					
<i>Tourism in Bruges...</i>					
makes me feel more connected to my community	0,91	0,007	124,58	0,90	0,01
fosters a sense of 'community spirit' within me	0,96	0,005	178,17	0,95	0,00
provides ways for me to get involved in my community	0,89	0,008	110,48	0,89	0,00
Political empowerment					
<i>I feel like...</i>					
I have a voice in Bruges tourism development decisions	0,94	0,007	134,92	0,94	-0,01
I have access to the decision making process when it comes to tourism in Bruges	0,92	0,008	119,31	0,92	0,00
my vote makes a difference in how tourism is developed in Bruges	0,94	0,007	132,89	0,94	0,00
Personal Economic Benefit					
Tourism in Bruges helps me pay my bills	0,91	0,012	78,48	0,91	0,00
A portion of my income is tied to tourism in Bruges	0,88	0,015	58,71	0,86	0,01
I would economically benefit from more tourism development in Bruges	0,89	0,014	64,19	0,89	0,00
Positive impacts					
Tourism development improves the physical appearance of Bruges	0,78	0,017	44,97	0,78	0,00
Tourism development increases the number of recreational opportunities for local homeowners in Bruges	0,74	0,019	39,46	0,72	0,01
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges	0,76	0,018	42,48	0,76	0,00
Tourism encourages more public development in Bruges (e.g., roads, public facilities)	0,77	0,017	46,21	0,79	-0,03
Tourism development increases the quality of life in Bruges	0,87	0,012	70,93	0,87	0,01
Negative impacts					
An increase in tourists in Bruges will lead to friction between homeowners and tourists	0,84	0,019	45,14	0,84	0,01
Tourism results in an increase of the cost of living in Bruges	0,59	0,027	21,57	0,58	0,00
Tourism causes Bruges to be overcrowded	0,83	0,018	46,52	0,84	-0,01
Support for tourism					
In general, the positive benefits of tourism outweigh negative impacts in Bruges	0,85	0,012	70,38	0,85	0,00
I believe tourism should be actively encouraged in Bruges	0,86	0,013	67,15	0,89	-0,03
I support tourism and want to see it remain important to Bruges	0,90	0,009	97,92	0,90	0,00
Bruges should remain a tourist destination	0,90	0,011	79,43	0,89	0,01

TABLE 4-27 CFA OUTPUT FOR CONSTRUCT VALIDITY IN THE REDUCED RET MODEL
($n=1.248$; all p -values 0,000)

Table 4-28 displays the SEM results for the reduced model, compared to the full model based on the Bruges resident data. Both model setups find the same relations for H1 to H11 and for H13 and H14. However, for H12, the relation between political empowerment and perceived negative impacts from tourism, the reduced model finds the same approved relation as in the original study from Boley et al. (2014), which was not approved in the full Bruges model setup. We can conclude that the proposed reduced model setup, with 25 instead of 34 statements,

shows good model fit and can be used to assess the residents' attitudes towards tourism based on the RETS- theory.

Though, it might be that the reduction is only applicable in Bruges and leads to the same conclusions in Bruges. Further research should test the reduced statements compared to the full statements list in other cities.

Hypo-thesis	Hypothesized relationship	Std. re- gression weights reduced	Std. re- gression weights full	P re- duced	P full	Support for hy- poth. reduced	Support for hy- poth. full
H1	Positive Impacts -> Support for Tourism	0,64	0,62	0,000	0,000	yes	yes
H2	Negative Impacts -> Support for Tourism	-0,54	-0,53	0,000	0,000	yes	yes
H3	Personal Economic Benefit -> Negative Impacts	0,04	0,01	0,325	0,859	no	no
H4	Personal Economic Benefit -> Positive Impacts	-0,03	0,04	0,339	0,266	no	no
H5	Personal Economic Benefit -> Support for Tourism	0,16	0,11	0,000	0,001	yes	yes
H6	Psychological Empowerment -> Negative Impacts	-0,17	-0,19	0,000	0,000	yes	yes
H7	Psychological Empowerment -> Positive Impacts	0,31	0,31	0,000	0,000	yes	yes
H8	Psychological Empowerment -> Support for Tourism	0,14	0,16	0,000	0,000	yes	yes
H9	Social Empowerment -> Negative Impacts	-0,43	-0,50	0,000	0,000	yes	yes
H10	Social Empowerment -> Positive Impacts	0,42	0,42	0,000	0,000	yes	yes
H11	Social Empowerment -> Support for Tourism	-0,25	-0,27	0,000	0,000	no	no
H12	Political Empowerment -> Negative Impacts	-0,14	-0,06	0,000	0,135	yes	no
H13	Political Empowerment -> Positive Impacts	0,17	0,09	0,000	0,008	yes	yes
H14	Political Empowerment -> Support for Tourism	-0,19	-0,11	0,000	0,002	no	no

TABLE 4-28 HYPOTHEZED RELATIONSHIPS BETWEEN SEVEN CONSTRUCTS AND OBSERVED RELATIONSHIPS FROM THE SEM IN THE REDUCED RETS MODEL
(n=1.248)

4.3 Discussion, limitations and areas for future research

4.3.1 Discussion

In this research project tourism pressure and sustainable tourism development issues have been tackled from the perspective of the residents in a tourism destination. Resident surveys in tourism heritage cities in the past have been scarce. Moreover, replication studies in tourism appear to be even rarer. In Bruges, a new model based on empowerment and Weber's Theory of Formal and Substantive Rationality (Boley et al., 2014) has been replicated in a new environment in Europe. This study had multiple goals. A first goal was to test the Resident Empowerment through Tourism Scale (RETS) model from the original study of Boley & McGehee (2014) and Boley et al. (2014) in the Bruges setting. A specific focus was made on the eventual difference between the inner and outer city area residents. Another specific research question related to

RETS was to reduce the construct items in the model without compromising on the quality of the outcome and model fit. This way the model would become more lean and applicable in other destinations. And a last goal was to gain practical insights for city and regional tourism destination managers to better understand the residents' attitudes towards tourism and to be able to better anticipate future tourism pressure related issues.

As in the original study from Boley et al. (2014) in the US, our study reveals that the application of both formal and substantive elements in the residents' attitudes is legitimated. Economic as well as non-economic factors influence resident perception of tourism impact and support for tourism. Policy makers should understand that residents who feel empowered through tourism tend to perceive tourism impacts more positively and tend to support tourism more than those who are not. It means that tourism managers can try to find ways to improve these empowerment levels among locals. This 'empowerment' through tourism can take different forms. In the RETS model psychological, social and political empowerment are considered. The question for local tourism managers is which actions are appropriate and realistic to achieve this goal of improving the empowerment levels as well as the support for tourism? A first important insight is gained from the direct relation between the perception of tourism impact and the support for tourism. This confirms earlier findings of Social Exchange Theory in previous residents' surveys (Long et al., 1990; Perdue et al., 1987; Perdue et al., 1990). Residents who perceive positive impacts more tend to support tourism more; residents that perceive negative impacts from tourism more, tend to support tourism less. Consequently, city managers can try to eliminate as much as possible the negative impacts of tourism, like crowding, litter and non-respectful tourists. Also highlighting the positive impacts, like the conservation of heritage sites and historic buildings, the recreational and entertainment possibilities for locals, the public developments, might improve the level of perceived positive impact from tourism. In the case of Bruges only crowding and the negative effect of crowding on traffic situations are real irritations for the locals. Litter, ranked third, was only a problem for less than one in ten citizens. This means that today there are not so many irritations, but when tourism volumes continue to grow, the perceptions of negative impacts might grow too and thus the support for tourism will decrease.

It is also relevant to try to work on the empowerment level, given the relation of all three empowerment constructs with the perceived impacts from tourism and the indirect impact on tourism support. *Psychological empowerment* is the only empowerment construct directly related to the support for tourism. Working on citizens' pride might therefore have an important effect on residents' attitudes. Policy makers could organize internal city marketing campaigns to make more residents proud of their city and to raise the pride among those who are already proud. Proud residents will be better ambassadors. They will be more helpful and friendly to tourists. Proud residents also show more interest, want to work to keep the destination special and want to be involved more. Moreover, sowing more interest is related to the impact of *political empowerment*. However, in Bruges the level of city pride is extremely high already, which is proved

by other research by the Flemish Government in the 'City monitor' (Vlaamse Overheid, 2014). In this study from 2014 Bruges noted the highest share of proud citizens compared to all other Flemish cities. Consequently, for Bruges it will be difficult to make even more residents proud or to raise the level of pride among residents. Therefore at least striving for maintaining the actual high level should be a primary goal.

If tourism policy makers would be more open for discussion with residents and if residents would have more opportunities to have a voice and share their opinions about tourism, the perception of positive impact from tourism might improve (*political empowerment*). Involving residents in debates, creating opportunities for sharing ideas through online platform or physical meetings will raise their perceived positive impact from tourism, and thus indirectly raise their support for tourism. This is even so very important for people from the tourism sector, who showed even higher needs with regards to involvement in policy making debates. It is recommended to organize more specific debates and discussion groups with the people involved in the tourism sector. It might be necessary also to involve the sector stakeholders more directly, rather than their federation representatives. The relation between political empowerment and perceived negative impact however was not confirmed in the Bruges data. There are probably two reasons for this finding. First, the overall level of political empowerment is low which might lead, in combination to the high perceived negative impact from tourism scores in general, to a weak relation between the two constructs. And second, those few people that feel politically empowered might feel they had 'a voice' because they have discussed a problem related to tourism. Therefore, they score high on the political empowerment scale, since they were heard, but also high on the perceived negative impacts scale, because they were heard with their problems and issues. This is not the expected negative relationship between political empowerment and perceived negative impacts from tourism as suggested by the model. Further research should reveal if in other crowded destinations the expected relation between political empowerment and perceived negative impact is also not found.

Since residents that perceive the *social effects* of tourism in their society tend to see more positive impacts and less negative impacts from tourism, it is relevant to consider the organization of events where both tourists and residents can meet and have positive experiences together. For this reason, in heritage cities, focusing marketing initiatives on those types of tourists that are the least intrusive and the most into deep cultural experiences might be rewarding. VIS-ITFLANDERS and Visit Bruges both already made the strategic choice to concentrate on these specific overnight stay tourists: the 'cultural traveler', which has multiple advantages related to residents' empowerment. First, 'cultural travelers' match with the DNA of the cultural city destinations in Flanders and Bruges in specific. This means authentic, true stories can be used to attract cultural travelers. Also residents could take part in storytelling. Second, previous research demonstrates that actual 'cultural travelers' in Flanders stay longer than other travelers, which

means they have more time available to get into contact with locals in a relaxing manner (VISITFLANDERS, 2012). Compared to their group travel counterparts they don't have a tight schedule and they can take time for nice discussions with residents. Third, thanks to their interest in the details of the culture experiences they might visit more relatively unknown places, they walk the unbeaten path, which is in favor of the crowding issues in the tourism hot spots of historic cities and in favor of dispersion in the city. Moreover, these marketing ideas match with the opinion of the residents. If the Bruges hosts could choose, they are more in support of growth in the segment of individual tourists and tourists that stay overnight, and less in favor of day tourists, cruise tourists and group tourists. It is clear that the real cultural traveler will be found much more in the first group of individual and overnight travelers and much less in the latter group. If we turn the social empowerment logic around: attracting more day tourists, cruise travelers or group travelers will not be in favor of social empowerment among residents, and thus it will not be in favor of the resident support for tourism. A last trend that can have an impact on social empowerment is the effect of peer-to-peer platforms like AirBnB on the residents. When locals rent out a room, a house or an apartment via AirBnB to tourists themselves they will often get into contact with tourists in a positive way. These contacts may lead to higher social empowerment scores. On the other hand, there are limitations to the number of locals that can be involved in this kind of activities to avoid compromising the city's viability and livability.

To conclude, the overall positive relation between having economic benefits from tourism and the support for tourism is proven. People with economic benefits from tourism do not perceive tourism more positively, nor less negatively, but they do support tourism more. This proves that this very specific and experienced group of tourism stakeholders and professionals has an honest view on the tourism reality in their city. They do not ignore the disadvantages of tourism just because their income is related to it. But they will support tourism heavily because of the relation to their income. Political empowerment is also strongly related to economic benefits. And in Bruges there is a strong need for involvement in tourism planning by the residents that work in the tourism sector.

With regards to the research question related to comparing the inner city area residents with the outer city area residents some interesting conclusions can be drawn. Inner city hosts are even more supportive to today's tourism activities in Bruges. They prove that living in the middle of a tourism hot spot with more than 8 million visitors annually in a positive way is possible. This is not true for all city destinations. On 14 December 2016, shortly after the press conference of the main findings of the Bruges resident study the Dutch tourism research Institute NRTI publishes a news article with this introduction: "Since the wave of negative media attention about tourism crowding in Amsterdam, there is a general sentiment that residents find tourists annoying. However, that is not a correct assumption. Research in the Flemish art city of Bruges, where every day more tourists than residents walk around, proves the opposite can be true" (NRTI,

2016). In Bruges more inner city area than outer city area residents support tourism, more want to work to keep Bruges special and more think they have a unique culture to share with visitors. We can only advise the tourism policy makers to try to keep this positive attitude by working on the empowerment levels and the perceived impacts in order to keep the support levels high in the future.

And finally, the goal to create a lean RETS model setup that can be applied more easily in other destinations is achieved. A 25 statements model was proposed and has proven to be as strong as the original 34 statements model. The model fit of the reduced model is fine and relations between the constructs are as expected. This will encourage other cities and other tourism destinations to apply RETS for assessing resident attitudes towards tourism. The reduced model can help them to create potential benchmark opportunities for their own destinations and organizations as well as for others.

Thus, this study demonstrates the importance of the measurement and frequent monitoring of the citizens' empowerment levels in tourism destinations, given the direct or indirect relation with support for tourism. As stated by Boley and McGehee about residents in tourism destinations: "their support is essential to making tourists feel welcomed, and they are crucial to providing a quality experience" (Boley and McGehee, 2014, p. 92, based on Belisle & Hoy, 1980).

4.3.2 Limitations and areas for future research

While this study is a confirmation of the hypotheses that were created in the RETS model as developed by Boley et al. (2014), some limitations should be recognized. For example, the temporary decrease of visitors in Bruges in 2016 due to the terrorist attacks in the national airport might have an impact on the residents' perceptions and attitudes. Also the purely quantitative approach might narrow down and simplify the reality to just numbers. A recommendation for future research could be to complement this study with quantitative field work in Bruges. As also stated by Boley et al.: "the use of qualitative interviews could perhaps capture a deeper level of how tourism influences resident perceptions of psychological, social, and political empowerment" (Boley et al., 2014, p. 48).

In 4.2.7 we could see that there is a relationship between the level of contact or talking to tourists and the scores on the seven constructs of the RETS model. Besides the level of contact with tourists, another relevant aspect of residents characteristics and background that could be included in future research is the residents own travel experience and frequency.

For the case of Bruges in order to tackle more aspects of the carrying capacity also the other relevant stakeholder groups like the tourists and a broader sample of people from the tourism sector (including non-Bruges residents) should be included in future research. On the Flemish

level the resident study could be executed in other cities like Antwerp and Ghent. There the reduced model analytics with less statements should also be tested. Likewise, the relation between political empowerment and perceived negative impact that was not found as expected in Bruges should be tested in other crowded cities. It might be that the rural and not crowded character of the test destinations in Virginia are at the basis of the negative relation between political empowerment and perceived negative impact in the US study by Boley et al. (2014). In Flanders also specific regions like Flanders Field and Ypres could be surveyed. Furthermore, coastal cities like Ostend could be relevant study areas to create comparable benchmark data.

And finally, if other major European tourism city destinations would apply the same model there would be plenty of interesting benchmarking opportunities on the European level as well. The digital tourism management information system TourMIS (www.tourmis.info) could be used to share resident attitudes study results. When the trends of resident attitude survey results could be linked to the evolutions of visitors it could be possible to detect patterns. Cities that are in early stages of development can learn from cities that are more developed, or even overdeveloped.

- Influence of a city's positioning (self-image); the results might be different in a city which follows multiple purposes (e.g. New York)

Commented [NV16]: Karl, could you just explain this a little more?

5 CONCLUSION

Visitor numbers in destinations are growing and more growth is forecasted in the coming decades. Especially in the heritage city segment the increase of the number of visitors has been very strong in recent years. As a consequence, the pressure on the city's infrastructure, the services, the attractions, the transport system, etc, is also growing strongly. These cities are lively networks of residents, commuters, expats, recreational visitors, day tourists, overnight tourists and in Europe more recently also more and more fugitives. All these groups make use of city services and consume the public domain. The residents live, study, work, move and recreate in their cities. As long as there is a balance in all these functions in the city, the carrying capacity of the city is not exceeded. However, when an overload of tourist overwhelm cities an imbalance might arise, causing negative attitudes from residents towards tourism in their city.

This study approached the Bruges residents' attitudes towards tourism both from a Weberian viewpoint, expanded with Social Exchange Theory and including an empowerment based theory. The model is called 'RETS' and is developed by Boley et al. (2014). This model was tested for the first time in the US and Prof. Boley suggested further testing of this model in other continents, other countries and specifically in a heritages setting. Our study meets this recommendation for further research in another setting.

In general the same, except one, hypotheses are confirmed in the Bruges study, compared to the original US study. Only the relationship between political empowerment and perceived negative impact is not confirmed in the Bruges inner city, as in the US study. The most important relations are the links between perceived impacts from tourism and support for tourism, the relation between perceived economic benefits from tourism and support for tourism and the relations between empowerment (psychological, social and political) and perceived impacts from tourism. Residents that support tourism strengthen the tourism activities in a city, they are ambassadors, spokespersons of the city, mini marketers,... . And, the more residents feel empowered (are proud, feel connected, feel they can participate in policy making and planning), the less they see negative impacts, the more they see positive impacts, the more they support tourism, and as a consequence the more they might have a positive effect on tourism development. Tourism managers should understand that working on residents' psychological, social and political empowerment will have a positive effect on their attitudes towards tourism.

Overall the support scores in Bruges are very high, largely driven by extremely high scores on psychological empowerment. Bruges residents are very proud citizens, and citizens' pride is an direct and indirect antecedent for support for tourism (via perceived impact). In contrast, both social and political empowerment levels show the most room for improvement in Bruges. Compared to the US study, these levels are low. Furthermore, Bruges residents see both the negative as well as the positive impacts from tourism.

We also realized the goal to propose a leaner version of the RETS statement list without compromising on the model fit and the discovered relations. A reduced set of 25 instead of 34 statements is proposed and confirmed to be solid in proving the same relations.

Furthermore, the resident survey results will be used in the **VISITFLANDERS** project on tourism carrying capacity in Flanders and even so the new Visit Bruges strategic plan will be completed with the resident study results. In 2017 also other Flemish cities will be surveyed, which will create interesting benchmark opportunities. To conclude, we express our optimistic hope that other cities in Europe will start using the same model which will create interesting benchmark opportunities.

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APPENDICES

Appendix 1: Questionnaire in English

THE CITY OF BRUGES

Clarification of some city area concepts + city map

LIVING – WORKING – DEPENDANCE OF TOURISM

Q 1: WAT IS YOUR AGE?

Numeric

Open

... year

Screenout -18

Q 2: WHERE IN BRUGES DO YOU LIVE

Show map

Closed

single

Randomize: yes

- ☐ Brugse binnenstad - Steenstraatkwartier
- ☐ Brugse binnenstad - Ezelstraatkwartier
- ☐ Brugse binnenstad - Langestraatkwartier
- ☐ Brugse binnenstad - Magdalenakwartier
- ☐ Brugse binnenstad - Onze-Lieve-Vrouwekwartier
- ☐ Brugse binnenstad - Sint-Annakwartier (Seminariekwartier)
- ☐ Brugse binnenstad - Gezellekwartier
- ☐ Brugse binnenstad - Sint-Gilliskwartier
- ☐ Brugse binnenstad - Burgkwartier (Sint-Walburgakwartier)
- ☐ Brugse binnenstad - West-Bruggekwartier
- ☐ Brugse binnenstad - Boeveriewijk
- ☐ Brugge Kristus-Koning
- ☐ Brugge Sint-Jozef
- ☐ Brugge Sint-Pieters
- ☐ Koolkerke
- ☐ Sint-Andries
- ☐ Sint-Michiels
- ☐ Assebroek
- ☐ Sint-Kruis
- ☐ Dudzele
- ☐ Lissewege (Zeebrugge of Zwankendamme)
- ☐ I don't live in Bruges →screenout

Q 3: FOR HOW LONG DO YOU LIVE IN BRUGES?

Numeric

Open

... year

Q 4: WHICH SITUATION IS THE MOST APPLICABLE TO YOUR ACTUAL SITUATION?

Closed

single

Randomize: no

- ☐ I live in my own house/apartment, that I bought
- ☐ I live in a rented house/apartment
- ☐ Other:

Q 5: TO WHICH EXTENT DO YOU CONSIDER TO MOVE OUTSIDE BRUGES IN THE COMING YEARS?

Closed

1 answer possible

Randomize: no

- ☐ I do not intend
☐ I do consider sometimes
☐ I have concrete plans to move outside Bruges

If 'I have concrete plans to move outside Bruges', why?

Open text

BEING 'BRUGGELING' (Psychological empowerment)

Q 6: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM IN BRUGES?

Closed

1 answer per row

Randomize: yes, statements

<i>Tourism in Bruges...</i>	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Makes me proud to be a Bruges Resident	☐	☐	☐	☐	☐
Makes me feel special because people travel to see my city's unique features	☐	☐	☐	☐	☐
Makes me want to tell others about what we have to offer in Bruges	☐	☐	☐	☐	☐
Reminds me that I have a unique culture to share with visitors	☐	☐	☐	☐	☐
Makes me want to work to keep Bruges special	☐	☐	☐	☐	☐

WORK SITUATION – DEPENDENCE ON TOURISM

Q 7: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS?

Closed

1 answer per row

Randomize: yes, statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Tourism in Bruges helps me pay my bills	☐	☐	☐	☐	☐
A portion of my income is tied to tourism in Bruges	☐	☐	☐	☐	☐
I would economically benefit from more tourism development in Bruges	☐	☐	☐	☐	☐
My family's economic future depends upon tourism in Bruges	☐	☐	☐	☐	☐

Q 8: DO YOU WORK IN THE TOURISM SECTOR?

Short definition tourism sector: With the tourism sector we mean any tourism or recreational activity (partly) at the service of tourists. Examples include: lodging, restaurants and cafes, tourist transport (taxis, boats, vehicles, minivans ...) hospitality, souvenirs, gastronomy, museums, other culture, specific shops, ...

Closed

Single

Randomize: yes

- ☐ Yes in Bruges
☐ Yes, but not in Bruges
☐ No, not in the tourism sector

Q 9: HOW INTENSIVELY DO YOU TALK WITH TOURISTS?

0 means 'no contact at all' and 10 means intensive contact on a daily basis

Closed

Single

- ☐ Daily
☐ Weekly
☐ Monthly
☐ A few times a year

- ☐ Never/seldom

Q 10: DOES SOMEONE FROM YOUR NEAR FAMILY WORKS IN THE TOURISM SECTOR IN BRUGES?

Definition near family

Closed

Single

Randomize: yes

- ☐ Yes
☐ No

LIFE IN BRUGES (Social empowerment)

Q 11: To WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM IN BRUGES

Closed

1 answer per row

Randomize: yes, statements

Tourism in Bruges...	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Makes me feel more connected to my community	☐	☐	☐	☐	☐
Fosters a sense of 'community spirit' within me	☐	☐	☐	☐	☐
Provides ways for me to get involved in my community	☐	☐	☐	☐	☐

TOURISM POLICY (Political empowerment)

Q 12: To WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM IN BRUGES?

Closed

1 answer per row

Randomize: yes, statements

I feel like...	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I have a voice in Bruges tourism development decisions	☐	☐	☐	☐	☐
I have access to the decision making process when it comes to tourism in Bruges	☐	☐	☐	☐	☐
my vote makes a difference in how tourism is developed in Bruges	☐	☐	☐	☐	☐
I have an outlet to share my concerns about tourism development in Bruges	☐	☐	☐	☐	☐

Q 13: WOULD YOU LIKE TO BE INVOLVED MORE IN THE TOURISM POLICY IN BRUGES?

Closed

Single

Randomize: yes

- ☐ Yes, I like to be involved more
☐ It is fine the way it is now
☐ No, I have no interest

Q 14: HOW DO YOU WANT TO BE INVOLVED IN THE TOURISM POLICY IN BRUGES?

Multiple answers possible

If not 'No, I have no interest' in the previous Q

Closed

Multiple

Randomize: yes

- ☐ through direct contact with tourism Bruges
☐ through direct contact with councilors
☐ via 'de toekomst van Brugge'
☐ through a new advisory body
☐ through the press
☐ through action groups (what?)
☐ in another way? which...

Q 15: IN YOUR OPINION, BRUGES MUST TRY TO ENSURE IN THE FUTURE TO HAVE LESS, THE SAME AMOUNT OR MORE TOURISTS THAN TODAY – FOR EACH OF THE FOLLOWING GROUPS?

Closed

Single

Randomize: no

	Less	Same	More
Individual tourists (couples, singles, with or without children) ,not in groups	☐	☐	☐
Group tourists	☐	☐	☐
Day tourists	☐	☐	☐
Overnight stay tourists	☐	☐	☐
Cruise tourists	☐	☐	☐

Q 16: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM POLICIES IN BRUGES?

Closed

1 answer per row

Random statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The city council's tourism policy is taking into account the interests of the Bruges inhabitants	☐	☐	☐	☐	☐
The city council pays excessive attention to tourism compared to other policies	☐	☐	☐	☐	☐
The possible negative impact of tourism is given adequate attention in the tourism policy	☐	☐	☐	☐	☐

SUPPORT FOR TOURISM

Q 17: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM POLICIES IN BRUGES?

Closed

1 answer per row

Random statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
In general, the positive benefits of tourism outweigh negative impacts in Bruges	☐	☐	☐	☐	☐
I believe tourism should be actively encouraged in Bruges	☐	☐	☐	☐	☐
I support tourism and want to see it remain important to Bruges	☐	☐	☐	☐	☐
Bruges should remain a tourist destination	☐	☐	☐	☐	☐
Bruges should support the promotion of tourism	☐	☐	☐	☐	☐

Q 18: WHAT MEASURES ARE NEEDED ACCORDING TO THE TOURISM POLICY IN BRUGES?

Multiple answers possible

Closed

Multiple

Randomize: yes

'No measures' is single

- ☐ A more even distribution of tourists throughout the year
- ☐ Make more advantage of the calmer periods (January, February, March),
- ☐ Concentration of tourist activity in the city in the so-called. 'Golden Triangle'.
- ☐ A better spread in the city: thus encouraging tourism outside the 'Golden Triangle' in lesser-known areas (such as Saint-Gilles, Saint Anne, Ezelpoort Quarter, Gentpoort quarter)
- ☐ Encouraging visits to potentially interesting sites outside the city center
- ☐ Focus in size / number less onerous tourist groups
- ☐ Focus on the types of tourism with the highest economic value added
- ☐ Focus on tourists who seek substantive depth rather than superficial experiences
- ☐ Focus on tourists staying overnight in the city
- ☐ More tourists in the city
- ☐ In general, more tourists in the inner city
- ☐ No measures needed

LEISURE, CULTURE, SHOPPING, TRANSPORT, IMPACT CROWDING ON BEHAVIOR

Q 19: ARE YOU ACTIVE IN...

Multiple answers possible

Closed

Multiple

Randomize: yes

'No association' is single

- ☐ a Bruges sports association
☐ a Bruges heritage association (eg:....)
☐ a Bruges museum association
☐ another Bruges cultural association
☐ a Bruges trade association (eg Unizo,...)
☐ a Bruges trade circuit
☐ a Bruges tourism interest group (eg ASBL Bruges Hotels, Guild guest rooms, Horeca Brugge, Bruges Coachman, Bruges Attractions)
☐ another Bruges association, which one? ...
☐ no association

Q 20: HOW DO YOU MOVE IN THE BRUGES CITY CENTER?

Closed

1 answer per row

Randomize: no

By...	Never/seldom	Few times a year	Monthly	Weekly	Daily
foot	☐	☐	☐	☐	☐
bike	☐	☐	☐	☐	☐
motorcycle	☐	☐	☐	☐	☐
car	☐	☐	☐	☐	☐
public transport	☐	☐	☐	☐	☐
other	☐	☐	☐	☐	☐

Q 21: DO YOU EVER AVOID THE INNER CITY OF BRUGES TO DO THESE THINGS (BECAUSE YOU FIND IT TOO CROWDED)?

Closed

1 answer per row

Randomize: yes, statements

I avoid the Bruges inner city sometimes ...	I never go to the inner city for this activity anyway	Yes, sometimes I do avoid the inner city for this activity	No, I don't avoid the inner city for this activity
to go to a restaurant	☐	☐	☐
to go to a public house (pub, tea-room, tavern, ...)	☐	☐	☐
to go to a food store	☐	☐	☐
to go shopping	☐	☐	☐
to make a bicycle tour	☐	☐	☐
if I want to take a little walk	☐	☐	☐
to go to the Wednesday or Saturday market	☐	☐	☐

Q 22: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM IN THE INNER CITY OF BRUGES

Closed

1 answer per row

Randomize: yes, statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
In some districts I feel limited in my comfort because of tourists					
I have the feeling that this year it is less crowded than previous years	☐	☐	☐	☐	☐

IMPACT FROM TOURISM

Q 23: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM IN BRUGES?

Closed

1 answer per row

Randomize: yes, statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The increasing number of tourists reduces the viability of the city	☐	☐	☐	☐	☐
The pressure of tourism has a negative impact on my daily life	☐	☐	☐	☐	☐
Tourism in Bruges should stay concentrated in the Golden Triangle	☐	☐	☐	☐	☐
I feel that our city is no longer ours	☐	☐	☐	☐	☐
The hotel stop since 1996 is, I think, a good initiative	☐	☐	☐	☐	☐
Tourists in Bruges are a nuisance	☐	☐	☐	☐	☐

Q 24: COULD YOU GIVE SOME EXAMPLES WHICH TYPE(S) OF NUISANCE THROUGH TOURISTS

Extra open question: which nuisance: ...

Q 25: SOME QUESTIONS ABOUT AIRBNB

Closed

1 answer per row

Randomize: yes, statements

	YES	NO
I used Airbnb myself when booking a stay	☐	☐
I rent to tourists myself via Airbnb	☐	☐
I know people that rent to tourists via Airbnb	☐	☐

Q 26: SOME QUESTIONS ABOUT AIRBNB.

Closed

1 answer per row

Randomize: yes, statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Due to tourism rentals via Airbnb living in Bruges becomes more expensive	☐	☐	☐	☐	☐
Tourists in a Airbnb provide more nuisance than other tourists	☐	☐	☐	☐	☐

Q 27: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT BRUGES?

Closed

1 answer per row

Randomize: yes, statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Tourism development improves the physical appearance of Bruges	☐	☐	☐	☐	☐
Tourism provides incentives for new park development in Bruges	☐	☐	☐	☐	☐
Tourism development increases the number of recreational opportunities for local homeowners in Bruges	☐	☐	☐	☐	☐
Tourism helps preserve the cultural identity and restoration of historical buildings in Bruges	☐	☐	☐	☐	☐
Shopping, restaurants, and entertainment options are better in Bruges as a result of tourism	☐	☐	☐	☐	☐
Tourism contributes to income and standard of living in Bruges	☐	☐	☐	☐	☐
Increasing the number of tourists visiting Bruges improves the local economy	☐	☐	☐	☐	☐

Tourism encourages more public development in Bruges (e.g., roads, public facilities)	☐	☐	☐	☐	☐
Tourism development increases the quality of life in Bruges	☐	☐	☐	☐	☐
Tourism provides incentives for protection and conservation of natural resources in Bruges	☐	☐	☐	☐	☐

Q 28: TO WHICH EXTENT DO YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS ABOUT TOURISM IN BRUGES?

Closed

1 answer per row

Randomize: yes, statements

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
An increase in tourists in Bruges will lead to friction between homeowners and tourists	☐	☐	☐	☐	☐
Tourism causes Bruges to be overcrowded	☐	☐	☐	☐	☐
Tourism results in an increase of the cost of living in Bruges	☐	☐	☐	☐	☐
The growth in tourism will result in a decline of inhabitants in the Bruges inner city	☐	☐	☐	☐	☐

SOCIO DEMOGRAPHIC**Q 29: WHAT IS YOUR GENDER?**

Closed

Single

Randomize: yes

- ☐ Woman
☐ Man

Q 30: WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED SO FAR?

Single

Closed

Randomize: yes

- ☐ Primary school
☐ Lower secondary school
☐ Higher secondary school
☐ High school
☐ University

Q 31: WHAT IS YOUR PROFESSION*Multiple answers possible*

Closed

Multiple

Single

Randomize: yes

- ☐ List of professions

Q 32: DO YOU HAVE ANY FINAL REMARKS ABOUT TOURISM IN BRUGES?

Open text

Appendix 2: Questionnaire in Dutch

DE STAD BRUGGE

Opdat er geen verwarring zou ontstaan over wat we onder Brugge, de binnenstad en de 'Gouden Driehoek' verstaan, bakenen we eerst deze begrippen af:

- **Brugge (de stad)** is het gehele administratieve grondgebied dat bestaat uit de verschillende deelgemeenten: Assebroek, Brugge (centrum), Christus-Koning, Dudzele, Koolkerke, Lissewege, Sint-Andries, Sint-Jozef, Sint-Kruis, Sint-Michiels, Sint-Pieters-op-de-Dijk, Zeebrugge en Zwankendamme.
- **De binnenstad** is het historisch centrum, ook **het Ei** genoemd. Met uitzondering van de wijk Kristus-Koning (Noord-West-Brugge), valt 'de binnenstad' volledig samen met het gebied binnen de ring van Brugge centrum.

→ *Kaartje toevoegen*

WONEN EN WERKEN

VRAAG 33: WAT IS UW LEEFTIJD?

Numeriek veld

Open

... jaar

VRAAG 34: WAAR IN BRUGGE WOONT U OP DIT OGENBLIK?

Toon kaart

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Brugse binnenstad - Steenstraatkwartier
- ☐ Brugse binnenstad - Ezelstraatkwartier
- ☐ Brugse binnenstad - Langestraatkwartier
- ☐ Brugse binnenstad - Magdalenakwartier - Gentpoortkwartier
- ☐ Brugse binnenstad - Onze-Lieve-Vrouwekwartier
- ☐ Brugse binnenstad - Sint-Annakwartier (Seminariekwartier)
- ☐ Brugse binnenstad - Gezellekwartier
- ☐ Brugse binnenstad - Sint-Gilliskwartier
- ☐ Brugse binnenstad - Burgkwartier (Sint-Walburgakwartier)
- ☐ Brugse binnenstad - West-Bruggekwartier
- ☐ Brugse binnenstad - Boeveriewijk
- ☐ Brugge Kristus-Koning
- ☐ Brugge Sint-Jozef
- ☐ Brugge Sint-Pieters
- ☐ Koolkerke
- ☐ Sint-Andries
- ☐ Sint-Michiels
- ☐ Assebroek
- ☐ Sint-Kruis
- ☐ Dudzele
- ☐ Lissewege (Zeebrugge of Zwankendamme)
- ☐ *ik woon niet in Brugge →screenout*

VRAAG 35: HOE LANG WOONT U AL IN BRUGGE?

Numeriek veld

Open

... jaar

VRAAG 36: WELKE SITUATIE IS OP DIT OGENBLIK VAN TOEPASSING?

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Ik woon in een eigen woning die ik heb gekocht
- ☐ Ik woon in een huurwoning
- ☐ Anders:

VRAAG 37: IN WELKE MATE OVERWEEGT U OM DE KOMENDE JAREN ELDERS, BUITEN BRUGGE, TE GAAN WONEN?

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Ben ik helemaal niet van plan
☐ Overweeg ik soms
☐ Ik heb concrete plannen om te verhuizen

BRUGGELING ZIJN (Psychological)**VRAAG 38: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER BRUGGE?**

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

Door toerisme in Brugge...	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
ben ik fier een Bruggeling te zijn	☐	☐	☐	☐	☐
voel ik me speciaal omdat mensen naar hier reizen om deze unieke stad te zien	☐	☐	☐	☐	☐
wil ik anderen vertellen wat Brugge te bieden heeft	☐	☐	☐	☐	☐
word ik aan onze unieke cultuur herinnerd die ik wil delen met bezoekers	☐	☐	☐	☐	☐
wil ik me inzetten om Brugge speciaal te houden	☐	☐	☐	☐	☐

WERKSITUATIE + AFHANKELIJKHEID TOERISME**VRAAG 39: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN?**

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Toerisme in Brugge helpt me mijn rekeningen te betalen	☐	☐	☐	☐	☐
Een deel van mijn inkomen is gelinkt aan toerisme in Brugge	☐	☐	☐	☐	☐
Ik zou er economisch op vooruit gaan, moest toerisme in Brugge nog groeien	☐	☐	☐	☐	☐
De economische toekomst van mijn familie hangt samen met toerisme in Brugge	☐	☐	☐	☐	☐

VRAAG 40: WERKT U IN DE TOERISTISCHE SECTOR?

Met de toeristische sector bedoelen we elke toeristische of recreatieve activiteit die (deels) ten dienst staat van toeristen. Voorbeelden zijn: logies, restaurants en cafés, toeristisch vervoer (taxi's, bootjes, koetsen, minibuses...) souvenirs, „musea, andere cultuur, specifieke winkels, ...

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Ja, in Brugge
☐ Ja, maar niet in Brugge
☐ Nee, ik werk niet in de toeristische sector

VRAAG 41: HOE VAAK PRAAT U MET TOERISTEN?

Gesloten

1 antwoord mogelijk

- ☐ Dagelijks
☐ Meerdere keren per week

- ☐ Wekelijks
- ☐ Maandelijks
- ☐ (bijna) nooit

VRAAG 42: WERKT IEMAND IN UW NAASTE FAMILIE IN DE TOERISTISCHE SECTOR IN BRUGGE?

Met 'naaste familie' wordt bedoeld in uw gezin, uw ouders of kinderen, broers of zussen.

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Ja
- ☐ Nee

LEVEN IN BRUGGE (Social)**VRAAG 43: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER BRUGGE?**

Gesloten

1 antwoord per rij

Randomisatie: NEE

Toerisme in Brugge...	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
zorgt er voor dat we in onze stad meer verbonden zijn met elkaar	☐	☐	☐	☐	☐
bevordert een gevoel van 'gemeenschapszin' in mij	☐	☐	☐	☐	☐
biedt mogelijkheden om betrokken te zijn in mijn gemeenschap	☐	☐	☐	☐	☐

TOERISTISCH BELEID (Political)**VRAAG 44: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER BRUGGE?**

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

Ik heb het gevoel dat...	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
ik een stem heb in de beslissingen rond toeristische ontwikkelingen in Brugge	☐	☐	☐	☐	☐
ik toegang heb tot het beslissingsproces over toerisme in Brugge	☐	☐	☐	☐	☐
mijn stem een verschil maakt hoe toerisme wordt ontwikkeld in Brugge	☐	☐	☐	☐	☐
ik een klankbord heb waar ik mijn bezorgdheden over de toeristische ontwikkelingen in Brugge kan delen	☐	☐	☐	☐	☐

VRAAG 45: ZOU U GRAAG MEER BETROKKEN WORDEN BIJ HET TOERISTISCHE BELEID IN DE STAD BRUGGE?

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Ja, ik wil meer betrokken worden
- ☐ Het gebeurt nu zoals ik wil
- ☐ Nee het interesseert me niet

VRAAG 46: OP WELKE MANIER WENST U BETROKKEN TE WORDEN BIJ DE TOERISTISCHE PLANNING EN HET BELEID IN DE STAD BRUGGE?

Meerdere antwoorden mogelijk

Indien niet 'nee het interesseert met niet' in de vorige vraag

Gesloten

Multiple

Randomisatie: ja

- ☐ Door rechtstreeks contact met Toerisme Brugge
- ☐ Door rechtstreeks contact met bevoegde beleidsverantwoordelijken

- ☐ Via 'De Toekomst van Brugge'
☐ Via een specifiek op te richten adviesorgaan
☐ Via de pers
☐ Via actiegroepen. Welke...
☐ Op een andere manier. Welke...

VRAAG 47: KAN U AANGEVEN OF DE STAD BRUGGE IN DE TOEKOMST MOET TRACHTEN TE ZORGEN DAT ER MINDER, EVENVEEL OF MEER TOERISTEN LANGSKOMEN ALS VANDAAG – VOOR DE VOLGENDE SOORTEN TOERISTEN?

Gesloten

1 antwoord per rij

Randomisatie: nee

	Minder	Evenveel	Meer
individuele toeristen (koppels, singles, mensen met kinderen,...) – niet in groep	☐	☐	☐
groepstoeristen	☐	☐	☐
Dagtoeristen	☐	☐	☐
Verblijfstoeristen (die in Brugge overnachten)	☐	☐	☐
cruisetoeristen	☐	☐	☐

VRAAG 48: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER HET TOERISTISCHE BELEID IN DE STAD BRUGGE?

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Het stadsbestuur houdt in haar toeristisch beleid <u>voldoende rekening</u> met de belangen van de Brugse bevolking	☐	☐	☐	☐	☐
Het stadsbestuur schenkt <u>overdreven veel aandacht</u> aan het toerisme in vergelijking met andere beleidssectoren	☐	☐	☐	☐	☐
De mogelijke negatieve gevolgen van het toerisme krijgen voldoende aandacht in het toeristisch beleid	☐	☐	☐	☐	☐

STEUN AAN TOERISME

VRAAG 49: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER TOERISME IN BRUGGE?

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
In het algemeen wegen de voordelen van toerisme in Brugge sterker door dan de nadelen	☐	☐	☐	☐	☐
Ik vind dat toerisme actief moet aangemoedigd worden in Brugge	☐	☐	☐	☐	☐
Ik steun toerisme en ik wil dat het belangrijk blijft in Brugge	☐	☐	☐	☐	☐
Brugge zou een toeristische bestemming moeten blijven	☐	☐	☐	☐	☐
Brugge moet de promotie van toerisme ondersteunen	☐	☐	☐	☐	☐

VRAAG 50: WELKE MAATREGELEN ZIJN ER VOLGENS U NODIG IN HET TOERISTISCHE BELEID IN BRUGGE?*Meerdere antwoorden mogelijk*

Gesloten

Multiple

Randomisatie: ja

'geen maatregelen' is single

- ☐ Een betere spreiding van toeristen doorheen het jaar
- ☐ Het sterker benutten van de kalmere periodes (januari, februari, maart)
- ☐ Concentratie van de toeristische activiteit in de 'Gouden Driehoek' (het zuidelijke deel van de binnenstad).
- ☐ Een betere spreiding in de binnenstad: dus ook toerisme stimuleren buiten de 'Gouden Driehoek' in minder bekende delen (zoals bv. Sint-Gillis, Sint-Anna, Ezelpoortkwartier, Gentpoortkwartier)
- ☐ Stimuleren van bezoek aan potentieel interessante sites buiten de binnenstad
- ☐ Focus op minder belastende toeristische doelgroepen
- ☐ Focus op de vormen van toerisme met de hoogst economisch toegevoegde waarde
- ☐ Focus op toeristen die inhoudelijk verdiepende in plaats van oppervlakkige belevingen nastreven
- ☐ Focus op toeristen die in de stad overnachten
- ☐ Over het algemeen meer toeristen in de binnenstad
- ☐ De binnenstad 's avonds aantrekkelijker maken voor toeristen.
- ☐ Over het algemeen minder toeristen in de binnenstad
- ☐ Geen maatregelen nodig

ONTSPANNING, CULTUUR, SHOPPEN, VERPLAATSEN, INVLOED DRUKTE OP GEDRAG**VRAAG 51: BIJ WELKE VERENIGINGEN OF ORGANISATIES BENT U LID?***Meerdere antwoorden mogelijk*

Gesloten

Multiple

Randomisatie: nee

'geen enkele' is single

- ☐ een Brugse sportvereniging
- ☐ een Brugse erfgoedvereniging
- ☐ een Brugse museale vereniging
- ☐ een andere Brugse culturele vereniging
- ☐ een Brugse middenstandsvereniging (vb Unizo)
- ☐ een Brugse handelsgebuurtekring
- ☐ een Brugse toeristische belangenorganisatie (vb VZW Brugse Hotels, Gilde van de gastenkamers, Horeca Brugge, Brugse Koetsiers, Brugse bezienswaardigheden)
- ☐ een andere Brugse vereniging, welke? ...
- ☐ Geen enkele vereniging in Brugge

VRAAG 52: HOE VERPLAATST U ZICH IN DE BRUGSE BINNENSTAD?

Gesloten

1 antwoord per rij

Randomisatie: nee

	Zelden of nooit	Enkele keren per jaar	Maandelijks	Wekelijks	Dagelijks
Te voet	☐	☐	☐	☐	☐
Met de fiets	☐	☐	☐	☐	☐
Met de bromfiets, motor	☐	☐	☐	☐	☐
Met de auto	☐	☐	☐	☐	☐
Met het openbaar vervoer	☐	☐	☐	☐	☐
Andere					

VRAAG 53: HOUDT DRUKTE IN BEPAALDE DELEN VAN DE BINNENSTAD U SOMS TEGEN OM ER ÉÉN VAN VOLGENDE ACTIVITEITEN TE DOEN?

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

Ik <u>vermijd</u> de Brugse binnenstad wel eens...	Hiervoor kom ik sowieso nooit in de binnenstad	Ja, ik vermijd hiervoor de binnenstad wel eens	Nee, ik vermijd de binnenstad hier niet voor
om op restaurant gaan	☐	☐	☐
om naar een drankgelegenheid (café, tea-room, taverne, ...) te gaan	☐	☐	☐
om naar een voedingswinkel te gaan	☐	☐	☐
om te gaan shoppen	☐	☐	☐
om een fietstochtje te maken	☐	☐	☐
als ik een kleine wandeling wil maken	☐	☐	☐
als ik zaterdag of woensdag naar de markt wil gaan			

VRAAG 54: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER DE BRUGSE BINNENSTAD?

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Ik voel me in bepaalde stadsdelen in mijn comfort beperkt door toeristen (omwille van verkeer, kwaliteit dienstverlening, prijzen, lawaai, ...)	☐	☐	☐	☐	☐
Ik heb het gevoel dat het dit jaar minder druk is door toeristen dan andere jaren	☐	☐	☐	☐	☐

IMPACT VAN TOERISME**VRAAG 55: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER BRUGGE?**

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Het toenemend aantal toeristen vermindert de leefbaarheid van de stad	☐	☐	☐	☐	☐
De druk van het toerisme heeft een negatieve impact op mijn dagelijks leven	☐	☐	☐	☐	☐
Toerisme in Brugge moet geconcentreerd blijven tot de Gouden driehoek (zuiden van de binnenstad)	☐	☐	☐	☐	☐
Ik heb het gevoel dat onze eigen stad niet meer van ons is	☐	☐	☐	☐	☐
De hotelstop (sinds 1996) en vakantiewoningstop (sinds 2002), vind ik een goede zaak (er mogen geen hotels of vakantiewoningen bij komen)	☐	☐	☐	☐	☐
Toeristen in Brugge zorgen voor overlast	☐	☐	☐	☐	☐

Vraag 56: Kan u voorbeelden geven welke overlast u ervaart door toeristen?

Aan wat u als eerste invult stoort u zich het meest.

(u kan maximum 5 soorten overlast aangeven)

VRAAG 57: ENKELE VRAGEN OVER AIRBNB.

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	JA	NEE
Ik heb zelf al gebruik gemaakt van Airbnb om een verblijf te boeken in binnen- of buitenland	☐	☐

Ik verhuur zelf aan toeristen via AirBnB	☐	☐
Ik ken mensen die verhuren aan toeristen via Air-BnB	☐	☐

VRAAG 58: ENKELE VRAGEN OVER AIRBNB.

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Door verhuur via AirBnB wordt wonen in Brugge duurder	☐	☐	☐	☐	☐
Toeristen in een AirBnB zorgen vaker voor overlast dan andere toeristen	☐	☐	☐	☐	☐

VRAAG 59: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER BRUGGE?

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Door toeristische ontwikkelingen ziet Brugge er beter uit	☐	☐	☐	☐	☐
Toerisme biedt stimulansen voor nieuwe parkontwikkelingen in Brugge	☐	☐	☐	☐	☐
Dankzij toerisme zijn er meer recreatieve mogelijkheden voor de bewoners	☐	☐	☐	☐	☐
Toerisme helpt om onze culturele identiteit te bewaren en historische gebouwen te restaureren	☐	☐	☐	☐	☐
Dankzij toerisme zijn er meer shopping en ontspanningsmogelijkheden en meer restaurants	☐	☐	☐	☐	☐
Toerisme draagt bij de het inkomen en de levensstandaard van de Bruggelingen	☐	☐	☐	☐	☐
Een groei van het aantal toeristen versterkt de lokale economie.	☐	☐	☐	☐	☐
Toerisme stimuleert publieke investeringen in Brugge (zoals wegen, inrichting publieke ruimten)	☐	☐	☐	☐	☐
Toeristische ontwikkelingen verbeteren de levenskwaliteit in Brugge	☐	☐	☐	☐	☐
Toerisme biedt stimulansen voor de bescherming en het behoud van de natuurlijke omgeving in Brugge	☐	☐	☐	☐	☐

VRAAG 60: IN WELKE MATE BENT U AKKOORD MET DE VOLGENDE UITSPRAKEN OVER BRUGGE?

Gesloten

1 antwoord per rij

Randomisatie: ja, stellingen

	Helemaal niet akkoord	Eerder niet akkoord	Neutraal	Eerder akkoord	Helemaal akkoord
Een groei van het toerisme zal leiden totrijving tussen bewoners en toeristen	☐	☐	☐	☐	☐
Door toerisme geraakt de Brugse binnenstad overvol	☐	☐	☐	☐	☐
Door toerisme wordt het leven in Brugge duurder	☐	☐	☐	☐	☐

De groei van het toerisme zal ertoe leiden dat minder mensen in de Brugse binnenstad willen wonen	☐	☐	☐	☐	☐
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SOCIO DEMO

De gegevens worden uiteraard anoniem verwerkt!

VRAAG 61: GESLACHT?

Gesloten

1 antwoord mogelijk

Randomisatie: nee

- ☐ Vrouw
☐ Man

VRAAG 62: WAT IS UW HOOGST BEHAALDE DIPLOMA?*Meerdere antwoorden mogelijk*

Gesloten

Randomisatie: nee

- ☐ Geen diploma
☐ Lager onderwijs
☐ Lager secundair onderwijs
☐ Hoger secundair onderwijs
☐ Niet universitair hoger onderwijs
☐ Universiteit

VRAAG 63: UW BEROEPSSITUATIE?*Meerdere antwoorden mogelijk*

Gesloten

Multiple

1 antwoord mogelijk

Randomisatie: nee

- ☐ Werkzoekend
☐ Huisvrouw/man
☐ Gepensioneerd
☐ Student
☐ In loondienst
☐ Als zelfstandige
☐ Andere:...

VRAAG 64: HEEFT U NOG BIJKOMENDE OPMERKINGEN OVER TOERISME IN BRUGGE?

Open tekstveld