

ABSTRACT

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

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