

Abstract

Author:**Nina Hieronymus****Title:****Governance in tourism destinations – an analysis from the point of view of the locals in consideration of the attitude towards tourism based on the example of the district of Erding****Abstract:**

This master thesis is based on the research question of how the governance of the local people in destinations under consideration of the attitude towards tourism could be shaped in the future. In order to derive recommendations for actions for destinations, a detailed literature review was worked out. Afterwards, the locals of the district of Erding were questioned with the help of a standardized, written online-survey about their attitudes, perceptions, and wishes for future governance. For the purpose of receiving a complete overview of the complex issue, the master thesis is based on the following four theories: Social-Exchange-Theory, Stakeholder-Theory, Network-Theory, and Governance-Theory. The empirical study in the district of Erding confirmed that the attitude of the local people towards tourism depends on age, average stay in the region and on employment in the tourism industry. Furthermore, it was revealed that the locals do not feel involved in planning and decision making in tourism, but they desire this for the future. On the basis of the empirical study, five future areas of actions were identified. The center of the governance of the local community should be the integration and participation of the locals in tourism. This integration could be realized with the help of different participative methods of the Art of Hosting concept. Further important fields of actions are the attitude towards tourism, the governance of cultural and ecological impacts of tourism, the management of the different groups within the subnetwork of the local community and the touristic development as a whole. It has to be considered that all mentioned areas are interconnected and influence each other. Therefore, the governance of the locals has to happen as a whole concept. Attention should be paid to the fact that governance is not a static, finishes construct. It has to be developed continuously.