

Abstract for the 28th Nordic Symposium on Tourism and Hospitality Research

## *How to stay local when going global inside the National Park*

Nicole Wolter, Head of communication and tourism management, National Park Mols Bjerger,  
niwol@danmarksnationalparker.dk

Palle Nørgaard, Senior Lecturer Tourism Management, Hospitality Studies, Business Academy Aarhus,  
pano@eaaa.dk

Can the Danish National Parks play a role in the reshaping of new international or domestic tourism places, as the search for authenticity of today's travelers turn to 'the local' host?

If the Danish National Park-experiences are to compete in the tourism flows, they must also understand the role as mediator of authenticity and everyday life in a foreign/Danish or urban/rural cultural search for experiences. How can National Park-driven 'community divings', 'nostalgic dwellings' or 'ethical engagements' become part of such mediation engaging both locals and getting the attention of the tourist?

National Parks as a phenomenon diverge from country to country. The National Park framing of landscapes of nature and culture is therefore both global culture and glocalized spaces. *Mols Bjerger National Park* writes "...projects and initiatives of the Mols Bjerger National Park Foundation must always be in collaboration with the community and within the legal obligations of the Foundation" (website) so they provide activities, experiences and information about the local nature and culture, but what is this role of *the local* and the local community?

Such a policy for development is also connecting with a new turn in tourism practices and studies i.e. the emphasis on "the role of the host community" (Russo 2016, Nørgaard 2018). This turn has applications for how society creates tourism space and how the local and his/her everyday life potentially take part in symbolic/cultural negotiation of the tourist destination (Kavaratzis 2015). The paper investigates the meaning and potential of the 'life and space of the local' in the national park framing as an international/domestic tourism experience and commodity.

### **References:**

Kavaratzis, M. (et al.) (2015). *Rethinking the Place Brand: the interactive formation of place brands and the role of participatory place branding*. *Environment and Planning A: Economy and Space*, 47(6), 1368-1382.

Mols Bjerger National Park <https://eng.nationalparkmolsbjerger.dk/development-and-cooperation/>

Nørgaard, P. (et al.) (2018). *Localising the City: The new turn in DMO campaigning – making residents locals calls for host making activities to solve the DMO tasks for tomorrow's urban destination*. *EA viden - De lokale – Socialt bæredygtige løsninger i urban turisme og city brands*. EuroCHRIE2018, Dublin-conference paper.  
<https://www.eaviden.dk/project/de-lokale-socialt-baeredygtige-loesninger-i-urban-turisme-og-city-brands/>

Russo, A.P. (et al.) (2016). *Reinventing the Local in Tourism – Producing, Consuming and Negotiation Place*. Bristol/N.Y., Channel View Publications.