

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

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BUSINESS ACADEMY AARHUS  
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# National Park Mols Bjerge

180 km<sup>2</sup> ice-age landscape:

Forests, Moors, Open dry grasslands

Lakes, Coastal areas and the sea.





The objective of the National Park is to preserve, strengthen and develop **nature**, the countryside, the **cultural surroundings**, the distinctive geological features and to provide visitors with excellent opportunities of **outdoor activities** and information about the area.

# Project: The role of the locals in tourism as social sustainable solutions

Eurochrie2018-paper, 7th-9th of November 2018, [www.eurochrie18.org](http://www.eurochrie18.org)

## Step 1

### Localising the city: The new turn in DMO campaigning – making residents *locals* calls for host-making activities to solve the DMO's tasks for tomorrow's urban destination

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Palle Nørgaard, Business Academy Aarhus, School of Applied Sciences, Denmark

#### Abstract

*In recent years, a turn in DMO campaigning and management decisions is noticeable - a turn from the traditional tourism value chain perspective towards a focus on 'the locals'. From a tourist perspective – or through 'the tourist gaze' – residents are now perceived as locals. They are part of the destination and as such they are a resource. The importance of the host-guest relation becomes evident in such DMO campaigns, and the hypothesis in this paper is therefore that a strengthened focus on host-making activities at DMO level is to be seen as a competitive resource. With current DMO-turns as inspiration, the paper includes considerations on the development of the future tasks of the DMOs based on host-making activities for the DMO aiming to facilitate host/guest-encounters.*



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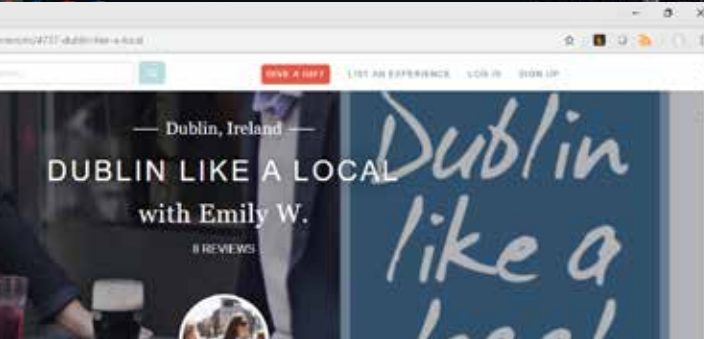
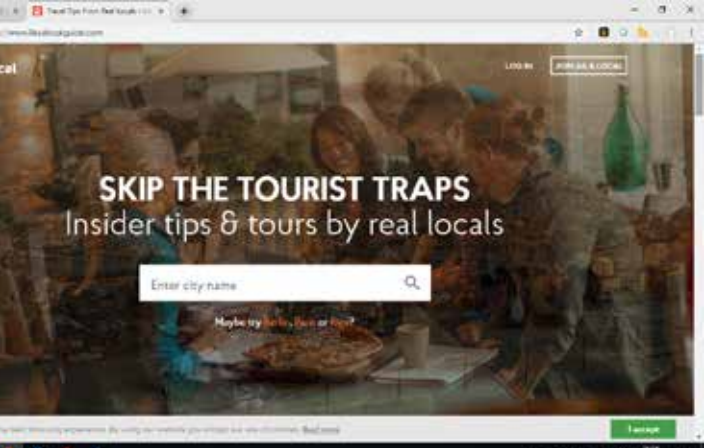
#### Vidensprodukter

-  Localising the city
-  EuroCHRIE Dublin 2018 Conference
-  How to stay local when going global inside the National Park

Step 2

Step 3: Article on volunteer management on the basis of research done on *World Sailing Championships 2018*

# Trends ↓ and Discourses →



**The wonder in the small things in life**

Welcome to Denmark! We've put heart and soul, hygge and a little of the wonderful Danish everyday into this website, so you can see for yourself how we Danes do life and holidays. Because we are (in case you didn't know) some of the happiest people in the world. And we just want y



# SELECTED LITTERATURE

## HOSTMANSHIP:

- § Gunnarsson og Blohm. 2003. *Hostmanship – The Art of making people feel Welcome*
- Daugbjerg og Christensen. 2011. *I værtens bedste hænder. Analysepapir om værtskab som princip og praksis*

## DESTINATION MANAGEMENT / THE LOCAL/ PARTICIPATORY DESIGN:

- § Paulo Russo (et al.). 2016. *Reinventing the Local in tourism*
  - § UNWTO. 2018. *Global Report on Inclusive Tourism Destinations: Model and success stories*
  - § Roud-Cunliffe (et al.). 2017. *Participatory Heritage*
  - § Kavatzis (et al.). 2014. *Rethinking the place brand: The interactive formation of place brands and the role of participatory place branding*
  - § Olsson (et al.) 2016. *Making an effort for free –volunteers' role in destination-based storytelling*
  - § Wonderful Copenhagen. 2016. *The end of Tourism as you know it.*
  - § National Park Mols Bjerger 2018. *Nationalparkplan 2018-2024 for National Park Mols Bjerger*
- Etc...



# National park plan 2018-2024

- § The Service Network
- § A Guidebook: *100 secret experiences, National Park Mols*
- § *Passion-driven Volunteer Groups*



A screenshot of the website for Nationalpark Mols Bjerger. The page features a green navigation bar with the following items: 'Oplev nationalparken', 'Undervisning', 'Udvikling og samarbejde', 'Kontakt', 'Deutsch', 'English', and 'Søg'. Below the navigation bar, there are links for 'Nyt besøgscenter', 'Send et projektforslag', 'Søg støtte', 'Nationalparkens logo', 'Erhvervsudvikling', 'Nationalparkens Servicenetværk', 'Udbud', and 'Projekter'. A breadcrumb trail reads 'Du er her: Forside / Udvikling og samarbejde / Nationalparkens Servicenetværk'. The main content area shows a photograph of three people in outdoor gear. At the bottom of the page, the text 'Nationalparkens Servicenetværk' is visible. The Windows taskbar at the bottom shows the date as 24-10-2019 and the time as 23:35.

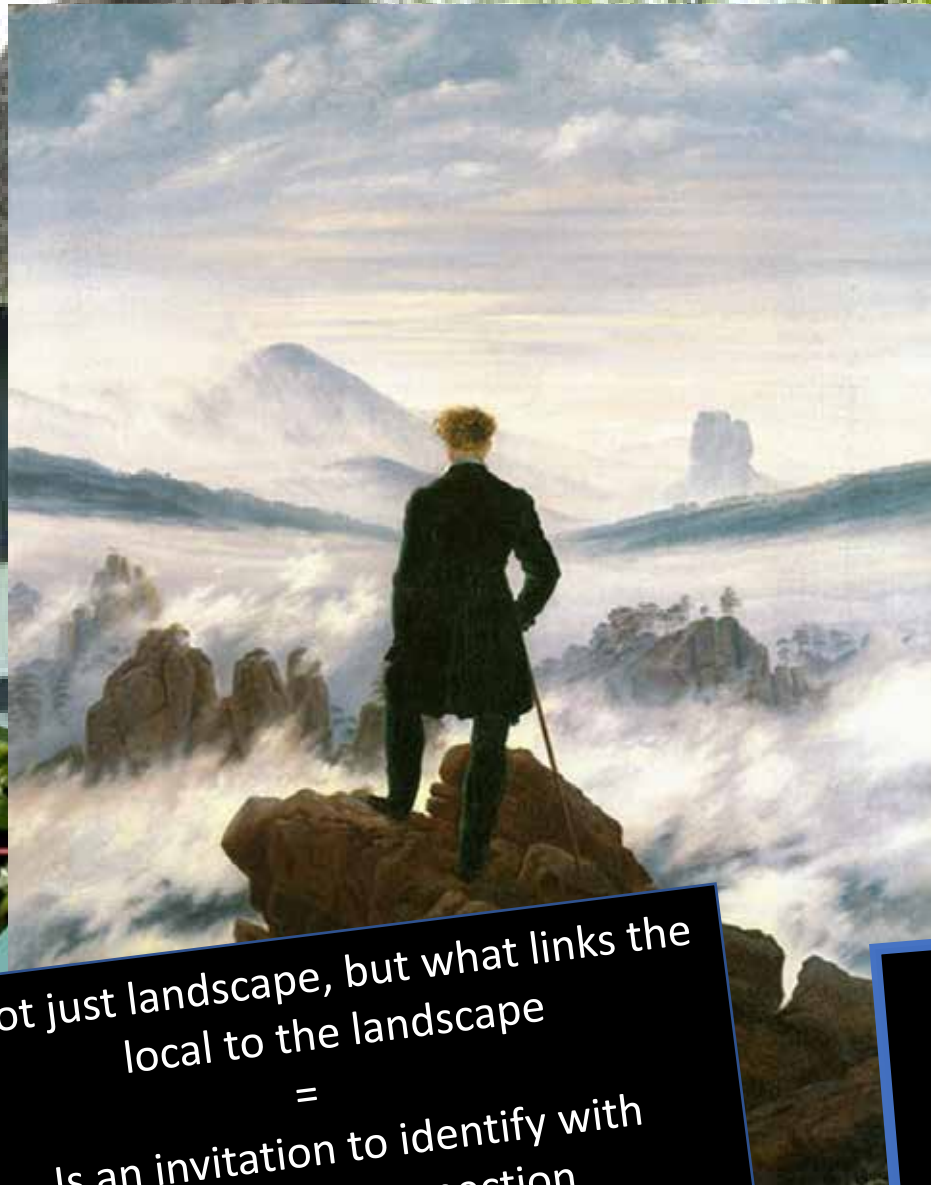






- Create Invitations:**
- *Community diversings*
  - *Nostalgic Dwellings*
  - *Ethical Engagements*





Not just landscape, but what links the local to the landscape  
=  
Is an invitation to identify with exactly this connection

- Create Invitations:**
- *Community divings*
  - *Nosalgic Dwellings*
  - *Ethical Engagemnts*



# COMPANIES:

## & Groups of Volunteers:

- Landscaping Group
- Walking Paths Group
- Kalø Group Herbs & Garbage
- Communication Group on the Ebelfestival
- Biodiversity Group
- Group of Burial Mounds
- The BroomKillers

...



VI SKABER rum og sprænger rammer

3.000 flasker var slet ikke nok:  
Toprestauranter vil have vin fra Mols

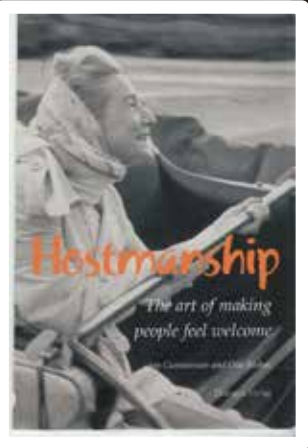
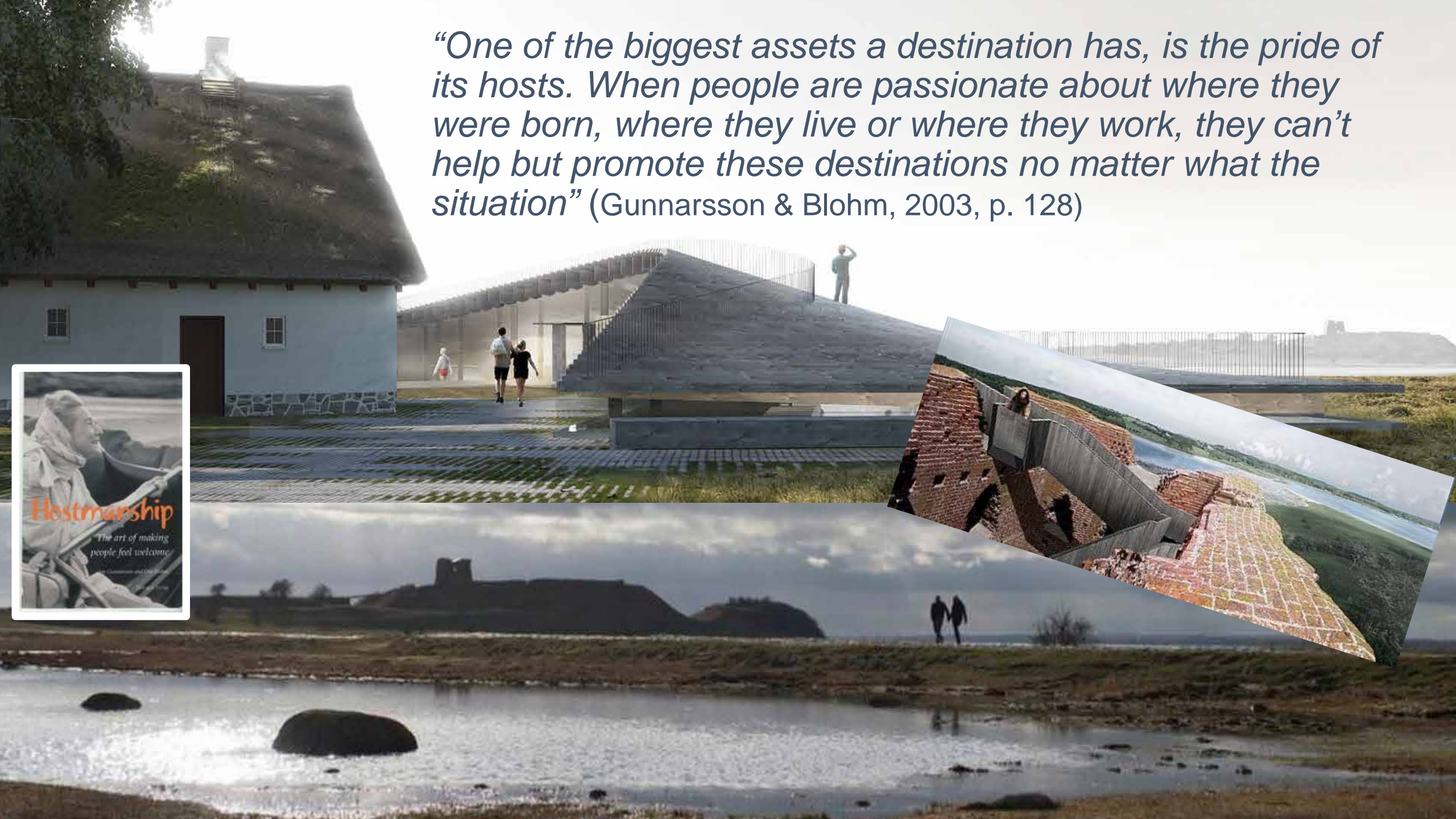


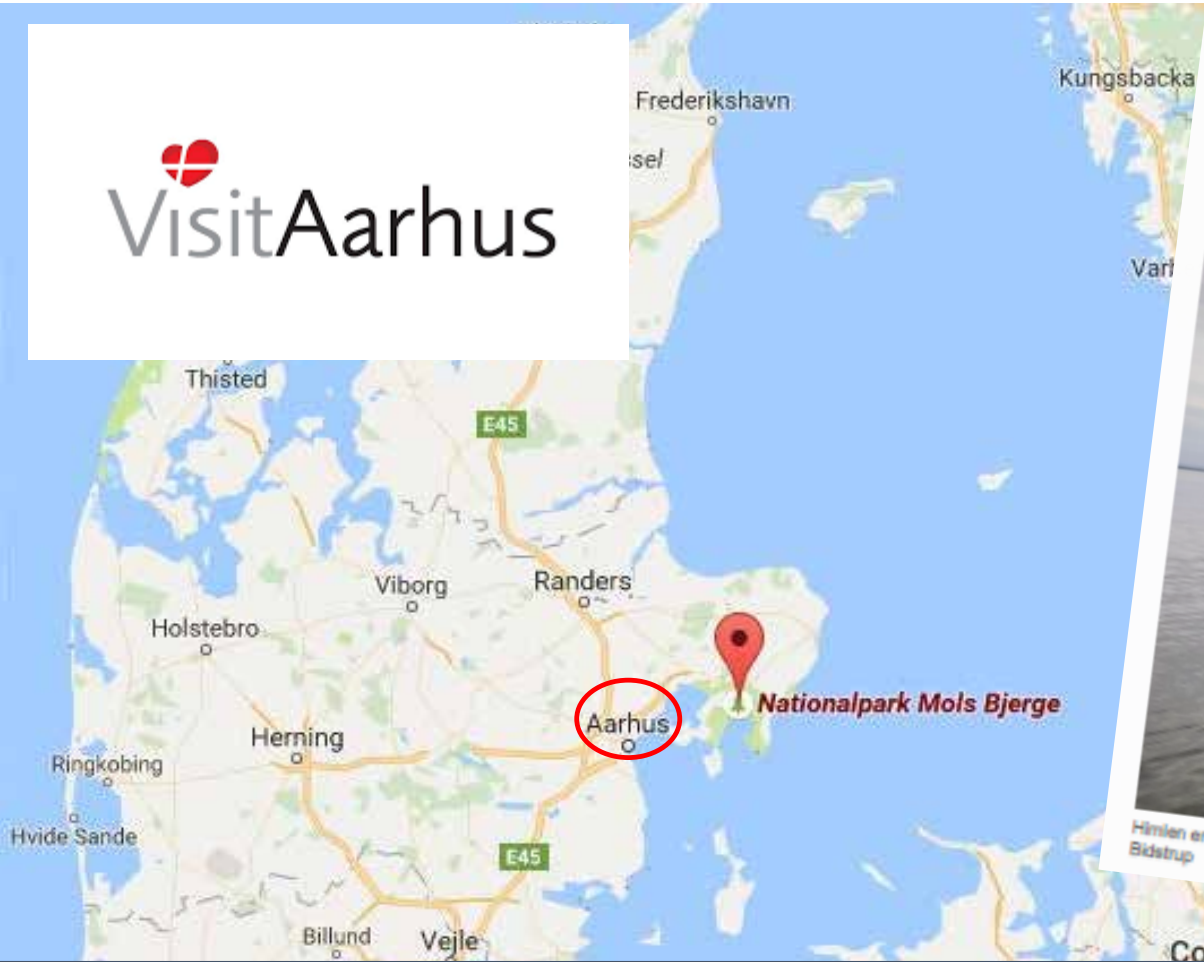
SKOVKVÆG

FRA NATIONALPARK MOLS BJERGE



*“One of the biggest assets a destination has, is the pride of its hosts. When people are passionate about where they were born, where they live or where they work, they can’t help but promote these destinations no matter what the situation” (Gunnarsson & Blohm, 2003, p. 128)*

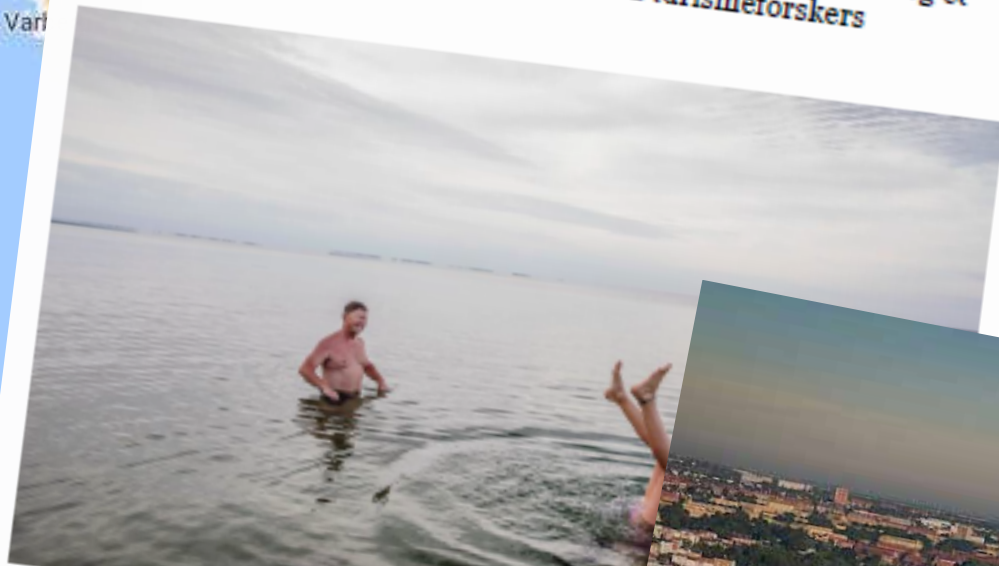




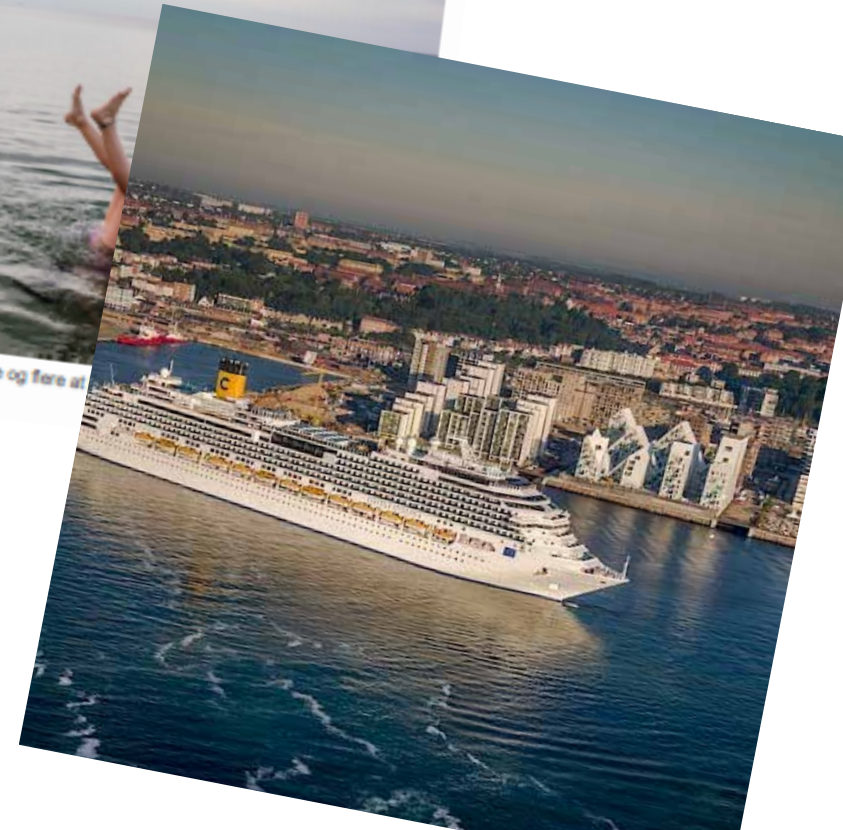
New Organisation of Danish tourism promotion:  
Less DMOs, Bigger Visit Aarhus  
Stories that reach further

## Danskerne vil helst holde ferie i Danmark

Danmark var den mest populære rejsedestination blandt danskerne sidste år. Det kan tilskrives tendenser som klimabevidsthed og et ønske om flere lokale oplevelser, lyder en turismeforskers vurdering.



Himlen er ofte grå og vandet kølger end sydpå. Alligevel vælger flere og flere at  
Bidsrup



# Preliminary conclusions

## ...or Hostmaking activities suggested

### § Define your Locals:

- § Tourism businesses
- § Non touristic business
- § Local residents
  - § Volunteers
  - § Passion tribes

### Essential question to ask:

#### **Which roles do the locals have in the strategic goals?**

- Selling place ?
- Visitor experience ?
- Community building ?

### Essential tasks DMO/NP:

- § Provide inclusive narratives
- § Multi-voiced Welcoming
- § Provide access to local life
- § Boost host-guest relations
- § Initiate community building activities
- § Permanent volunteer programs
- § The use micro-influencers

# - Thank You -

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Project Website:

<https://www.eaviden.dk/project/de-lokale-socialt-baeredygtige-loesninger-i-urban-turisme-og-city-brands/>

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