

Regional identities in Overijssel

the relation between the experienced regional identities of inhabitants and the perception of visitors in the light of branding

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Master thesis Human Geography
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Preface

With this master thesis I am concluding several years of studying in Nijmegen at the Radboud University. During my studies I have become academically knowledgeable in the fields of human geography and communication, as well as more self-aware and surrounded by great friends. It is a period I look back at with joy and I am certainly going to miss the city that I've grown to love.

The process of writing this master thesis has been a whole learning process of its own. At first finding the topic for my research was quite the challenge, since my interests are inherently broad and there were many interesting ways to go. In the end I decided on the topic of regional identities and engaged in a challenging internship with MarketingOost in Zwolle. In my time with them I became increasingly acquainted with the activities that come with the branding of cities and regions, and I had my first experience in an office-environment. They facilitated the reflections necessary for my research and helped me find a focus on a specific case for this study. After four months with MarketingOost I was ready to reach out and speak to the people of the regions I wanted to study. Speaking with the inhabitants was also one of the best parts of the research and I learned a lot about the regions Twente and Northwest Overijssel. This research even made me so curious that now I have decided that I want to spend some time in the regions as well.

During the writing and research process of this thesis I also needed some time for my health. I struggled a lot with feelings of tiredness and nausea, and therefore I explored different paths to try to tackle these issues. Overall I am happy I took this time to work on these issues and am grateful for all the support of my family. Now the time has come to enter the working life, but before I start this new chapter I would like to thank a few people that made my research possible in the first place. First of all I would like to thank my thesis supervisor Martin van der Velde for his patience, insights and good advice. As well as Wieteke Kalkema for giving me a space within MarketingOost and helping me build this research. Also a special thanks is directed towards all the people I have interviewed during this research. Ultimately I would like to thank my boyfriend and my family for their support during all my years of study and this specific thesis.

Maite Huiskamp

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Summary

In a time where local authorities get more responsibilities, they are looking for alternative ways to stimulate their economies. One of these ways is attracting more tourists and investments, therefore the identity of regions is becoming more and more important. This study focused on how regional identities are constructed and how these are related with the perception of visitors of these regional identities. Simultaneously, there is a special interest in the role of branding in this relation. The main question therefore was: *‘How can the relation between regional identities in the province of Overijssel and the perception of visitors on these regional identities be explained and what is the influence of branding in this relation?’*. In this study, regional identity was described as the individuality of a region, which is a process of becoming and therefore not fixed but continuously subjected to change. To gain an image of this regional identity four aspects were used to build the images of the regional identities of the regions. The first three were the territorial, the symbolic and the institutional aspect. The territorial aspect focuses on the spatial boundaries of an area, often seen in spatial characteristics, like landscapes or iconic places. The symbolic aspect focused on the more social aspects that shape the identity of an area, which is a combination of spatial and social elements that are shown in symbols and narratives. The institutional aspect in this study is used to focus on how the inhabitants view their local authorities. Finally the concept of place attachment is also assumed to play a role in creating a regional identity. Place attachment is about the affective connection of people with a place where they tend to remain and feel safe. To create an image of the visitors perception the individual experiences of the visitors were used, as well as the concept of branding. The individual experiences of visitors were used to create an image of their perception on the regions, while branding is about adding values to a region to make it more attractive. This link was assumed to go both ways; branding affecting the visitors perception but also using the visitors perception. In the end the relation between the concepts of regional identity and the visitors perception is assumed to be a two-way street, with both concepts influencing each other.

The study was conducted using a ‘mixed methods’ approach. By using a qualitative approach of interviewing inhabitants in both regions more in-depth. In the end, multiple inhabitants were interviewed in Twente and Northwest Overijssel. The second part of the research had a more quantitative approach using a questionnaire to question respondents about their experiences and perceptions of the province of Overijssel and its regions. A sufficient amount of completed questionnaires was gathered. The inhabitants described the following identities. In Twente the inhabitants all seemed to be very much aware of their region and to agree on the name of the region and which area it covers. Furthermore the region was described as having its own landscape that was mainly characterised by countryside and nature, as well as by space and quietness. Three bigger cities in Twente were recognised, being Enschede, Hengelo and Almelo. Maybe most symbolic for the region were the inhabitants, with their own dialect and more relaxed lifestyle. These inhabitants of Twente were very attached and loyal to their region. Although a lot of the younger inhabitants did leave the region for a while, but a lot of them come back later to settle in the region again. The inhabitants of Northwest Overijssel had less clear images of their region, they did not all agree on the name of their region or the area it covered. In the end, three of the five inhabitants mentioned they would

call their region Northwest Overijssel, or the 'Kop van Overijssel', while the other inhabitants used just their municipalities. The landscape of the region seemed to be described mostly by water, differentiating between the history with this water, the different (open)waters in the area and the activities related to the water. Furthermore the beautiful cities in the region were mentioned as well as their past with the Hanseatic League. The younger generation was mentioned to often leave the region, since the region lacked some activity and opportunities for them. Overall the region of Twente had a more stable and thick identity that was rooted in shared values, culture and history. While the region of Northwest Overijssel seemed to have a thinner identity, mostly because it was not recognised by all inhabitants and also lacked cohesion and support.

When going through the results of the respondents that had visited the regions it seems that they mentioned a lot of the same things that the inhabitants did. Although they lacked some depth and details. The visitors portrayed a perception of the region of Twente as a strong region with a specific character. For Northwest Overijssel almost half of the visitors mentioned that they did not know anything about this region. The things that were mentioned were still quite similar to the things the inhabitants had mentioned. Therefore the visitors focused on different attractions in the region, while lacking a view of a region wide character. Overall, it seems that visitors have a better perception of a region when the region has a stronger identity. A stronger regional identity can also make the region appear more authentic. Authenticity is something that is desired by visitors and is described as the genuineness of the region. Overall, the visitors created a more diffuse image for Northwest Overijssel that was based on separate attractions in the region. While for Twente they described a more unified image with region wide characteristics. Therefore Twente as a region seems more authentic, while Northwest Overijssel as a region seems less authentic.

Finally, with regards to branding most of the visitors were not aware of region specific branding, but still they seemed to know more about Twente than about Northwest Overijssel. An explanation for this might be that the visitors are influenced by brands from the regions. Mainly in Twente there are several brands from the region, such as FC Twente, Grolsch, Johma and the university of Twente, that the visitors knew about. These brands use an, sometimes more stereotypical, image of the region of Twente in their advertisement that also could have led to knowledge about the region. This probable was not so much focused on attracting visitors to the region, but more to load the brand with a story or feeling that was going to be recognised by buyers. To conclude, the relation between the regional identity and the visitors perception can be interpreted as a two-sided relation. The visitors create a perception of the regional identity by how the regions presents itself towards them. While the region on the other hand is also adjusting to the visitors and what they want to see of the region during their region. This is something that was mentioned by the inhabitants of both regions. They mentioned that the authorities were trying to attract visitors towards the region for more investments. Especially in Northwest Overijssel the inhabitants were prepared to change their behaviour to attract more tourist, for the good of the economic position of their region. But in the end, by changing their behaviour to create more desirable experiences for the visitors this might over time be changing their regional identity.

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Chapter 1. Introduction

1.1 Introduction

For some time now the identity of regions is becoming more and more important, there is a new focus on identity that comes from the urge to distinct and create attractive regions. This is something that can be seen over the years when the marketing and branding of cities and regions has landed on the policy agendas of local authorities. This can be seen as a consequence of the pressure on the traditional welfare states, in the Netherlands but also in the rest of north-western Europe, leading to more neo-liberal approaches. Increasingly, administrative and other responsibilities have been transferred upward towards international institutions or downward towards regional and local authorities. This diminishing support from central governments for cities and regions forces local authorities, especially in stagnating regions, to look for alternative ways to stimulate their economies (Boisen, Terlouw & van Gorp, 2011). Mobilising local stakeholders, attracting investors from outside these regions (Harvey, 1989) and focusing on tourism are key elements in this shift (Caldwell & Freire, 2004). Authorities try to figure out how to create favourable business climates for enterprises on the one hand, while ensuring better living conditions for citizens on the other. This is not a simple task since often these interests contradict with each other (Raagmaa, 2002).

The discourse on globalisation has resulted in a state of competition between nations, regions and cities, and is also referred to as the competitiveness of places. Nowadays this competitiveness is no longer bound to policies and nationality, but it affects all places (Boisen et al., 2011). This globalising world has become more and more like a market. Every country, city or region is competing with each other for their share of consumers, tourists, investors, entrepreneurs, students, international events and media. With so much competition going on, most of the people and organisations do not have the time to learn about places. It seems that a lot of them are navigating through the complexity of the modern world armed with a few simple clichés that form their opinions. Such as; Paris is about style, Switzerland is about precision and wealth, and most African nations are about corruption, poverty, war or disease. Nowadays, most people are too busy to take enough time to form balanced and complete views of the world (Anholt, 2007). The creation of place identities, that are being produced, consumed and imagined through dynamic interactive processes are becoming more and more convenient to attract investment in cities and regions. Both in the physical and the virtual environment (Govers & Go, 2009). Also in the Netherlands more responsibilities are going to the more local authorities which results in them having to find new ways to boost their economies.

Within the Netherlands different identities can be singled out at different levels. For example on provincial level, the Netherlands exists of twelve provinces. Some of the provinces like Drenthe and Zeeland are more distinctive than others. Zeeland can be distinguished by its location in the Netherlands and the existence of peninsulas and islands, while Drenthe differentiates itself by profiling itself as the primeval region of the Netherlands. One of the less distinctive provinces of the

Netherlands is the province of Overijssel. Overijssel is mainly situated between the Dutch provinces of Gelderland and Drenthe, but also touches upon the provinces of Flevoland and Friesland. While the most eastern part of the province borders with the German federal states of Lower Saxony and North Rhine-Westphalia. Although the province came together in the year 1528, when emperor Charles V bought the area and the name 'Overijssel' came to existence, a coherent history does not seem to exist (Provincie Overijssel, 2018a). The province of Overijssel is an administrative unity, but does not appear as a naturally emerged habitat. Overijssel seems to be a mix of different communities and regions within the province, that also challenge the borders. Therefore a clear distinctive character does not seem to exist at first glance. It is hard to discover one predominant identity, due to all the differences within the province and the different regions situated there (De Groot, 2010; MarketingOost, 2016).

At this point Overijssel is often divided into three main regions; 'Twente', 'Salland' and the 'Kop van Overijssel', but it is possible to distinguish different regions and sub-divisions within these regions (Provincie Overijssel, 2018a). This possibility to distinguish different regions is why the province provides a good case to study regions, their strength and cohesion. In this study inhabitants will be interviewed about their experiences and perceptions of the region they live in. There will be a focus on how regional identities are constructed, what shapes them and what distinguishes a certain region. This will then be compared with the experiences of visitors of the province, since these are people who are not living in the province and therefore they probably have other perceptions about the regions in Overijssel and what distinguishes them. Such a comparison is done to provide some notions about the differences between the perceptions of regional identities of inhabitants and visitors. This topic is interesting in a time where identities are deemed to become more and more important mostly for economic purposes and where places are focusing more on branding strategies and creating new or highlighted features of their identity (Govers & Go, 2009).

1.2 Research goal

1.2.1 Research objective

This study aims to add to the research field on regional identity issues and how these are constructed in the field of human geography, by analysing regional identities within the province of Overijssel. This will be done by analysing the regional identities within the province as perceived by its inhabitants. Thereby the focus of the study will be on the different layers of regional identities, such as on the locations, history, narratives, symbolisms and more. Another part of the research will focus on the perception of the regions in the province of Overijssel by gathering the perceptions from visitors of these regions. All results will be analysed and compared, this will give more insight in the location of the regions, the identities of the regions and the cohesion of those regions. In addition some emphasis will be put on the role of branding in these regions. This can be used to unravel some insight in the effects of the branding of places and its impact on people's perception and experiences.

1.2.2 Research question

The research questions will be; *'How can the relation between regional identities in the province of Overijssel and the perception of visitors on these regional identities be explained and what is the influence of branding in this relation?'*

To answer this main question three sub-questions are drawn up:

1. What are the regional identities in the province and how are they constructed and developed based on the experiences of inhabitants?
2. What are the regional identities that visitors perceive in the province and how can these be explained?
3. Which differences can be found when comparing the experienced regional identities of the inhabitants and the perception of visitors of the province on those regions and how can these be explained?
4. How can the differences between the found regional identities and the perceptions of those identities be explained in the light of branding?

1.3 The relevance of the study

1.3.1 Scientific Relevance

This study is scientifically relevant for different reasons. First of all because research on regional identity adds to the field of geographical identity research. With this the researcher will enter the debate around regional identity, which seems to be a concept that is not easily grasped, since it proves to be highly contextual. Often these identities are included in narratives and therefore need to be analysed carefully (Paasi, 2003; Paasi, 2013). Paasi focused on the concept of regional identity a lot, for example in his work of 1986 he focused on 'understanding the emergence of regions and the constitution of regional identity' (p.1). Which is a more descriptive framework to get a better understanding of regions. While his work from 2003 is more about the relation between place and identity. Those studies provide understanding about the emergence and construction of the regions and identities, and offers a framework for this specific study in the province of Overijssel.

A second addition this study aims to make is adding to the research field by its attempt to add specific case studies. This will be done by researching the regional identities in the province of Overijssel by speaking to its inhabitants and comparing their images of identity with those of visitors of these regions. Through this comparison some first understanding might be gained on the role of branding on the experiences of visitors in the regions. This approach will build on previous knowledge about the different layers that contain identity and will use these to gain some first insights to build on. Since studies on regional identity have mostly focused on the construction of these regional identities, this study attempts to use regional identities in the province of Overijssel as point of comparison. Therefore this study aims to make a next step by comparing the regional identities as perceived by inhabitants and visitors. Other studies that focused on specific cases are for example Vainikka (2013)

that focused on the splintered identity in a region in Finland. Or the study of Tomaney (2007) who focused on the storied nature of human conduct in relation to regional identities.

Thirdly, place-marketing as demand-driven approach over time is becoming more selective and incongruent, which is presumably related with the recent state re-scaling. The traditional relations between geographical scales are transforming, which results in regions and cities competing with each other in order to gain external resources. The traditional image of a national brand as an umbrella for the regions and the regions as umbrella for their cities is fading. Nowadays regions and cities are competing not only with each other, but even with regions and cities abroad. Therefore region marketing becomes more and more important. Almost every region is going to brand itself, even when this regions seems to be rather incoherent. This can result in images of a mishmash of places and regions, created only for economic purposes. The coherence of places is likely to suffer in these regions, since the brand positioning differs for different target groups. While, ideally, the different place brands should strengthen each other by addressing different target groups and promoting different aspects (Boisen et al., 2011). It seems relevant to study the construction of identity and the efforts and effects of place branding on those regional identities. An analysis on the composition and position of regions within Overijssel can provide more insight in the underlying identities of those branding processes.

Specifically studying regions makes this current study relevant since at this point more research is done on city-marketing. This study will consider the role of branding while comparing the differences between the regional identity as experienced by its inhabitants and perceived by the visitors. Caldwell & Freire in 2004 mentioned that branding destinations, such as countries, regions and cities was something that was a relatively new development and that research in this area was just beginning to emerge. While Demirbag Kaplan, Yurt, Guneri & Kurtulus in 2010 wrote that place branding was very much adapted among marketers and that this was something that could be seen in the literature. Yet it seems most branding research has focused on cities, such as the study of Proshansky (1978) who focused understanding the identity of people in the cities, the study from Hankinson (2001) on the branding of 12 English cities or the book from Baker (2007) on destination branding for small cities. Although some specific studies on branding with regard of regions has been done, such as the study of Pedersen (2004) on the potential of branding a specific region. In the end this specific study will add a specific case in the Netherlands to this field.

1.3.2 Societal Relevance

Analysing regional identities in Overijssel can be considered relevant for different reasons. One of the first addresses the concerns of municipalities in the Netherlands, which includes the ones in Overijssel, that experience the movement of higher educated people towards the bigger cities and more populated areas. This ‘brain drain’ is something that can affect local economies, when this deflation of labour sources is not compensated. Especially since these higher educated people are often found to be

stimulating economic growth (Venhorst, Edzes, Broersma & van Dijk, 2011). Therefore these areas have to fall back on other sectors, like for instance the tourist sector, to keep their regional economies healthy. In Overijssel, partly by its marketing efforts, the tourist sector is expected to grow the coming years (MarketingOost, 2016). This seems to confirm arguments that by branding places, the perceived quality of the places goes up and more tourists, as well as firms and investments, will be attracted (Boisen, et al., 2011). The existence of a clear image or identity of the destination region makes it possible for tourists to imagine the destination and what it represents (Saarinen, 2004). For the province of Overijssel, that at first glance seems to be a more divided province with different regions, marketing is more complicated. Since there is not a clear province-wide identity that can be marketed and the existing regions do not always seem to be logically related with each other. This is something that might complicate the marketing efforts since these identities, that are used for marketing, might not fit the regions or its inhabitants since they have not appeared naturally. Therefore focusing research on the construction of regional identities within Overijssel might help with attracting tourists and investors by providing more insight in the natural distinctive regions and their identities.

Secondly, to be able to market a region most effective, one must know the region. For example, what is happening, what are the needs of investors and which knowledge is needed. In addition, marketing is most effective when inhabitants, but also visitors and companies are functioning as ambassadors of the regions, as well as them being attracted by the branding themselves. This is something that can happen both consciously as well as unconsciously. This is an example of marketing fed by the binding of people with the region (Boisen et al., 2011; MarketingOost, 2016). Respect the inhabitants while using them as ambassadors might also add to the sustainability of the tourist- and investment-sector. Since marketing the identities as experienced by inhabitants will not so much interfere with the daily life of these inhabitants. Therefore they are less likely to feel negatively affected by and less resistant to the in- and outflow of tourists, it might even make the region more attractive for the inhabitants as well.

Lastly, now that different parties, such as government officials, policymakers and other commercial or non-commercial stakeholders are becoming convinced that a strong, coherent and attractive place brand helps to promote economic development of a city, region or country (Dinnie, 2008; Govers & Go, 2009). Therefore consultancy firms are specialising in giving advice on the application of traditional product branding techniques and methods for the branding of places. These firms develop branding strategies that present, promote and strengthen the 'brand' of a place. By orchestrating the identity of a place and load it with positive associations. The ultimate goal is to improve the image of the place and make it as attractive and competitive as possible among the desired target groups to boost the economy (Boisen, et al., 2011). Nowadays, these branding strategies are creating new or highlighting specific features of identity (Govers & Go, 2009), which is an activity that is also argued to lead to the commoditisation of areas. For example in a local culture there are local customs, like rituals or feasts, that now become performed for touristic consumption. Contrived

cultural products are increasingly staged for tourists and decorated to look authentic, cultural products and relations become a surrogate staged authenticity. This eventually can destroy the authenticity of the local cultural products and relations, and make them lose meaning for the locals. Tourists like to have authentic experiences and actively search for these. However, more and more often they encounter staged authenticity that creates false touristic consciousness (Cohen, 1988). Therefore it is important to focus on the existence of those perceptions of identities in relation with the more 'authentic' regional identities as perceived by its inhabitants (Govers & Go, 2009). Boisen, Terlouw & van Gorp (2011) call for more research and policies on place branding, due to its conscious orchestration and selectiveness on desired focus groups. This study answers to this call by analysing the identities of regions as perceived by inhabitants and visitors. The comparison between these can shed some light on the existence of branding efforts in the regions of Overijssel and its effects.

Chapter 2. Theoretical framework

This chapter focuses on the theoretical framework that supports the research and describes the thoughts and theories behind the topic of regional identity. First there is elaborated on the main concept of the study and its place in the research. The second part is about the composition of the regional identity and its most important aspects. While the third part focuses on the use of place within this research, by discussing the role of community, place attachment and place identity. The fourth part is about the role of branding. In the end the relation of all concepts will be discussed and a conceptual framework is presented.

2.1 The concept of regional identity

2.1.1 Regional identity

The main concept of this study is 'regional identity'. The most straightforward definition of identity is that it resembles the individuality of a being or an entity (Mayhew, 2009). It is a process of becoming and therefore not fixed but continuously subjected to change. It lies between the individual and the collective, since it balances between the need to distinguish and the need to share (Verhaeghe, 2012). Often identities are based on stories or myths and are actively constructed (Mavroudi, 2007; Mayhew, 2009). Stories of identities therefore give an interpretation of the identity and how this identity is constructed, how it fits and how it is implemented. This is not only the case for individual stories of identity, but often also the identity of communities consists of stories. These are stories about the relation between communities and the rest of society, these are narratives of difference, connectedness and interpretations (Terlouw & Hogenstijn, 2015). These collective identities are not pre-given but shaped, they are drawn on discourses, to which political leaders, intellectuals or cultural producers contribute. This means that 'such identities are contingent and are constantly being formed and reformed, negotiated and manipulated, promoted and contested' (Tomaney, 2007, p.357). In addition, Saarinen (2004) argues that identity often emerges from the production and reproduction of space. Therefore, spatial identities are about the relationships of people between space and their surroundings. Identification with an area is about the extent to which residents identify with the area, also it is possible that people identify themselves with several areas at the same time. While the identity of the area is about the characteristics and appreciation of the area by visitors and inhabitants. Often this is not individual, but based on a collective attitude. It is a combination of shared knowledge, appreciation and elaboration (Terlouw & Hogenstijn, 2015).

Spatial identities are often split up in local and regional identities. Local identity is about characteristics and appreciations that are bound to a place, where the residence is still the main focus of daily life. These identities are strongly connected with local communities. This is less so for regions, even though the daily life of people reaches further than before. Due to the time-space compression as described by Harvey (1999) as processes that cause the relative distance to contract

and make places grow 'closer'. It still seems the centre of the expanding individual networks lies at home. Therefore the regional identity is about characteristics and appreciation connected with the region. This can include specific spatial characteristics such as landscape, but also common features of local identities. While local identities are more connected with daily life, it is suggested that regional identities are often less natural and more politically organised. The differentiation of regions can feel less natural, although they might constitute strong regional identities (Terlouw & Hogenstijn, 2015). Nowadays, the daily environment of people is expanding, but the place of residence often remains the centre of those broadening individual activities. This means that local identities are often stronger than regional identities. It is often easier to identify with local or national communities than regional communities, since those seem easier to distinct. The local is bound by behaviour, while the national is bound by politics and communication. The limited overlap between the daily environments of people is standing in the way of the existence of strong unambiguous regional identities. On regional basis people are less dependent of each other and share less space together. Thus regional identities are harder to develop, but also less obvious and entangled with daily life. They seem more politically organised and connected with certain goals. Therefore, it can be argued that regional communities are something like imagined communities based on cognitive and affective communication (Antonsich, 2010; Hansen, 1999; Terlouw & Hogenstijn, 2015). In this light the region can be seen as emotionally charged or even a 'spiritual space' and being more than just a location (Raagmaa, 2002).

When regional identities exist they represent a form of collective identity, that is simultaneously complex, contested and contingent. This means they are constituted through, in and against, processes of governance, social movements and institutions, both cultural and political. Regionalism has a role in the sometimes even called the spiritually and intellectually, challenging standardising effects of the bigger entities. In the formation of regions it are often the historical processes that are binding people together. The interpretation of the past has become a key element in cultural representation of regions. Next to this, regional narratives often emphasize the role of landscapes as reference points (Tomany, 2007). Especially in rural areas the regional identity is often based on personal experiences with the regional landscapes. This is a development often based on the protection of nature and history, but also on sustainable developments for the future (Hamin & Marcucci, 2008). Not every region has had the same amount of time to develop and institutionalise, therefore a division between thick and thin identities can be made. Thick identities are stable identities that are fully institutionalised and rooted in a shared culture and history, they are based on cultural- and social-relations and shared values. Thin identities on the other hand are often recently formed and do not (yet) have the support of all inhabitants. Often these are based and composed for cooperation and reaching practical goals. Areas often are not binary thick or thin, but can be placed on a sliding scale. Going from thick identities that represent a bundle of relations in communities that provide bonding, towards thin identities arranging relations that bridge different communities. In the end, for thick identities regions are the goal, while for thin identities the region is more a (temporary) means to

reach a goal (Terlouw, 2012). Under the recent processes of globalisation and individualisation the traditional thick identities are under pressure and the thin identities seem to become more important (Terlouw & Hogenstijn, 2015).

Overall, the regional identity is a phenomenon where people identify themselves with a social system of a certain region, including its culture, people, traditions, landscape and so on. The formation of the regional identity is the result of the ongoing processes of institutionalisation and transformation. Therefore regional identities in the end are ‘mental’ products of societies interaction processes. The personality of regions is composed by the natural environments and the modifications brought by the succession of generations of humans. It is therefore simultaneously social and natural, mental and physical, conceived and perceived, rational and instinctive or general and non-recurring (Raagmaa, 2002).

2.1.2 Visitors perception

Next to the regional identity as experienced by inhabitants of the regions this study focuses on the visitors’ perspective of the regional identity. For visitors of a region the region is a destination and therefore can be associated with attractions like hallmark events, famous persons, flagship buildings, local products or specialties, etcetera. For visitors, regions can have an experience value. For example Sydney is strongly associated with its Opera House. The experience of visitors with the region then becomes co-dependent on these attractions and not the region as a whole. However, it is also possible that a reversed spill-over effect takes place, from the destination regions to attraction within this region (Ram, Björk & Weidenfeld, 2016). An important criterion for the development of tourism is authenticity, since for a lot of visitors authenticity is a desired experience. This authenticity or genuineness is often not tangible, but is instead a judgement or value placed on the experience and the setting by the visitor (Xie & Wall, 2002). Overall there has come more attention for the concept of authenticity as presented by hosts and experienced by visitors. Some of these see visitors are easily lured in by branding efforts and attributed authenticity. Therefore authenticity is often constructed, experienced and managed by visitors and marketing efforts. Although not all visitors seek authenticity, as well as some of them noticing the inauthenticity of experiences due to all marketing efforts, it is still a widely used practice (DeLyser, 1999).

Place attachment and authenticity are suggested to be positively correlated. Since places with a considerable heritage are considered to be more authentic, that is influenced by place attachment and moderated by iconicity and the value of the heritage of the region (Ram, Björk & Weidenfeld, 2016). Another aspect that might influence the authenticity of a place are the landscape elements, and whether these are experienced as authentic (DeLyser, 1999). In addition, Kolar & Zabkar (2010) observed that authenticity can be interpreted by the enjoyment of visitors and their perception of a genuine experience.

2.2 Use of place

In this paragraph some theory about the construction of communities will be shortly introduced to get a better understanding of their role in the construction of regional identities. After this the process of attachment of people to places will be discussed, that will also include the identification of people with these places.

2.2.1 Communities

To better understand the relations within communities, the changes in borders and the transformations in identities, it is useful to get a better grip on the composition of communities. Since it are the communities, also within regions, that build and transform the identities. Yack (2012) describes three kind of communities; natural communities, chosen communities and contingent communities. The natural communities consist of family structures, while the chosen communities are based on joining like-minded people in for example associations or politics (Yack, 2012). The contingent communities are about groups of people living together, without being in direct contact with each other. These are relations that are not based on family ties or relations with like-minded people (Amin & Thrift, 2002; Yack, 2012). Without these people having direct contact, them living close to each other shapes those spatial communities based on shared spatial interests. Examples of these communities are nation-states, provinces, municipalities or the European Union. In contrast with chosen communities, which are sometimes controversial and can change over time. Identity in contingent communities develops by communication about shared values and how to bridge them. Over time these identities become more sustainable (Terlouw & Hogenstijn, 2015). Regions therefore can be assumed to mostly exist of contingent communities, where groups of people are bound by administrative unities and shared spatial interests. But also it is possible that people feel they are part of a natural or a chosen community. In addition, it is possible that the kind of community people are part of can also affect how they are attached to a region.

2.2.2 Place attachment & place identity

People often develop an emotional bond to places, described as ‘a set of feelings about a geographic location that emotionally binds a person to that place as a function of its role as a setting for experience’ (Rubinstein & Parmelee, 1992, p.139). This desire of people to maintain a bond with the place they are emotionally and affectionately attached to is called place attachment (Hidalgo & Hernandez, 2001). Place attachment expects an interplay of affection and emotions, knowledge and beliefs, actions and behaviours in reference to a place (Altman & Low, 2012). It is the affective link with a place, where people tend to remain and feel safe and comfortable. The attachment that people develop happens towards places that cover smaller and bigger areas, therefore the process of place attachment also happens on regional level. It is possible to separate two dimensions of attachment to a place; a physical attachment and a social attachment. The physical is about the rootedness, while the

social is about local bonds (Hildago & Hernandez, 2001). A person may feel attached to vast or restricted geographical places with very different characteristics. Although often place attachment arises from mobility, length of residence, social belonging and shared meaning among other variables (Hernández, Hidalgo, Salazar-Laplace & Hess, 2007). It is expected that associations between the nature of a community and the type of attachment to a place can be found. For example the strength of the attachment of a place can be positively correlated with the length of residence or the intensity of the use of the facilities of the place (Burholt & Naylor, 2005). The study of Hernández et al. (2007) also discusses the predictors of place attachment and they also mention that one of the predictors is the length of residence and that 'it is often seen that persons who lived longer in a place feel greater attachment to it' (p.311). Although they do mention that on occasions this variable is mediated by other variables, like the number of relationships in the community, home ownership or the presence of incivilities.

Place attachment is thus the often positive, affective bond people form with particular places. Closely related to this attachment is place identity, that includes personal identity and the process through which people describe themselves as belonging to a particular place and identifying with these places. Both concepts are co-occurring and simultaneous processes (Cross, 2001). Hernández et al. (2007) argue that for native persons who resided in the place for a long time, often a high place attachment as well as a high place identity can be found. Although it is possible that the levels of attachment and identity are not equally as high. Especially for non-natives the amount of place attachment and place identity may be lower (Hernández et al., 2007).

2.2.3 Framework of place attachment

Place attachment is not only about the relations that people have with places, it does also deal with the meaning or beliefs that one attributes to places. To study those meanings and beliefs Cross (2001) developed a framework that contains seven distinct processes through which people interact at the individual, group and cultural level. These seven processes describe the processes through which people develop and maintain relationships to a place. This interactive framework consists of the following seven processes: (1) sensory, (2) narrative, (3) historical, (4) spiritual, (5) ideological, (6) commodifying and (7) material dependence. All processes are distinct and co-occurring and all contribute to a person's place attachment. Each of these seven processes manifest over time, some grow over time, while other are static or decline. Therefore the framework focuses on ongoing actions, interactions and the making of meaning;

(1) People experience places through their senses, which are often individual experiences. For example how people see colours depends on their culture, experiences and the viewing conditions. This means the experience of a place is unique to a person's perception and the meaning that a person adds to it, as well as the cultural values and traditions. Sensory experiences of places can change and this means that people are able to adjust their opinions. (2) Stories play a big role in human interaction.

It serves different purposes, like sharing experiences and knowledge as well as it is a possibility for people to make claims and express themselves. Storytelling also provides the opportunity to form attachments to places that are distinct. People can learn about places and develop a bond to a place by hearing and telling stories. Therefore stories might reinforce or express place attachment. (3) The historical process develops and expands over time as key events in a person's life or place occur. This historical process recognises that the history is being created at the individual biographical level. This includes history from communities where inhabitants have a relationship with their villages for centuries. But also the processes of attachment that occur in an individual lifetime or the lifetime of family. (4) A spiritual attachment can occur when a person has a long historical attachment to a place, this person can experience a deep sense of belonging that can be named an spiritual attachment. This spiritual process of deep belonging can be felt with a particular place. (5) In contrast with the spiritual processes that are not chosen, the next process is ideological. Ideological attachments are founded on ethical codes that dictate good and bad relations between people and places. This ideological attachment is about how to live in a place, and can be formal or informal coded. Coded in legal systems or property ownership and informal like personal commitment, also it can be religious or secular. The ideological process is a moral process, about defining and living in accordance with these ethical codes. (6) The commodifying processes are a predominantly individual person-place experience. Although most of the processes of attachment deepen over time, this process is likely to decline over time, especially when others expand or develop. The commodifying processes is a process of choice, about having the ability to choose the best possible combination of desirable features in a place. When in particular life stages, this process can be one of the first experiences to shape place attachment. For example when a young adult searches for a job and also considers the place to live. (7) Dependency on places can be social or material. Place dependency can be seen in all manner of decisions, like the amount of schools, the neighbourhood choices or the favourite vacation spots. These are often discussed in relation to both material features of a place and the social connections. The dependence on materials expands the previous in a way that it adds to the reliance on material features of a place, like housing, job market or geographical features. In addition it also covers reliance on for example partners, parents or close friends.

2.3 Formation of regional identity

Paasi (1986) provides a typology that helps to understand the social backgrounds of spatial identities. These areas can have different sizes, they can be countries, regions or smaller areas, therefore this typology is fit to analyse the structure of regions in Overijssel. The typology contains four stages that influence the formation and transformation of those areas. There is no particular order in the formation of the stages, all four aspects interplay with each other simultaneously (Raagmaa, 2002). The first is a territorial form, which contains the physical boundaries of the area. These territorial boundaries give a certain meaning to an area. The second is a symbolic form that is about the local or regional identity.

This form contains the spatial characteristics, such as landscapes or iconic places, but also the other cultural, social and economic aspects that constitute the identity. All of this can be supplemented with stories and symbols. The third is an institutionalised form, which includes the identity of an area and the identification of inhabitants with this area. By the local government and the communication about the area these characteristics become institutionalised in the community. The final form is of the least importance for this study and is about an area having a function in the wider context. This means every area is included in political, economic and social relations that bind the area with the outside world. A clear and stable functioning role is important for the stability of the institutionalisation of the area (Paasi, 1986; Terlouw & Hogenstijn, 2015). The analysis of the first two are the most relevant in this study, since they focus on the construction of identity in society. While the third and fourth are more about the function of an area and of less value to this study, since this has a less important role in the research. This means that the first two aspects of the typology of Paasi (1986) will be used to analyse the regional identities in Overijssel. A part of the third aspect is also used to gain some background about the feelings of the local government and its functioning.

2.3.1 Territorial aspect

The territorial aspect is about the spatial boundaries of an area. These boundaries shape the spatial planning of the area and have an impact on daily life, also these boundaries are at the start of knowledge and appreciation of the area. Territorial demarcation often adds a special dimension to an area, especially when these demarcations are historical and enclose some kind of homogeneity. This aspect mainly focuses on the spatial characteristics, like landscapes or iconic places (Terlouw & Hogenstijn, 2015), as well as the role these territorial aspects play in the life of people. In the phase of territorial shaping in the formation of regions a region can be singled out as a territorial unity in a spatial structure. The existence of territorial boundaries offers a basis for social classification for the emergence of regional consciousness among inhabitants (Raagmaa, 2002; Paasi, 1986).

2.3.2 Symbolic aspect

Next to spatial characteristics, social aspects also shape the identity of an area. These can be cultural, economic or socio-demographic. The combination of spatial and social elements in a demarcated area together supplemented with symbols and narratives are at the basis of the symbolic identity (Terlouw & Hogenstijn, 2015). These symbols are a patchwork of qualities featuring the name of the region, a local language or dialect, landmarks and the infrastructure (Paasi, 1986). The most important of those is the name of the region. Regions can also have more literal symbols, like flags or a coat of arms. Or material symbols, such as monuments, buildings or humans, like writers, politicians or other persons. Finally symbols can also be actions or celebrations, traditions or even elements of certain lifestyles (Raagmaa, 2002).

2.3.3 Institutional aspect

The identity of an area or the identification with this area by its inhabitants is perpetuated by its inhabitants in an institutional form, which entails the (local) government and the media. In the governance of the area, as well as in the communication about this area and its characteristics, the area becomes anchored in the local community (Terlouw & Hogestijn, 2015). It is about the image of the region as presented by inhabitants. This takes shape in the formal organisation and the established practices in the region, such as neighbourhoods, networks, clubs, schools, non-governmental organisations, firms and self-governments, as well as in informal institutions like relations, friendships, lifestyles and other ways of behaviour that employ the name or territorial symbols of the region (Paasi, 1986). The whole range of institutional activity exists of relations, friendships, business contacts, but also common values, breeds social capital and trust and establishes a milieu and local culture. But the involvement of active people and social groups form the true heart of these activities (Raagmaa, 2002). This study will use some of the points of this aspect, mainly by shortly focusing on which activities the inhabitants take part in in their region and by touching upon their opinion of the local governance and the representation of the region.

2.4 The branding of regions

Place marketing is a broad concept that covers the whole issue of the demand-driven approach, including branding. Branding is used to add value to a specific product, organisation or service. Place branding is a more specific marketing-instrument, used to add value to a place and its users. It singles out, extracts and orchestrates the identity of a place and loads it with positive associations. Influencing the perceived qualities of a place, through place branding, can indirectly result in attracting more tourists, inhabitants, firms and investments. Although places differ from brands of products and services, they do have some overlap with traditional brands. Since places can be perceived as brands to the extent that they have names that hold specific associations or connotations. The name of a place can provoke a set of perceptions in the minds of people. These associations exist in the same way that specific associations exist for specific commercial brands. It therefore seems possible to see a place as a brand, containing different geographical representations that make up the brand image it manifests (Boisen et al., 2011).

Anholt (2010) argues that the branding of products and services does not work as well as is often assumed, at least not in the way as it is assumed to work. Advertising, attractive logos and slogans are associated with great commercial brands. But often products do not become powerful until the product behind this branding earns trust. Which is something that happens after sales, leading to many customer experiences, and works best if the product or service exceeds the promise. In addition, Boisen (2008) argues that places are even more complex than commercial brands and therefore the overlapping use of branding of places is best seen metaphorical. Since countries and cities are not for

sale, often marketing campaigns stay empty. Instead of letting people try the product to change their mind, cities and countries need people to change their minds beforehand (Anholt, 2010).

Overall, a brand is a set of associations, positive, neutral or negative. The strength of such associations reflects the extent to which a place is known, in addition whether the reputation is positive or negative depends on the specific contexts. For example German cars are perceived technically superior because of the idea that Germans, which entails German firms, are extraordinary thorough. The strength of the associations thus clings to the well-known place and influences how people perceive things (Boisen et al., 2011). The perception influences the quality attributed to the places and how people experience them. This implies that perception directly influences behaviour, since people seem to decide how to behave on the basis of their perceptions (Gold, 1980). Although it is possible that different people have different associations with the same places, some specific associations are so widely shared and accepted that they become stereotypical for places. These become 'shared' or 'collective' perceptions, these perceptions are continuously reconstructed and transformed over time (Adams, 2009).

Since it is impossible for people to have knowledge of all places, it can be expected that people have limited experience and knowledge of a lot of places. Therefore they have to create perceptions on mediated experiences. Since nobody owns a country, region or city, unlike with products, in the case of places there are different actors that contribute to the creation and recreation of the geographical representation. These actors might have different interests in the place. In addition, public authorities do selectively cooperate with different stakeholders, which might lead to selectivity in the place. Outside these more official place brands, places will also be used and represented by other such as for example local or (inter)national news media that were not involved in the creation processes. Therefore projected images of a place might be intentional by the authors, but they can result in unintentional images of the place in the eyes of the actors involved in the 'official' representation process. In the end, it is impossible to have complete control over the process of communicating a place brand (Kavaratzis, 2004; Boisen et al., 2011). This proves the process of producing and reproducing geographical representation is highly complex. In contrast with branding of products and services, the branding of countries, cities and regions is a lot harder to control (Anholt, 2010). Some associations with places are very difficult to change, whereas others are more fragile and short lived. When such stereotypical associations are positive, they often are embraced by policymakers and individuals. They become used as cornerstones for a specific spatial identity; the identity of a place. Although a place does not exist in an isolated space, but in a spatial context. Within this context all geographical levels come with different associations. For example the mental construct that comes with a candlelight dinner in Paris, carries the connotations of Paris as romantic city, but might also acknowledge the attractiveness of the French cuisine. But then the romance of Paris is not transferred to other lesser known cities in France, while the French kitchen is. This means associations belonging to a region or country can be connected to individual cities in an area. Likewise,

associations of a specific city might be connected to a country or region as a whole. Therefore it is possible that attributes of specific places over time are transferred to other places on other geographical scales, this is also possible for negative associations (Boisen et al., 2011).

2.5 Conceptual framework

This study focuses on the relation between the regional identity as experienced by inhabitants and the perception of visitors of this region, which can be seen in the conceptual framework (Figure 1). The main focus of this study therefore will be the relation between these two. A comparison will show the differences in the image of the regional identity between inhabitants and visitors. The study will be executed in the province of Overijssel. The first thing that needs to be done is determining the regions and their identities, which will be done based on some of the aspects of the typology of Paasi (1986). Which means this research will use the territorial and symbolic aspects of the regional identities to study the construction of these identities. While also the institutional aspect is assumed to play a part in the formation of these regional identities. Another angle that is used to study the regional identities is by analysing the role of place attachment, which is also assumed to play a part in the construction of regional identities. Together these aspects will shine light on how the regions are constructed and what the regional identities consist of. The perception of visitors is often individual and therefore in this study individual experiences of visitors are going to be studied to get an image of how they perceive the regions and their identities. The most important factor that is assumed to influence the visitors perception is branding and therefore also the role of branding will be considered. The arrow connecting branding with the concept of visitors perceptions goes both ways, since it is assumed that these influence each other depending on the needs of the region. Overall regional identities are seen as subjected to change and therefore they are dynamic and influenced by different aspects, as well as that they might even be influenced by visitors.

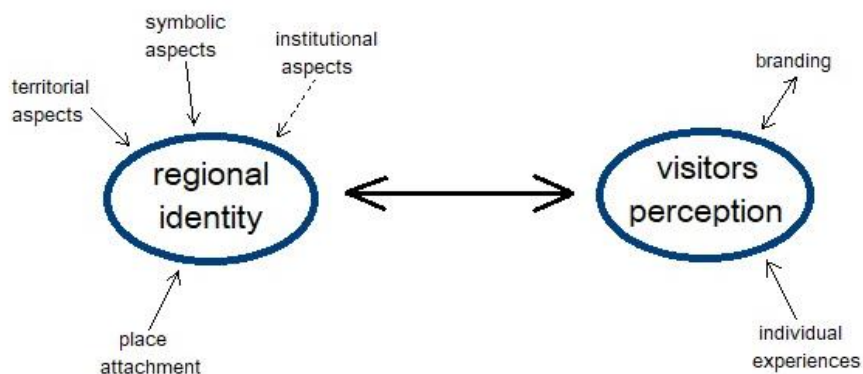


Figure 1: Conceptual framework

Chapter 3. Methodology

In the following chapter the methodology of the research will be explained. It is important to set out the methodology in detail in order to be able to fully understand the results that will be analysed hereafter. The chapter starts with presenting the research methods of choice, after which these will be explained in more detail. The second part of the chapter focuses on how the data were gathered and used in this research.

3.1 The research

Since the research aims to construct an image of the regional identities in the province of Overijssel and how these can be explained when considering the image of people that are not from the province, this asks for two different approaches. The first part needs complex information from the people that are embedded in the region, therefore this part needs to be more in-depth. While the second part is more about the general perception of people that have visited the province, the strength of this will be more in the number of respondents than in the depth of their responses. All things considered the best fit for this study seemed to choose a ‘mixed method’ approach. This means the study will consist of both a qualitative as well as a quantitative part (Creswell & Clark, 2007).

Qualitative research is used to study social and cultural problems by collecting more in-depth data from speaking with people and observing them (Creswell, 2013). The qualitative part of the study is going to focus on in-depth interviews. Since in-depth interviewing is used to uncover more ‘deep’ information and knowledge that concerns more personal matters, like lived experiences, values and decisions, as well as cultural knowledge and perspectives. These interviews will therefore focus on the underlying tendencies among inhabitants of the province of Overijssel. The in-depth interviews are done one-on-one, which means that only the researcher and the participant are present. This interaction between the researcher and the participant builds the intimacy for mutual self-disclosure and the opportunity to unveil a deeper understanding of the inhabitants (Gubrium & Holstein, 2002).

The quantitative part of the research will focus on the search for trends, which will be done by distributing questionnaires. Therefore certain attributes of a sample of a population are going to be analysed with statistical approaches, this aims to produce a simplified representation of the complex reality (Aitken & Valentine, 2006). In this study a questionnaire will be used to gather more information from a bigger population and their perceptions of the province.

3.1.1 Research path

Before the data collection the researcher did some desk research about the province of Overijssel, to gain some more relevant information about the province and its background. Some of this information that was collected about the province and its regions is written down in an extra chapter on the province. Also added is information gathered about the marketing efforts in the province, this

information came from online sources and an interview with an employee of the biggest marketing organisation in the province. This extra background information is helpful for the interpretation of the gathered data, but also more directly useful when talking to the interviewees and understanding some of the specifics they are talking about, such as specific names and places in the regions.

As mentioned the data of the first qualitative part of the research was collected by in-depth interviewing. By doing in-depth interviews the researcher has one chance to interview someone. Therefore in order to add some structure to the in-depth interviewing an interview guide was drawn up. The purpose of the interview guide was to provide guidance for the researcher and makes sure all topics are touched upon during the interviews. This interview guide has the form of a list that consists of topics and questions that need to be covered during the interview. The guide used was semi-structured and therefore it left space for the bringing up of new ideas and other topics during the interview when the researcher felt the need to explore some other topics as well (Bernard, 2011). The guide was created on the basis of the theoretical framework that described the most important points of focus when researching regional identity. The in-depth interviews were conducted until saturation occurred, which meant until the researcher noticed that there was no more new information being gathered during interviews. To best answer the main question of this research there was chosen to focus on two separate regions in the province of Overijssel. These regions were chosen because of their assumed difference, both in their location in the province as well as differences in the assumed knowledge of visitors of the regions. Both areas have different historical backgrounds and landscaping, as well that they are situated between other distinctive areas in Overijssel and the rest of the Netherlands. The first region of Twente is situated in the east and is a region that is among the most well-known in the Netherlands. It is a region that borders with Germany and is very green (Van Mispelaar & Walet, 2015). The second region is chosen on the opposite part of the province, which was historically called ‘Kop van Overijssel’, but more recently seems to go by different names (Plaatsengids.nl, 2019). Since the province of Overijssel calls it ‘Noordwest Overijssel’ this name will be translated and used in this study as well [‘Northwest Overijssel’] (Provincie Overijssel, 2018a). This part of Overijssel consist of lots of waters, that are characteristic for the region (MarketingOost, 2018d).

The second part of the research was the quantitative part that consisted of the spreading of questionnaires. This questionnaire was also drawn up on the basis of the theoretical framework that provided the main themes for the questions. This survey part of the research is used to gather some more information from a bigger population about their perceptions. A certain amount of questionnaires needs to be completed to be able to gain some general assumptions (Brace, 2008). Since the time for the research was limited it was decided that the questionnaire was only provided in Dutch and therefore the respondents of this study will have to come from the Netherlands or were able to understand Dutch. The questionnaires were distributed among people that did not live in the province of Overijssel. This meant that almost everyone in the Netherlands was a potential respondent, which

made selecting a representative sample of this group difficult. Therefore the researcher choose to focus on people that were visiting or had visited Overijssel, to narrow down the amount of possible respondents. This meant that people who were on holiday, a day out or other sort of trip in Overijssel or had undertaken these trips before could be approached. Focusing on this group of people might have had consequences for the data that were gathered and this needs to be considered. Since the group approached went to the province with a reason, that was mostly leisure and therefore might notice different things than people who go the province for other reasons, such as work, sport, etcetera.

3.1.1.1 Data analysis

The interviews were transcribed and then the results of the qualitative part of the research were analysed with the help of Atlas.ti, which is software to support the process of qualitative data analysis. This software helps to arrange the qualitative data to uncover the underlying processes and tendencies of regional identities (Frieze, 2014). For this research this meant that all in-depth interviews were transcribed and uploaded in Atlas.ti. After entering the data into the software, it was possible to create groups and tendencies within the program. All of this was done with the help of the framework provided by the theory concerning regional identities. After all data was processed the findings and relations were written down in results and analysis chapters. Then the results of the quantitative part of the research were uploaded in the quantitative data analysis program SPSS. This program is used to provide insight in the statistical data (Field, 2013). For this study this tool was used to gain insight in the perceptions of people about the regional identities in Overijssel, since it provides the opportunity to uncover connections or differences between these perceptions. The results were again presented and discussed in the results and analysis chapters. Later on, the outcomes of both parts of the research were compared and discussed. With a focus on uncovering the possible difference or similarities between the feelings of the regional identities by the inhabitants and the perceptions of these regional identities by the visitors of the province.

3.1.1.2 Role researcher

In qualitative research studies the researcher collects data in a situation where participants experience an issue or problem. For this specific research this meant the participants during the interviews or when filling in the questionnaire were exposed to an issue. It is of importance that the researcher keeps a focus on learning the meaning that participants hold on this issue, but also keeping in mind the best way of giving participants space to formulate their thoughts (Creswell, 2013). In this study a huge part of the data collection and analysis will be done by the researcher. These data came from in-depth interviews collected by the researcher during one-on-one interviews. These interviews demanded the researcher to be closely involved with the data collection. When using interviews the personal interaction between participant and researcher is crucial in the gathering of data (Punch, 1994). For both the data collection via in-depth interviews and by questionnaires, the researcher was closely

involved and needed to consider its role. And although the researcher tries to be as objective as possible, it is possible that the researchers perception of the interview becomes a bit shaped by personality or the interaction. Also ethical dilemmas might arise during interviewing, which can have to do with sensitive issues or potential conflicting interests. Although interviews are often associated with confidentiality, informed consent and privacy, they can also include the recurrence of ‘old’ conflicts and the sharing of secrets (Orb, Eisenhauer & Wynaden, 2000). In addition also during the data analysis it is important for the researcher to reflect upon its role. Since it is the researcher who is doing the interpretation of the data. Although qualitative research methods provide some kind of structure that helps the researcher to be objective, it is still the researcher who interprets the data. Which means there always is the chance of having personal knowledge or feelings interfere (Creswell, 2013).

3.1.2 Research material

The interview guide that was created to add some structure to the in-depth interviews was created on the basis of the conceptual model and the concepts discussed in the theoretical framework. Therefore the main concepts that were used were: the territorial aspects, the symbolic aspect, the institutional aspect and the attachment to the place. For these concepts the researcher created different questions that needed to be answered to be able to get the most complete answers. In the final interview guide the attachment questions were split up in question about the community and the role of community in the attachment, and attachment based on other factors. Also it was decided to add the topic of community to the guide, this part focused on the relationships of the inhabitants and brought some extra focus. Finally, an introduction, with some general question for the interviewees, and three finishing questions were added to create a flow through the interviews. Overall, there was room to divert from the questions written down and to add more topics. The interview guide can be found in Appendix A. Added to the interview was a question that asked the interviewees to draw their region on a map, these drawings can be found in Appendix B.

The questionnaire was mostly based on the two aspects of the conceptual model, being the individual experiences of the respondents and the role of branding. The questionnaire contained questions about the background of the visitors and their associations with the province and its regions. The first questions were more generic questions about the person and its background. After that the focus would go to how much they thought they knew of the province and its regions and how they had perceived their experiences in the province. Then, to give the visitors some more space to elaborate on their experiences the choice was made to add a few open questions. In the end, five open questions were created that gave the respondents the opportunity to speak their minds and not only used answers that were already there. Finally the respondents were asked about their knowledge of marketing on the regions, to see whether they might be influenced. The full questionnaire can be found in Appendix C.

3.2 Data

3.2.1 Respondents

For the in-depth interviews a total of eleven people were interviewed about their experiences and knowledge of their regions in the province of Overijssel (Appendix D). In the eastern region of Twente a total of six people has been interviewed. These people were from different ages, not all of the interviewees were born at the places they were living now, although most of them grew up in the region. All of the inhabitants came up with a lot of similar answers and mentioned that their region was called Twente. Meanwhile the researcher also started interviewing inhabitants of Northwest Overijssel and a total of five inhabitants in this region were interviewed. Also these interviewees were from different ages, two of them being in their twenties while the other three were retired. The interviewees lived in different parts of Northwest Overijssel and described the shape and location of their region differently. The interviewees mentioned differences in the surface of the region and also had different names for their region. In the end three of the five inhabitants mentioned the north-western part of Overijssel to be called the ‘Northwest Overijssel’ or the ‘Kop van Overijssel’. Although they differed in the description about which areas were included in this region. The other two inhabitants mentioned other names for the region. In addition an employee of MarketingOost, which is the big marketing organisation focusing on the regions in the province of Overijssel, was interviewed to elaborate on the efforts of the organisation and their vision on the regions.

The respondents for the in-depth interviews were found by using the personal network of the researcher and by putting the search question online on social media. The respondents for the questionnaire were approached in different ways. First of all the link-address to the questionnaire was placed in different online Facebook communities with a request to please fill it in. These Facebook groups were selected on their content, which needed to be related to holidays or trips in the Netherlands. Since it can be assumed these groups will contain people that undertake trips in the Netherlands and therefore must have some feelings about the regions in the province of Overijssel. Also some posters with the link-address to the questionnaires were hung up in the regions. In the end eleven people ended up completing the questionnaire while living in the province and four others filled it in while they did not visit the province. Despite completing the questionnaire they had to be excluded due to not meeting the requirements. For the research eventually 73 questionnaires were used to gain further knowledge about the perceptions of people living outside the province. In addition it seemed that a lot of people started filling in the questionnaires, but later dropped out, this happened 45 times. Although sixteen of these were completed far enough to still provide some general information about their knowledge and first thoughts of Overijssel. These 16 respondents completed the questionnaire till the first open question, which means they did answer the first nine questions. This means there are two sets of data in this study, one of 89 respondents (Dataset A) and one of 73 respondents (Dataset B). The mean age in Dataset A, with the extra sixteen, was $M = 43.39$; $SD = 20.28$. While the mean age in Dataset B, that consisted of 73 respondents, was $M = 43.42$; $SD =$

20.67. This shows that in both datasets the means were very close to each other. Therefore on this first criteria the respondents that did not complete the whole questionnaire did not seem to be very different from the other respondents.

3.2.2 Analysis

The inhabitants interviewed were separated into two groups. One group including the six interviewees from Twente, while the other group exists of the five interviewees from Northwest Overijssel. The transcripts of these groups were separately analysed. To structure the analysis of these in-depth interviews the indicators as put forward by the theory were being used to analyse the data. This provided a certain structure to make it easier to code all the things said during the interviews. The main indicators that were used are territorial, symbolic, institutional, community and attachment. This means that first of all, all the answers were directed towards one of these five main groups. Within these main indicators different sub-codes were made, the full list can be found in Appendix E. In the group of Twente the most elaborate answers on the questions were given for the questions about the symbolic and attachment questions. Therefore by far the most sub-codes were created within the symbolic main indicator, after which there were the most sub-codes for the attachment and territorial indicator. For the symbolic indicator codes for the accent, the quietness and the friendly lifestyle were used the most. For the territorial indicator the most used codes had to do with the nature of the region. While the codes of the attachment indicator focused most on the feeling at home, loyalty and pride. In the group of Northwest Overijssel the most used indicators were territorial, symbolic and community. Where for the territorial indicator the codes for nature and water were used the most, followed by codes for villages and Christians. The symbolic indicator used mostly codes about the history and events. While the community indicators was mainly about descriptions of the people and their lifestyles.

For the questionnaire two different ways of analysing were used. First of all the numerical data were analysed with the quantitative program SPSS. The first nine questions were analysed with the bigger Dataset A, while the other questions were analysed with the smaller Dataset B. These tests existed mostly of descriptive and frequency tests, these outcomes can be found in Appendix G. Secondly, the answers of the visitors on the open questions of the questionnaire were analysed again with the help of the qualitative data program Atlas.ti. This made it possible to analyse the answer per question and create different codes for the data. The codes used for the answers on the open questions can be found in Appendix F. This part of the analysis focused on five questions with different topics, therefore it was chosen to keep it simple and only create codes per question. The first question was about the knowledge of regions within Overijssel, the codes used therefore were about specific answer, such as: 'no knowledge of regions', 'Twente' and so on. The second question focused on the associations visitors had with the province and therefore included codes such as: 'nature', 'events', 'Hanse' and so on. The third question focused on how visitors would describe the region, for which

codes such as 'friendly', 'green', 'beauty' and others were used. While the fourth and fifth questions focused on region specific knowledge. For Northwest Overijssel the code 'no knowledge' was used more than 30 times, after which 'water' was the most used code. For Twente most used were specific symbols, as well as the codes for 'dialect', 'Enschede' and 'farmers'. The outcomes and interpretations of these data are discussed in later chapters.

Chapter 4. Overijssel

4.1 The province

The province of Overijssel is one of twelve in the Netherlands. In the Netherlands provinces have divergent responsibilities, like the planning of rural areas, the accessibility, regional economic policies and other things (Rijksoverheid, n.d.). The province of Overijssel is spread over an area of 3.421 square kilometres and counted almost 1.15 million inhabitants in 2017. The population density in Overijssel is 345 inhabitants per square kilometre (Provincie Overijssel, 2018b). In comparison the average population density in the Netherlands is 507 people per square kilometre (CBS, 2018). The capital of the province is Zwolle. In 2000 the province counted 44 municipalities, which was brought back to 25 in 2005 (Provincie Overijssel, 2018b). The map below (Figure 2) gives an overview of the amount of inhabitant per municipality. Here can be seen that the population is the largest in the municipalities that include the biggest cities of Overijssel.

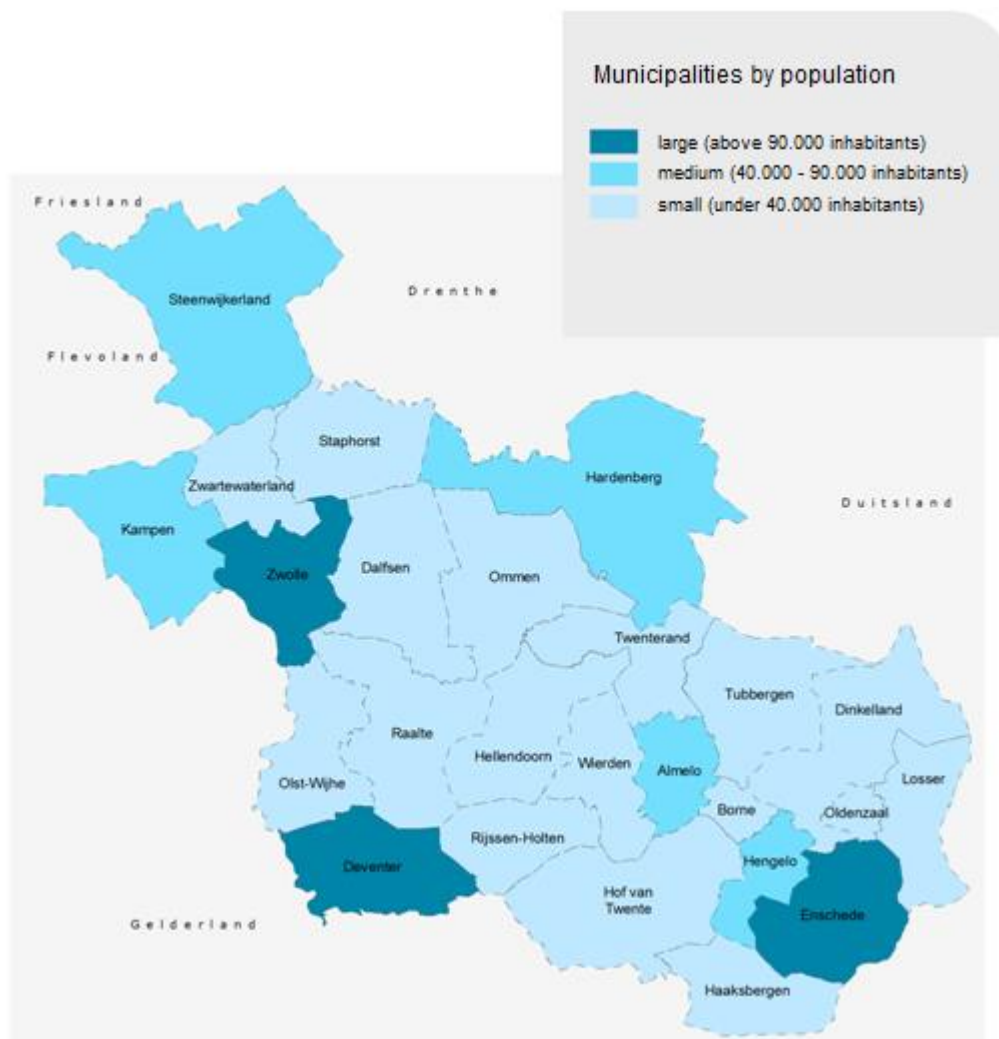
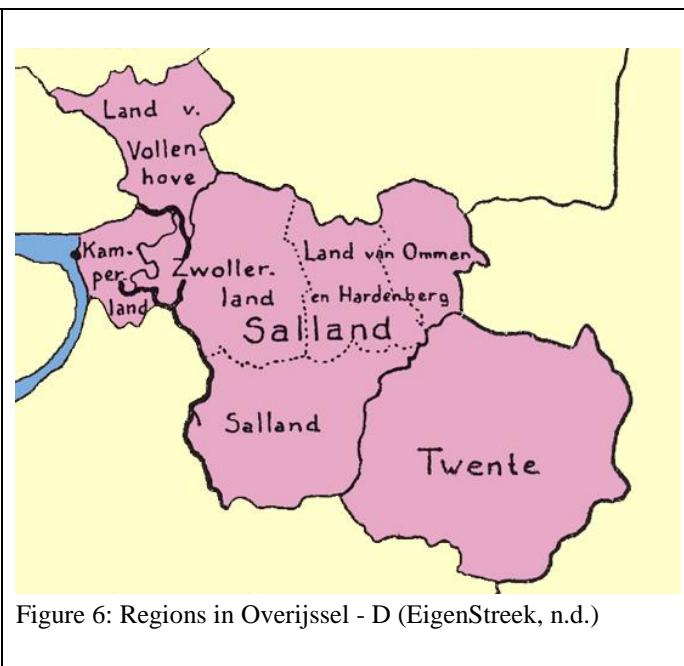
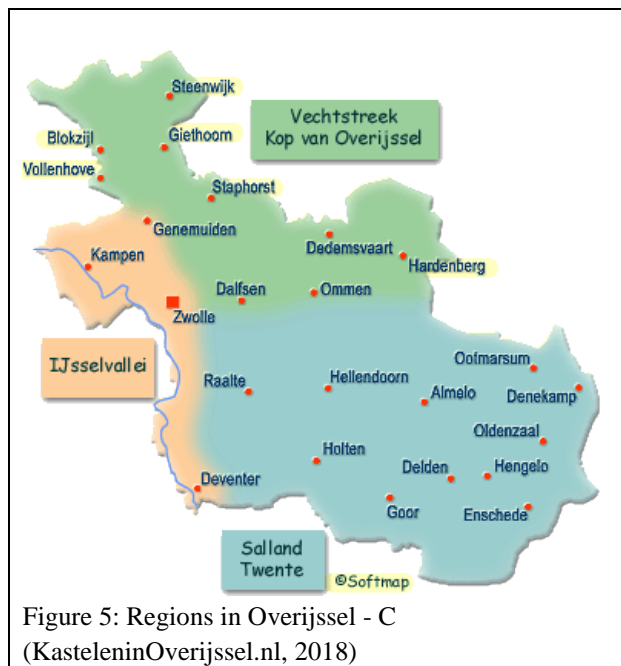


Figure 2: Municipalities by population (Source: CBS, 2013 from Provincie Overijssel, 2018b)

The territory that is now known as the province of Overijssel came to existence in 1528. It is in this time emperor Charles V bought the area from the latest prince-bishop of Utrecht and also the name ‘Overijssel’ originates from this time. Before this time the name ‘Oversticht’ was used and contained the areas of Salland, Twente, Drenthe and the whole of Vollenhove. Nowadays the province of Overijssel exists of Salland, Twente and a smaller part of the original area of Vollenhove (Provincie Overijssel, 2018a). Nowadays within the province different regions can be distinguished, although it depends on the source which regions there are and which areas they contain. The following four maps provides an overview of the different possibilities when dividing the area. Figure 3 uses the regions of: ‘Twente’, ‘Salland’ and ‘Kop van Overijssel’. Figure 4 uses: ‘Twente’, ‘Salland’, ‘Vechtdal’ and ‘Kop van Overijssel’. Figure 5: ‘Salland-Twente’, ‘Ijsselvalei’ and ‘Kop van Overijssel-Vechtstreek’. While Figure 6 makes even more distinctions between regions and sub-regions. Most noticeable is the difference in size of ‘Salland’ in relation with ‘Kop van Overijssel’. In addition, the ‘Kop van Overijssel’ is not a name used in all the maps. Even the province of Overijssel itself uses different distinctions of the regions in the province. On their historical page they use the distinction: ‘Twente’, ‘Salland’ and ‘Northwest Overijssel’ (Provincie Overijssel, 2018a). While at their page ‘Overijssel as tourist region’ they use more distinctions: ‘Twente’, ‘Salland’, ‘Ijsseldelta’, ‘Vechtdal’ and ‘Waterrijk-Wieden-Weerribben’ (Provincie Overijssel, 2014).





4.2 Branding of the province

When researching the knowledge and perceptions of people from outside the province of Overijssel, it is important to first get an image of how the province sees itself. Therefore the regional identities within the province will be drawn on the bases of the in-depth interviews with inhabitants of the province. But it is also important to know what the province wants outsiders of the province to know about itself. Therefore some of the marketing efforts in the province will be discussed shortly. The organisation that is mostly responsible for the city and region marketing in the province is MarketingOost. In this research MarketingOost has a double role, first of all it is the place where this study originates. Since the people of MarketingOost helped created this research and also were able to present a lot of information about the province. But on the other hand when researching the role of branding in the province the role of MarketingOost needs to be explained since it is just such a big factors in the province. To be able to create some distance from the research and this organisation as client the researcher interviewed one of the employees of the organisation and got a lot of the information that is used from their public website.

The employee of the organisation that was interviewed for this study explained that they are the executive organisation of the province. They focus on using the leisure sector to improve the regional economy in the province. On their website MarketingOost describes itself as the connecting link between authorities, such as provinces and municipalities, entrepreneurs and other interested parties in and around the province of Overijssel. It is an organisation without a profit objective. MarketingOost aims to improve the awareness of the different regions they distinguish. As mentioned they mainly do this with the marketing of cities and regions, with a special focus on recreation and tourism. They are, however, paying more and more attention to other sectors, such as residence, work,

education and healthcare, which together with tourism and recreation establish the attractiveness of a city or region (MarketingOost, 2018a).

The employee of the organisation told that MarketingOost gets its mission from a collaboration with other partners in Overijssel. This is a collaboration between different parties, such as the university of applied science from Overijssel, the branches organisations like the HISWA, RECRON and the KHN, as well as some municipalities. Mainly they decide about the action programs that are being presented to the province. After which the province mostly grants subsidies to MarketingOost as the executive party of the action programs. Often the province finances half of the total sum and leaves the other half open for other partners to finance. This is process of co-financing where other partners need to be attracted. Often this is contributed by municipalities, entrepreneurs or other subsidies. This means automatically that there is more than one client, next to the province, that are part of a certain project.

4.2.1 Vision for the province

MarketingOost sees the province of Overijssel as a versatile, charming province with lots of opportunities for various activities. On their website they mentioned the province to be *‘a beautiful, historic scenery of Hanseatic cities and the ‘outside’: green, national parks, Giethoorn, the frames in the landscape of Twente and a great place for hiking and cycling’*¹. From their studies MarketingOost find that the ‘Overijsselaar’ (a name that implies the existence of a typical inhabitant of Overijssel) does not exist. They also found that the visitors of the province did not experience the existence of the ‘Overijsselaar’ as well. Most of all, they do find that the province provides people with space and attention. Physical space, but also space to live and be yourself and attention in hospitality and the ability for inhabitants and visitors to undertake all kind of activities (MarketingOost, 2016).

In addition they describe the province as a ‘strange’ mix of regions. This means the regional diversity within Overijssel is big and this means there is no unambiguous (tourist)brand for the province. Therefore they use different brands to market different regions. These brands are used as a basis for all marketing activities. The regions that MarketingOost distinguishes are the following (Figure 7): Twente, Salland, Vechtdal Overijssel, IJsseldelta and Weerribben-Wieden (MarketingOost, 2016; MarketingOost, 2018a).

¹ ‘een prachtig, historisch decor van Hanzesteden en ‘buiten’: groen, nationale parken, Giethoorn, Twente coulissen en geweldig voor fietsen en wandelen’



Figure 7: Regions in Overijssel by MarketingOost (MarketingOost, 2016).

4.2.2 Twente

In their vision document about Twente Van Mispelaar & Walet (2015) conclude that Twente has a strong identity and already acts as a strong brand. The area is described as a green area, with forests, rivers, several estates and some moorlands and sand drifts. The people in Twente sometimes call themselves ‘Tukkers’ and even have their own dialect (VisitTwente, n.d. b). On the website of ‘Visit Twente’, operated by MarketingOost, the people of Twente are described as special kind of people. These Tukkers they argue are proud to be wilful and sometimes a bit contrary, as well as down to earth and traditional. Although they can be rigid sober people with a dry sense of humor, Visit Twente claims them to be very hospitable (Visit Twente, n.d. a). In 2015 Twente was the region in Overijssel that was visited the most by tourists, from all the touristic employment opportunities the tourist bring 53% was found in Twente. Therefore 6% of all employment in Twente came from the leisure economy. Some other numbers and successes of Twente mentioned are for example that the brand awareness national has risen from place 10 to place 5, during the period 2009-2012. Another highlight for Twente seems to be their banner, that provides a strong image of a prancing horse against a red background. There are few regions in the Netherlands with such a strong logo as Twente (Van Mispelaar & Walet, 2015).

The mission of MarketingOost for Twente is to invest in the region by making Twente more attractive and create a sustainable impulse for the regional economy (Van Mispelaar & Walet, 2015). The most important funders for the marketing of Twente are Dutch government bodies, they provide around 75 per cent of the income for the marketing. This is mostly through both province and

municipalities, but also other partnerships provide income, such as Euregio and the European Union. The other 25 per cent of the budget comes from entrepreneurs in Twente that join the marketing of Twente via partnerships. Next to adding to the budget these entrepreneurs also add to the more concrete joined marketing activities. One important point for the marketing activities is ‘entrepreneurs in the lead’, which is done by putting all strategic planning of the marketing of Twente through the Advisory Board of ‘Gastvrij Twente’. These entrepreneurs represent the touristic field and are concerned with different collectives and interest groups in Twente. This guarantees that entrepreneurs feel connected with the planning of the leisure economy and its future (MarketingOost, 2018b).

4.2.3 Northwest Overijssel

Over time the name of the north-western region of Overijssel seems to be changing. When in earlier days this part was called the ‘Kop van Overijssel’ and also consisted the municipalities of Kampen and Zwartewaterland. Sources mention that nowadays these municipalities are often places in a region of its own (‘IJsseldelta’) together with the municipality of Zwolle (Plaatsengids.nl, 2019). This is something that also can be seen in the activities of MarketingOost. Since in the north-western part of Overijssel MarketingOost distinguishes different regions. Such as the ‘Weerribben-Wieden’ region, the ‘IJsseldelta’ region and possibly a very small part of the ‘Vechtdal’ region. The most northern in Overijssel MarketingOost distinguishes the region Weerribben-Wieden, the marketing of this region is also part of MarketingOost. The marketing is done in cooperation with entrepreneurs (in the tourist and leisure sector), entrepreneurial collaborations, event managers, nature parties, the municipality Steenwijkerland and the province of Overijssel. This entails the promotion and information provision for the region. The aim is to increase the knowledge about the region and inspiring people to visit the region, to strengthen the tourist and leisure sector within the regional economy (Weerribben-Wieden, n.d.). The region of Weerribben-Wieden as used by MarketingOost is geographically even with the municipality of Steenwijkerland. The area is the home of Giethoorn and national park Weerribben-Wieden, as well as Blokzijl, Steenwijk or Vollenhove. Water plays a big part in the region and it projected that free time in this area is often spent on the water (MarketingOost, 2018d).

The area that MarketingOost differentiates as IJsseldelta is the area between Zwolle, Kampen and Zwartsluis. This area has three main striking characteristics, the first is the three historic Hanseatic cities: Zwolle, Kampen and Hasselt, situated in the area. The second is the presence of water, the rivers of IJssel and Zwartewater, and the opportunities to boat in the area. The last is the variety in nature in the area. Together with entrepreneurs, event organisations and authorities in the area MarketingOost works together to highlight four big events in the area. With this the hope is to get more visitors to IJsseldelta and to work towards a sustainable development of the local economy (MarketingOost, 2018c).

About Vechtdal, MarketingOost mentions that it is situated from Zwolle via Dalfsen and Ommen till the German border and is mostly known for its family activities and the opportunity for

hiking and cycling. Also the river the Vecht and products from the regions are mentioned to determine its image (MarketingOost, 2019).

Chapter 5. Illustrating the regional identities in Overijssel

The following chapter contains an elaboration of the data, this chapter will be structured in two parts. The first part focuses on the results of the qualitative data gathered from the in-depth interviews, both from Twente and Northwest Overijssel. While the second part contains the results of the more quantitative data gathered with the questionnaires. A list of the interviewees can be found in Appendix D, the numbers at the end of the footnotes corresponds with this list.

5.1 Identity research

5.1.1 Twente

The first thing the interviewees of the eastern part of the province of Overijssel did when asked about which region they lived in was mention ‘Twente’. All interviewees mentioned ‘Twente’ and no other names or variations were used. This shows that the inhabitants are aware of their region and find it to be distinctive. Although when going deeper into the extent of the region it seemed that the inhabitants have slightly different interpretations of the size of their region. Some had a more clear view of the area the region covered, while others were less sure and mentioned that it was more about their feeling than real distinctive borders. Figure 8 shows an overview of the different maps that were drawn by the interviewees (Appendix B). Overall the interviewees were aware their region bordered with Germany and used this border often as a border of their region. Three of the interviewees mentioned to have left some space for the neighbouring region the ‘Achterhoek’, but they were not really sure about where this region began. One of the interviewees mentioned the following about the line she drew; *‘by the way, it might be a bit lower, when you go around in the direction of Zutphen then at some point it flows over in the Achterhoek’*². This shows that not all interviewees were sure about what places and regions lie in which province, since Zutphen and the ‘Achterhoek’ are situated in the province of Gelderland. One of the interviewees drew the more egg shaped circle that also covered some ground in Germany. He did this because he felt that the German border was not a strict border for the region, since in his experience there were people that felt they belonged to Twente but lived over the border. This same interviewee also mentioned that the western part of the region bordered with the ‘Salland’ region and that also this border was not a strict one, but that people could choose which region they felt most connected to. Finally, the two lines the most to the west seem rather the same and cover the largest areas. Overall most of the interviewees mentioned that the region they drew covered their feeling of how big the region is, instead of certain borders. It seems the interviewees had a quit similar sense of where the region was situated and what surrounds it.

² [‘misschien loopt het iets langer trouwens, als je er omheen bijvoorbeeld richting Zutphen gaat dan op gegeven moment loopt het over in de Achterhoek.’]⁵

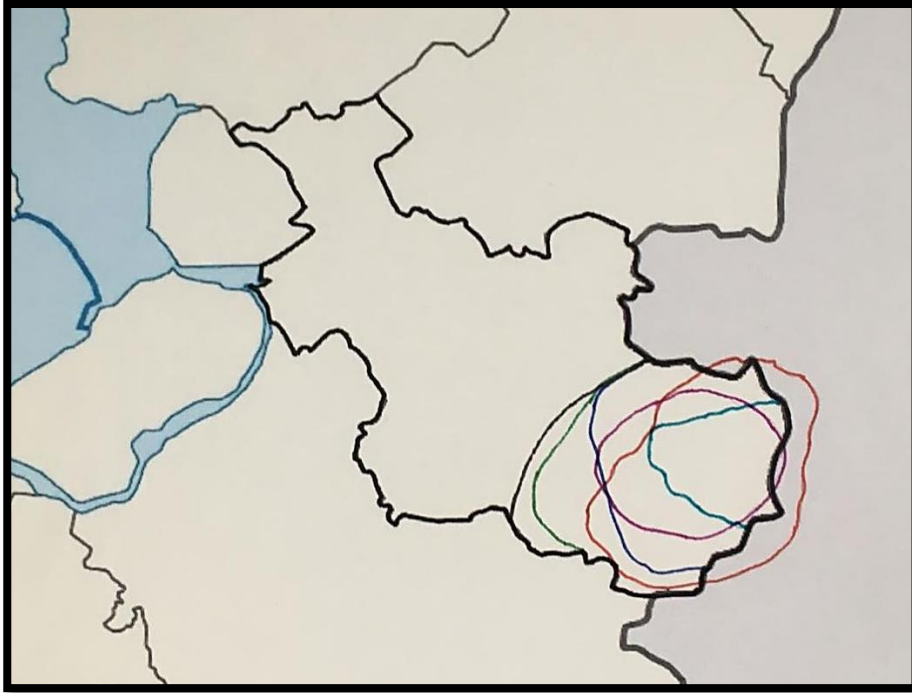


Figure 8: Overview of area's drawn by interviewees from Twente

Territorial

The appearance of the region is characterised by all interviewees as being spacious, with beautiful nature and as very peaceful. The space in the area offers a lot of freedom for its inhabitants, to move around and be in contact with nature. Furthermore the interviewees mentioned the region houses a lot of farmers and farmlands. Which is discussed in different phrasing, more directly by pointing out the presence of farmers and farmlands, but also by talking about the countryside and grasslands. Also mentioned is the presence of a more scenic landscape, that is characterised by the plantation separating the fields and farmlands. Overall the presence of nature in Twente is one of the things most often mentioned, thereby all interviewees mentioned that the region houses a lot of beautiful areas that are worth visiting. Often the countryside and the forests of Twente were mentioned, while others also highlight the presence of moorlands and swamps. Two of the interviewees also highlighted the sloping sides of the region; *'the situation and the going up and down, those kind of things, you don't expect that to be found in Twente'*³. Although the region is said to be different from the western part of the Netherlands, some of the interviewees mentioned that it also has some similarities with other areas in the northern and eastern part of the Netherlands.

Within the region there are mainly villages instead of big cities, *'a lot of countryside, there is Enschede that is a reasonable big city and furthermore there are a lot of villages'*⁴. Next the city of Enschede the cities of Hengelo and Almelo were mentioned. As well as some kind of rivalry between these cities is described since; *'Hengelo is the city that is on the signs on the A1, while Enschede is the*

³ [*'de ligging en dat je wat meer omhoog gaat, en dat soort dingen, dat verwacht je niet bij Twente'*]²

⁴ [*Ik denk veel platteland, je hebt Enschede is een redelijk grote stad en voor de rest zijn het veel dorpen ook.*']¹

*bigger city and more of a capital for Twente*⁵. One of the interviewees, who worked with people from both Enschede and Hengelo, described that colleagues from the different cities had sometimes had a feeling of contempt towards colleagues from the other city. The same interviewee also mentioned that this feeling was even stronger towards Almelo. Furthermore the communities within the villages were mentioned to be characteristic for the region.

As for the history of the region the interviewees were not able to mention a very distinctive past for the region of Twente, also not in relation to its location in the Netherlands. The things mentioned were that Hengelo once was bombed flat, that there is an airbase that is out of use and that there is some kind of industrial past. But the interviewees were not able to mention a lot of specifics for these events. *'There was something big, some industrial area that we visited a lot with school. Here you could see how the factories were build and what happened there, but the specifics I can't remember.'*⁶ Although one of the interviewees mentioned that the region has a history in the textile and metal industry. And that these industries are related to some old families, which the interviewees were not able to mention at the moment, although he did mention one specific still existing big firm Stork. Finally the interviewees mentioned that it are the older villages that will provide an image of the old typical feeling of Twente; *'for example especially visiting the smaller villages of Old Marsum or Denekamp those are typical for Twente'*⁷.

Symbolic

One of the most symbolic things for the region seems to be the accent of inhabitants, this accent is specific for Twente; *'so what makes Twente Twente, is maybe very specific that people speak 'Twents' [the language of Twente] here'*⁸. Although the dialect and its accent does slightly differ depending on where in the region you are. *'We live in Hengelo, but my dialect is different than that of my mothers who is from Denekamp, that is about half an hour away, and is already more German oriented'*⁹. Apparently when moving closer to the German border the dialect gets closer to the German language. Also there was a difference in inhabitants being able to speak the full dialect or having just the accent that belongs to the dialect. It seems to be more the older generation that still speaks the full dialect, while the younger generation just uses the accent and are not able to speak the full dialect anymore. *'I don't speak the dialect, but I do have the accent with the 'o' and 'a' [sounds].'*¹⁰ Although the younger generations is able to understand the dialect, they did not seem to want to speak it anymore.

⁵ ['Hengelo is namelijk de stad die word aangegeven op de A1, terwijl Enschede de grotere stad is en meer de hoofdstad van Twente is.']*²

⁶ ['Maar er zit nog iets heel groots, zo'n industrieterrein daar gingen we ook heel vaak met school naar toe, en daar kun je dus zien hoe die fabrieken in elkaar zitten en hoe dat allemaal gebeurde en, maar precies weet ik niet wat er.']*⁵

⁷ ['Maar bijvoorbeeld vooral de kleinere dorpen Old Marsum, Denekamp als je daar naar toe gaat dat is wel echt typisch Twents.']*²

⁸ ['Dus wat Twente Twente maakt, is misschien heel concreet dat ze hier Twents spreken.']*³

⁹ ['Wij wonen hier in Hengelo, maar mijn dialect is toch nog weer anders dan, mijn moeder komt uit Denekamp, dan praat je over een half uurtje verder, daar is het alweer meer Duits georiënteerd']*⁴

¹⁰ ['Het dialect spreek ik niet, maar ik heb wel het accent met de o en de a.']*¹

Furthermore, the people living in Twente call themselves ‘Tukkers’, which is; *‘just a person who lives in Twente’*¹¹. When asked about the history or meaning of the word, the interviewees were not able to tell. What symbolises these Tukkers is their way of life, which is described as peaceful and friendly. This is related to the life in the communities and taking care of each other, which is called ‘noaberschap’; *‘that you take care of each other, so if something is going on than you will be there for them and they will for you’*¹². In addition some of the interviewees mentioned that the Tukkers need some time to get used to new people, but when they do they are said to take them in and become friends for life. This can also be seen in the loyalty of the people, even when they have left the region they always come back. Be it for visiting their family and friends, or the nature and events in the region, they come back. These people that are not currently living in the region would still described the region as home and a lot of them eventually return to the region permanently.

Also the peace and quiet in the region was mentioned so often that it seems symbolic for the region. This is mentioned in the region being less crowded than other regions in the Netherlands and therefore appearing more spacious. *‘Maybe the life in Twente is a bit more quiet, and that everything is a bit slower or something.’*¹³ Also characterising for the region are specific events and other symbols. Something that is a symbol for the region is the ‘Twentse ros’, which is the symbolic horse of Twente that for example can be found on the banner of the region and is used by the soccer club FC Twente. The existence of this soccer club is mentioned by two of the interviewees. Also one of the interviewees mentioned the existence of an anthem for the region, although she mentioned that she only knew the first sentence. Another interviewee mentioned the song about ‘Hengelo’, that someone made for the city and which has become something to be proud of as well as something to ridicule the region. One of the older interviewees also mentioned that the facades on the older buildings in Twente were typical for the region. Secondly, different traditions were mentioned. The one most mentioned is the lighting of fires during Easter, which is a tradition where inhabitants bring their pruning wood and stack it up to build a big fire. Another tradition is that all villages and communities have their own parties, which are held in big tents where all people from the area come together and celebrate. One of the interviewees mentioned these parties have their roots in harvest celebrations. Some traditions that were only mentioned once were the tradition of bringing some kind of cake, a ‘krentewegge’, to give to all visitors when a baby is born. The organisation of tractor festivals, ‘trekkertrek’ events, where tractors try to pull each other away. And also a tradition called vlöggeln that happens in Ootmarsum where the unwed men go around the street singing and holding hands was mentioned. Or the ‘pinksterbruidjes’ which are girls dancing on the streets during Pentecost. Some more modern happening in the region is the existence of sheds where the youth gathers and spend their evenings together drinking is mentioned twice. While another more recent tradition that has started in Hengelo

¹¹ [‘gewoon een persoon die in Twente woont’]³

¹² [‘en je zorgt voor elkaar, dus als er wat is dan sta je klaar en zij staan klaar voor jou’]⁶

¹³ [‘Dat je misschien dat het leven in Twente wat rustiger is, en dat het ook allemaal wat langzamer gaat ofzo.’]³

and was mentioned by different interviewees is the tradition of 'kerstmiddag' or Christmas afternoon. Which is the gathering of people in the pubs of Hengelo before spending Christmas with their families. This new tradition is about reuniting with people who are returning to the region for the holidays. This event is said to be spreading nowadays to other villages and cities in Twente. Finally, different products were mentioned by the interviewees that have their roots in the region. Like the beer brand 'Grolsch', which is mentioned more than once, or another alcoholic drink the 'Twents kuernat'.

The interviewees were also asked about myths and legends from their region and two stories were mentioned. First the myth about a dog from hell, that has tormented a specific part of the region for a certain time. Although the interviewees were not able to tell the specifics. And another event that was mentioned was the existence of 'the white women' or the 'witte wieven' in Dutch, although this might be a myth from just over the borders of Twente. Some last things that were mentioned about the region were some artist, that have gained fame in the Netherlands, but grew up in Twente. Such as Herman Finkers, Ilse de Lange and Waylon. A last thing to mention is that only one of the interviewees mentioned something about the religion in the region. Which she mentioned to be mostly catholic, this interviewee also mentioned that she thinks the church shaped the traditions and the symbolism in the region. Overall it seems that the most symbolic characteristics for the region are the inhabitants themselves. Who are described by different aspects, most important their way of living and their loyalty towards each other, as well as their own dialect.

Institutional

One of the interviewees mentioned that the Twente region is also a partnership that calls itself 'regio Twente' and includes between 12 or 13 municipalities with a central board in Enschede. Shortly described by this interviewee as; *'thus a board that organises regional things and manages a few parks'*¹⁴. Another interviewee mentioned to be proud of the nature preservation in the region; *'Well I think we can be proud of the nature reserves and how they are handled, and that we have quite a lot of them, also used in the areas of leisure and tourism. We have our nature quite well maintained, it is also quite diverse, also small lakes where you can go to and that is pleasant'*¹⁵. Although almost all of the interviewees mentioned that they were not very familiar with the local authorities, such as the governance of their municipalities or the province. They did mention that they had the feeling that the local governance is very approachable. They had the feeling that if they would want to, it is rather easy to become active in the local politics. In addition they mentioned that they had the feeling the local governance is mostly about knowing people. *'I think it is quite possible to participate in the politics of the municipality or something else. Just because there is a feeling of we know us, it is probably easier*

¹⁴ ['Dus is een bestuursorgaan die regionaal dingen organiseert en een aantal parken beheert.']*⁶

¹⁵ ['Nou volgens mij mogen wij best wel trots zijn op de natuurgebieden en hoe daar mee om gegaan word, en dat we best wel veel te bieden hebben, ook op het gebied van toerisme voor mensen. We hebben onze natuur volgens mij wel goed onderhouden en je hebt euh ook wel meer natuur soorten, kleine plassen waar je naartoe kunt en dat is wel fijn.']*²

to participate'¹⁶. But this feeling of 'we know us' also lead to interviewees question the quality of the local governance. Since it also made it possible for everyone to get into the politics without any knowledge; *'That the cashier can go into politics, as a matter of speaking. I don't think there are whole lot of people in politics that have studied for it or have some kind of experience. For me that actually feels bad'*¹⁷. In the end some of the interviewees complained about the economic situation of the region. They mentioned that the region needs some more input. In the case of Hengelo this was specifically described by deflation of the city and shops getting vacant *'They try to fix it on a cultural level, but that is not really working yet. It is just a region, people move to the west for work etcetera. Thus for that matter the region is deflating and although they try to make it better with profiling Enschede as technological city and its university and stuff, but I am not sure if these efforts are really working.'*¹⁸

Community & Attachment

As described in the region of Twente there are many villages and a few cities, this means the region exist of multiple communities; *'all those small communities that is what shapes Twente'*¹⁹. Also mentioned before was that the contacts in those communities are described by the interviewees as 'we know us'. This means people know who lives nearby or in their villages. Something that is said to be typical in the region is that people greet everyone, even when they do not know the other. This is related with that the interviewees would call the people in their region hospitable. As well as that they take care of each other, which was the earlier mentioned concept of 'noaberschap'. Although the younger generation seems to think this is something that was more important before than it is now, or maybe more important for other generations. The older interviewees still mentioned this to be very important and typical for the region. The lifestyle of the region is also described to be not very worrisome. Adding to this all interviewees seemed to be proud of their region, proud of the appearance of the region but also on the way of living in the region.

Although on the other hand the interviewees did describe the people in Twente as tranquil, which comes with a feeling of just act normal that is already crazy enough. This is related to interviewees calling the people of Twente to be sober or direct, they just say things as they are and do not use much finery. Which sometimes can appear a little blunt for people who are not from the region. As well as that this attitude can feel a little closed off to people they do not know, so you first need to get to know them. It is also mentioned that it can take some time for the people to get used to

¹⁶ ['Ik denk dat het toegankelijk is om wel in een gemeente politiek of iets deel te nemen, denk het wel. Juist omdat het een beetje ons kent ons is, is het misschien wel makkelijker om daaraan deel te nemen.']*¹

¹⁷ ['Dat eigenlijk de kassajuffrouw in de politiek kan, bij wijze van spreken. Ik denk niet dat hier heel veel mensen in de politiek zitten die er voor gestudeerd hebben of er ervaring in hebben. En dat vind ik eigenlijk wel een beetje slecht'.]*⁴

¹⁸ [Ze proberen nu wel met cultureel gebied een beetje aan te pakken, maar dat loopt nog niet echt hard. Het is gewoon een beetje een regio, mensen trekken naar het westen, vanwege werk enzo. Dus wat dat betreft loopt het gewoon een beetje leeg en ze proberen het wel beter te maken met Enschede ook als stad van de techniek en met de universiteit daar enzo, maar of dat echt lukt daar heb ik nu niet echt zicht op.']*¹

¹⁹ ['al die kleine gemeenschappen dat vormt Twente']*²

new people in their community. *'But if someone comes to live somewhere new and then especially in the villages. If you for example always lived in Zutphen and you go and live in a village such as Deurningen or Denekamp than that will be talked about. You really need to find your place, you really have to prove yourself and show yourself, who you are and where you come from. Those villages are really some sort of communities, where you won't get in for nothing.'*²⁰ But when you get to know them they will take the new people in. *'Once you are in and once you have a good feeling with the people, then they will never leave your side'*²¹.

All of the interviewees mentioned to feel very much at home in the region; *'Twente for me is a safe haven, a quiet and friendly place'*²², as well as being part of the region. This feeling of home is mentioned to come from different factors, such as connections in the region, growing up in the region or working in the region. The most important mentioned were family, friends and connections from work and other activities in the region. The interviewees seemed very loyal to their region, but described that people that have left the region often would come back. They will come back often for visits, but also to live in the region again. It seems the younger generation leaves the region for study or to live in other less quiet places for a while, but most of them intend to come back at some point. *'It depends a little on where I would find a job, but in case there will ever be a family of my own than I would like to let my kids grow up there again.'*²³ This relates to the mind-set of returning that also seems to symbolise the region; *'sooner or later everybody comes back, that seems to be the mindset of Twente'*²⁴.

In the end, the interviewees mentioned that it is Twente they are attached to and not the province. They often were not really aware of the rest of the province. Also remarkable was that some of the interviewees mentioned they would tell people they were from Twente, instead of their specific hometown. Also mentioned is that *'if you go to other places in the Netherlands and you say that you are from Twente that creates a bond'*²⁵, a bond with other people that also originate from the region. Furthermore it was described that the feeling of home comes back when the interviewees start to hear the accent of the region, instead of when crossing a certain border. Finally all interviewees at some point in the interview used the plural form 'we' instead of 'I' when speaking about the region. This gave the feeling that they felt one with the region and its inhabitants, which also indicates them being

²⁰ [‘Maar als iemand ergens komt wonen en dan echt in de dorpen. Als je bijvoorbeeld altijd in Zutphen hebt gewoond en je komt in een keer in een dorp als Deurningen of Denekamp wonen, dan word daar heel erg over gesproken enzo. En dan moet je je echt daar tussen wringen, dan moet je echt jezelf bewijzen of even laten zien, wie je bent of waar je vandaan komt. Dat zijn echt een soort gemeenschappen, die dorpen vooral, daar kom je niet zo binnen.’]²

²¹ [‘Als je één keer binnen bent, als je één keer het goeie gevoel hebt met je mensen, dan laten ze je nooit meer in de steek.’]⁴

²² [‘Twente is voor mij een veilige thuishaven, een hele rustige gemoedelijke plek’]

²³ [‘Ja ligt er een beetje aan waar ik eventueel werk vind. Mocht er ooit een gezinnetje komen dan zou het wel fijn zijn om daar weer de kinderen op te laten groeien.’]¹

²⁴ [‘ja vroeg of laat komt iedereen terug, dat is wel een beetje de gedachte van Twente’]²

²⁵ [‘als je in andere plekken van Nederland komt en je zegt ik kom uit Twente, dan is er wel zegmaar meteen een soort van band’]¹

attached. Adding to this all interviewees seemed to be proud of their region, proud of the appearance of the region but also on the way of living in the region; *'I am very proud at my region, yes'*²⁶.

Image of the region

The interviewees were also asked about what they thought people from outside their region would think about Twente. The answers to this question were surprisingly similar, all interviewees mentioned that in their experiences other people often seem to think the region is a bit behind. *'That we are falling behind the west, in some cultural thing and fashion or food, and that kind of things, although that might be true for a small part'*²⁷, as well that: *'people often think that in the east there is nothing anymore'*²⁸. The second thing mentioned by the interviewees is that in their experience people think there are only farmers and farmlands in Twente and that therefore everyone from Twente is a farmer. *'People directly think that everyone comes from the countryside, but then I tell them that I just live in a city. It is just, not everyone lives on a farm. Thus for that part I argue a little with them. I think that there is this image that sticks with the region, and partly I get it with all the countryside.'*²⁹ Thirdly, the interviewees also mentioned that they thought also the dialect of the region plays a role in this image, since it might sound a bit silly or stupid for people not from the region. Therefore it can create the idea that the people from the region are not that intelligent. A fourth thing that was mentioned was that some of the interviewees thought that people from outside the region think the region is a bit boring. Since there is a lot of countryside and few cities. Also expected by the interviewees was that people might be influenced by the beer company Grolsch that originates in the region and uses the concepts of tranquillity and 'noaberschap' to market their beer. Finally, the interviewees mentioned that they would tell others about their region with pride. One of the interviewees mentioned that she took friends home regularly to show them the region. This to show people the region and what it was really like and why she was proud of it.

5.1.2 Northwest Overijssel

The first thing to mention about the interviews in north-west Overijssel is that not all interviewees had a name for this area. Three of the interviewees called the region Northwest Overijssel, which they mentioned to also sometimes call the 'Kop van Overijssel' [head of Overijssel]. *'We live in the head that is how we sometimes say it.'*³⁰ While the other interviewees did not mention a specific name for the region, but used their municipalities, the ones of Kampen and Steenwijkerland. The first interviewee from Kampen was the youngest interviewee of all and she did not have a feeling of

²⁶ ['Ik ben heel trots op mijn regio, ja.']

²⁷ ['Dat we echt achterlopen op het westen, in sommige culturele dingen en in mode en eten en dat soort dingen zal dat ook best zo zijn.']

²⁸ ['mensen denken heel vaak dat in het oosten dat er niets meer is ofzo']⁵

²⁹ ['mensen denken dan gelijk dat je van het platteland komt, maar dan zeg ik "ik woon gewoon in een stad". Het is gewoon, niet iedereen woont op de boerderij. Dus wat dat betreft ga ik er wel een beetje op in. Het blijft een imago denk ik dat er aan blijft plakken, ik snap het ook wel met het vele platteland natuurlijk.']¹

³⁰ ['Wij wonen in de Kop zeggen wij ook wel eens.']¹⁰

belonging to a region. Therefore she only drew Kampen as a small dot on the map shown as Figure 9, although the real location of Kampen is more to the west next to the water. The drawing of the interviewee that only mentioned the municipality of Steenwijkerland as her region is the half circle in the most norther part of the province. Also this drawing appears to be incorrect, since this municipality covers more area of this northern part. The other three drawings are from the interviewees that mentioned the ‘Kop van Overijssel’, these lines seem to be more the same. What was mentioned by these interviewees was that the situating of the line dependent on counting Zwolle within this region or not, which seemed to be a point of discussion. One of them did not count Zwolle into the region, while the other two did. They mentioned that including Zwolle was more about their feelings than based on other things. In addition some of the interviewees showed to be aware of other regions in the province, one mentioned that their region bordered with ‘Salland’; *‘here in the middle you have Salland and behind that is Twente’*³¹.

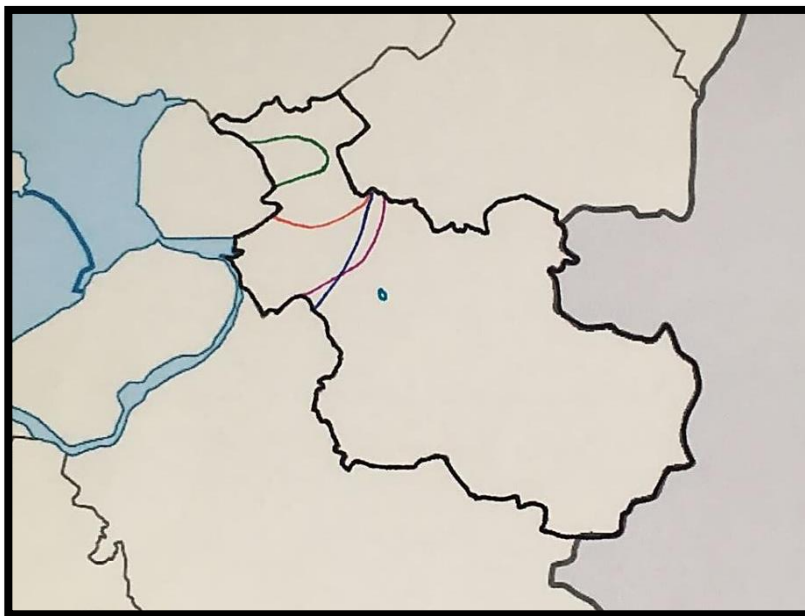


Figure 9: Overview of area's drawn by interviewees from Northwest Overijssel

Territorial

The region houses a few smaller cities and villages, and most of them have a long past and historic centres. *‘A lot of villages, all very small villages and not that much bigger cities. I think the only bigger city is Kampen and maybe Zwolle if you count that within the region.’*³² Territorially the most important feature of the region is the presence of water. The history of most of the places in this region has to do with the water as well. A lot of the places were for example dependent on their ports, for fishing and trade. For example the city of Kampen is situated to the river IJssel and has a past of trade,

³¹ [‘Ja want hier in het midden heb je dan Salland en hier achter heb je Twente.’]⁸

³² [‘Veel dorpjes, allemaal hele kleine dorpjes, niet echt veel grote steden. Ik denk dat de enige stad Kampen is en dan misschien Zwolle als je dat er ook onder laat vallen.’]⁸

including being a Hanseatic city. Also for most of history Kampen and other places were located near the sea, but after parts of the sea were claimed for land these cities are now situated next to the new land. More to the north of the region there also is a lot of open water, the biggest water areas of the region are called the Weerribben and the Wieden. Next to open water in this part of the region peatlands and swamps are characteristic, and there is a history of peat cutting. Furthermore the area is still used to harvest reed for the thatch roofs on houses. *'Historically in this area peat was cut, because of our peatlands and other grounds. Nowadays this is one of the few places where reed is still harvested and therefore we have thatchers here.'*³³ Overall the region is described as very beautiful, peaceful and quiet. Interviewees mention that it is the nature and water in the region that attracts a lot of tourists. The region is also home to farmers and farmlands, who are said to belong to the region and its image. While the cities and villages in the region are often characterised by their historic centres. The interviewee from Kampen mentioned this several times; *'all the old buildings and churches and all monuments that are there so to say'*³⁴. Also the interviewees from Blokzijl mentioned the presence of the historic centres in Blokzijl and neighbouring cities.

Symbolic

The first thing to notice in the region is that it seems that the historic cities come with multiple stories about their past and other legends. For example the city of Kampen has different folklores that are used as the basis for events in the city nowadays and also the interviewees of Blokzijl told about folklores in their town. Almost all interviewees knew a few of these stories and therefore it seems the region is rich in these. Also it seems that all the cities have their own specific delicacies, like the 'Blokzijlerbrok', 'Ijsselmuidernaars' or the 'Kampenbitter'. Secondly, what also seems to be symbolic for the region is the pride inhabitants take in their historic cities and the authenticity of the landscape. Therefore they are quite busy with keeping their surroundings clean and in good shape. Which is described by some of the interviewees as; *'we always take care that our houses look their best'*³⁵. This is something that is also mentioned by two other interviewees, while the one living shortest in the area added that this clean look also adds something stiff to the area. A third thing that can be mentioned about the region is that a lot of people in the region are active Christians, which is also mentioned in the parts of the region belonging to the bible-belt of the Netherlands. *'I know that my environment is in the bible-belt, at the outskirts of the bible-belt, thus that it is a very Christian environment and a lot of people visit the churches.'*³⁶

³³ ['Vroeger werd hier turf gestoken, ook nog en veengronden en dergelijke, en nu zijn er nog veel, een van de weinige plaatsen waar nog riet gesneden word en dat riet, we hebben hier ook rietdekkers.']*⁹

³⁴ ['al die oude gebouwen en kerken zijn en zeg maar al die monumenten die er staan']*⁷

³⁵ ['wij zorgen wel dat onze pandjes er allemaal picobello uit zien']*¹⁰

³⁶ ['Ik weet wel dat de omgeving waar ik woon dat er, euhm, redelijk bible-belt is en dat het aan de rand van de bible-belt ook ligt, dus het is heel christelijk en mensen gaan veel naar de kerk.']*⁸

A fourth characteristics of the region is the presence of some dialects in the region; *'there are different dialects in the north-west of Overijssel'*³⁷. These dialects were described as sounding like people swallow some letters, one of the interviewees mentioned that it had some similarities with the dialect of Twente. Although most of the interviewees mentioned to know the dialect, they also mentioned that most of the people do not speak in full dialect anymore. Finally there are some events taking place in the region that can be called symbolic. For example every four years there is an event Sail Kampen that attracts a lot of tourists and people with a boat to the city and the region. Also in the region there are different events that re-enact historic happenings. Or sport events with historic backgrounds like the racing with old ships that in earlier days transported the peat around the area. As well as that the area is very popular by tourists during the winter for ice skating.

Institutional

When discussing the local authorities with the interviewees in the Northwest Overijssel most of them first came with some complaints. Such as the interviewee from IJsselmuiden mentioned that they are overbuilding in the city and that this is at the expense of nature, *'I am of the opinion that you should not overbuild till there is no space left'*³⁸. Or the interviewees in Blokzijl that mentioned that they wanted a bypass road, but the authorities are building a bridge for wildlife instead. *'We have wanted a bypass road for quite some time because we have to get out, but instead they build a bridge for small deer'*³⁹. But then they often mentioned that these things would be something that can be experiences everywhere so that the local authorities probably were just doing their job. Also all interviewees mentioned not to be very involved in the local government, but most of them also mentioned that they knew it would not be hard to get involved. Due to them having the feeling the local governance was a lot about we know us, so when you get active in the region and know a lot of people you can get a lot of things done.

One big aspect mentioned by all interviewees was the role of tourists in the region, it seems the region is very dependent on them. It was mentioned more than once that they add some life to the region and they are very much needed to help the financial situation of the region. It is said that due to the attendance of the tourists in the region that vacancies in for example Blokzijl has decreased; *'Those buildings those have been empty for quite some time, but now everything is occupied again, it took some enthusiastic young people that wanted to try and thought let's do it. Thus in that sense it has become more liveable again.'*⁴⁰ But still interviewees mentioned that there are not that many jobs in the region, which is a problem. Another thing that was mentioned about the region is that the local politics also were about preserving the area. For example the interviewee from Kampen mentioned

³⁷ ['je hebt wel in Noordwest-Overijssel verschillende dialecten']

³⁸ ['ik ben wel van mening dat je niet alles vol moet gaan bouwen.']*⁸

³⁹ ['wij willen al heel lang een rondweg hebben omdat je eruit moet, maar dan gaan ze dus wel een brug voor de reetjes']*⁹

⁴⁰ ['Die pandjes hebben toch vrij lang leeg gestaan, alles is nu weer bezet, zijn toch enthousiaste jonge mensen die denken, nou bam ik ga het proberen, ik ga het doen. Dus in die zin is het wel weer wat leefbaarder geworden.']*¹⁰

that the local government was busy to preserve the image of the city and therefore not everything was possible in the city. Also the interviewees from the Blokzijl area mentioned that the authorities in the region were very busy with bringing the region back to a more traditional situation, with local farmers being pushed out of the region to give the land back to the nature. *'In this area they are bringing a lot of land back to how it was in earlier times, by flooding it for the birds, for the earthworms, for the ants. Everything they want to conserve.'*⁴¹ The interviewees mentioned they understood the nature preservation, but they also mentioned that they thought it would cost employment. Since farmers are being pushed out and family businesses are no longer taken over by the next generation.

Finally, the older interviewees mentioned they felt safe in the region. But they were worried about what was to come. Since there are not that much facilities in the region. For example two of the interviewees were retired and living in Blokzijl. They were worried about that they would not be able to drive a car in the future, which would make it hard to get all the things they need. Since in Blokzijl and the smaller neighbouring villages do not have shops where they can get clothes and other things that the supermarket does not have. They even mentioned that this in the future would be a reason they would need to move.

Community & Attachment

The interviewees did not mention real distinctive characteristics for the people or communities in Northwest Overijssel. One of the interviewees mentioned that the people could be a little rigid. Although another interviewee mentioned that the people were very friendly. Therefore it seems hard to determine some kind of profile for the region. What is mentioned is that in some places it could take some time to get to know the people, since *'most of the people living in the area are born and raised there, thus in that sense you need to earn a place alongside them'*⁴². Another thing that is mentioned had to do with the religion in the region, a lot of people seem to belong to Christian community that watches out for each other. But on the other side these people have quite separate lives from the other people in the region. Also noticeable is that there seems to be a difference in cities that get more new people as citizens than others. For example the people interviewed in Blokzijl mentioned that most of the people living there were born somewhere else. While in nearby villages this seems to be less the case. Although they did not know the explanation. Also mentioned in the region was that the people are loyal to the region, since a lot of people stay in the area. *'You will see that very often people stay in the region'*⁴³. Although this is also mentioned to be a generation thing, since it is the younger generation that is seeking more activity and goes away. This can also be seen in the stories about activities in the region where it are more often the older people that are forerunners for activities and the

⁴¹ [*'Er word ook heel veel in dit gebied weer terug gebracht naar vroeger he, onderwater gezet voor de vogeltjes, voor de pientjes, voor de mientjes. Alles wordt hier geprobeerd in stand te houden.'*]¹⁰

⁴² [*'De meeste die er wonen zijn er ook geboren en getogen zegmaar, dus ik denk dat je in die zin wel een beetje je plekje moet verdienen, erin soort van.'*]⁸

⁴³ [*'je ziet ook heel vaak dat die mensen ook in de regio blijven hangen'*]⁸

target group as well. Secondly, it is said that the people are very friendly towards tourists since they need them in the region and it provides a lot of income for the region. *'They are very happy with the tourists, they need them, that is what a lot of people here live from'*⁴⁴. Therefore the people in the region are described as very friendly towards the tourists. *'Well I think that the hospitality of the region will be felt, because of course the tourism is much needed.'*⁴⁵ This is also something that can be seen in the appearance of the places, for example; *'for such a small village, Blokzijl has a lot of food and beverages'*⁴⁶.

It seems all of the inhabitants were very attached to their region and called it their home. One important reason for it to be home was the amount of years living there and having their friends and contacts in the region, as well as having family in the region. Despite calling the region home and being comfortable there the two younger interviewees spoke about leaving and going to live in more lively areas. They had concrete plans of leaving the region, but mentioned that they expected that in the future they might want to go back to living in smaller cities again with some more peace and quiet. Although they did not know yet if this had to be in Overijssel. *'It is a beautiful city and I think it is nice to live there later on, but I think it is also kind of boring.'*⁴⁷ The interviewee living in the region for the shortest time also mentioned that she had to get used to the quietness of the area. And that it took some time and effort to get to know people and find a place for herself. Although she calls the region home now, she still mentioned that there is little activity in the region and that it is not for everyone; *'when you are young I would not move here, there is nothing to do here'*⁴⁸. Finally, when speaking about feeling at home most of the time the interviewees mentioned their home town to be the place they would feel at home the most. It was not the region but the city or village that they mentioned home. They did not really mention the region to be their home, although they did feel something for the province of Overijssel. The province had a different feeling than other provinces in the Netherlands, it was the province that houses their home. *'Overijssel sounds of course more as home, you would say I live in Overijssel'*⁴⁹.

Image of the region

While speaking about living in the region, the interviewees were asked about what they thought was the image of people from outside the province on their region. One of the first things mentioned is that the interviewees experience that people are not really aware of Overijssel; *'I don't think that people really take the time to think about Overijssel or the Kop van Overijssel. I think that most people when they think about Overijssel start thinking about Twente or about Hengelo and Almelo and Enschede*

⁴⁴ ['ze zijn heel blij met toerisme, dan moeten ze, daar leven heel veel mensen van']⁹

⁴⁵ ['Nou ik denk eigenlijk toch wel een stukje gastvrijheid, dat dat wel gevoeld word, want dat is natuurlijk, wij moeten het heel veel hebben ook van, euh toerisme.']⁹

⁴⁶ ['voor zo'n klein dorpje als Blokzijl heb je hier ontzettend veel horeca']¹¹

⁴⁷ ['Het is wel een hele mooie stad, en ik denk dat het ook wel leuk is om later te wonen, maar ik vind het een beetje saai.']⁷

⁴⁸ ['als je jong bent dan zou ik hier niet gaan wonen bijvoorbeeld, ofzo er is geen zak te beleven']⁹

⁴⁹ ['Overijssel klinkt natuurlijk wel meer als thuis, je zegt ook wel ik woon in Overijssel.']⁷

and that sort of things.⁵⁰ This ignorance about the region is mentioned to be a pity by the interviewees, since the region is there and it is very beautiful. For example the interviewee from Kampen mentioned that she often met people who thought Kampen was a village instead of a city. Another thing mentioned by one of the interviewees was the way tourist talk about the region which she found to be belittling. People use diminutive words to talk about things in the region, such as the little bakery or that small greengrocer. Then one of the interviewees mentioned that a lot of the tourist come for Giethoorn and then sometimes are a bit surprised that the regions has other beautiful places to offer. Overall, it is expected that people from other regions and bigger cities see the people in the region a bit as narrow-minded.

Furthermore it was mentioned by some of the interviewees that they thought that people would think the region is very religious; *'but that is not that bad, that is especially in Genemuiden and what surrounds it'*⁵¹. But in the end the interviewees did think that everyone who visits the region can appreciate it, especially all the history and buildings. In addition one of the interviewees of Blokzijl mentioned that it was Giethoorn that has become as popular tourist destination in particular. *'Yes, Giethoorn they all love, it is even called the Venice of the North. Well lots of Chinese are going there, but nowadays they are discovering more of the area and we also see them in Blokzijl.'*⁵²

5.1.3 Respondents of questionnaire

From the eleven respondents that completed the questionnaire, but lived in the province of Overijssel, their answers on the open question will be written down shortly. First of all, they did mention the regions of Twente and Salland four times. Also mentioned were: Steenwijkerland (three times), Zwarte Waterland (two times), Weerribben, Vechtdal, Noordwest Overijssel. Furthermore one of the respondents did not mention any region, while another just mentioned to know them all.

The second question was about the characteristics and feelings the respondents had for the province. The first things mentioned had to do with the territorial appearance of the province. Four respondents mentioned the nature in the province, while five times the presence of water in the region was mentioned. Two of the respondents specified this by mentioning water sports and the river the IJssel. In addition one of the respondents mentioned that Zwolle was the capital of the province, while others highlighted the museums and other specific events of the city. Also Enschede, Deventer and Giethoorn were mentioned. The next big thing that was mentioned about the province had to do with the feelings of people. The most mentioned by respondents was the peace in the province and the space of the province, both mentioned five times. Finally, some other things were mentioned, such as the dialect in the province (especially Twente), the textile fabrics and the salt houses.

⁵⁰ ['Ik denk dat veel mensen niet echt stilstaan bij Overijssel of de Kop van Overijssel. Ik denk dat de meeste mensen als ze aan Overijssel denken heel snel over Twente gaan denken en aan Hengelo en Almelo en Enschede, en dat soort dingen.']*⁸

⁵¹ ['Maar dat valt op zich wel mee, dat is voor Genemuiden en wat er omheen ligt']*⁷

⁵² ['Ja, Giethoorn vinden ze natuurlijk allemaal geweldig, het Venetië van het noorden zeggen ze dan. Nou daar komen nou natuurlijk horden chinezen op af en die ontdekken natuurlijk nu steeds verder, want dat zie je in Blokzijl nu ook wel.']*

The third question had to do with how the respondents would describe the province to their friends and family. Four of the more detailed answers will be quoted: *'An inviting province where silence and peace are still to be found. Friendly helpful people who are eager to help. A wonderful hiking and cycling area'*⁵³, *'Rural, agricultural, with an ambitious university that has a lot of spin-offs. Because of the textile a part of the inhabitants of Almelo, Enschede, is still a bit stupid and poor. The indigenous inhabitation is quaint, docile and traditional. Little ambition/ initiative. But still it is a province with space and something for everyone; forest and also water(sports)'*⁵⁴, *'In terms of nature a beautiful environment, less busy (car traffic), friendly people, there is a nice cultural offer and sportive possibilities, 'randstad' is also nicely accessible'*⁵⁵ and *'A magnificent beautiful province, with very beautiful nature parts like forests, moorland, water. I myself find the living environment to be very relaxed. Beautiful cities with cosy shops and businesses. Nice to live and work'*⁵⁶. Overall the nature in the province was mentioned a lot and also water was mentioned again. Three of the respondents called the people of the province to be friendly.

About Northwest Overijssel five respondents mentioned water related topics, such as just water, the Weerribben, the Wieden and (other) open waters. Then Giethoorn was mentioned four times and also again the nature in the region is mentioned three times. For the region also the cities of Blokzijl, Vollenhove and Kampen were mentioned. Finally, also the importance of religion in the region was mentioned. For Twente most of the respondents mentioned the history of the region. Three times the former textile industry was mentioned, while once the salt winning was mentioned. In addition the fireworks disaster that happened in the region was mentioned once. About the territorial location of the region, two respondents mentioned the region to be close to Germany, while another mentioned it to be a good vacation area. Also the nature and green in the region is mentioned three times. While another mentioned the farming and streams in the landscape. Also Enschede is mentioned twice, but also the Sprengendal area and Ootmarsum were mentioned. Also mentioned twice is the hiking and cycling opportunities and the art in the region. Finally the inhabitants of the region are mentioned to be friendly twice, while another respondent mentioned to be a 'Tukker'.

⁵³ ['Een uitnodigende provincie waar de stilte en rust nog te vinden is. Vriendelijke behulpzame mensen die je graag helpen. Een prachtig wandel en fiets gebied.']

⁵⁴ ['Landelijk, agrarisch, met een ambitieuze Universiteit met veel spin-offs. Vanwege de textiel is nog steeds een deel van de bevolking van Almelo, Enschede, dommig en armoedig. De "autochtone" bevolking is gemoedelijk, volgzzaam en traditioneel. Weinig ambitie/initiatief. Maar nog steeds een provincie met ruimte en voor elk wat wils; bos en ook water(sport).']

⁵⁵ ['Qua natuur mooie omgeving, minder druk (autoverkeer), aardige mensen, goed cultureel aanbod en sportieve mogelijkheden, randstad ook goed bereikbaar.']

⁵⁶ ['Een prachtige mooie provincie, met een heel mooi natuurgebied zoals bossen, heide, water. Het leefklimaat vindt ik zelf heel relaxed. Mooie steden met gezellige winkels en bedrijven Heerlijk om te wonen en te werken.']

5.2 The visitors perception

5.2.1 The quantitative questions

This part of the research focuses on the two dataset that were abstracted from the questionnaire. In these datasets the respondents that answered the question ‘Are you currently an inhabitant of Overijssel?’ with a ‘yes’ and the question ‘Did you ever visit Overijssel?’ with a ‘no’ were already excluded. The first few questions were to gain some background information about the respondents. Such as the ages of the respondent, the place they lived in and how often they would go out for trips or holidays in the Netherlands. The other questions focused on the specific knowledge and feelings of the respondent about the province of Overijssel and its region. All results can be found in Appendix G.

5.2.1.1 Dataset A

The first dataset was the one with 89 respondents, that includes the sixteen respondents that did not fully complete the questionnaire. The first questions focused on some characteristics of the respondents. The outcomes of this provided information about the ages of the respondents, which differed between 16 till 80 years old, with a mean of 43 years old, $M = 43,39$; $SD = 20.29$. The current living places of the respondents were divided into provinces. The bulk of respondents came from Gelderland, but also there were respondents from Utrecht, Zuid-Holland, Noord-Holland, Limburg, Groningen, Noord-Brabant and Flevoland (Table 1).

Province	Frequency
Noord-Holland	2
Zuid-Holland	5
Noord-Brabant	1
Utrecht	10
Flevoland	1
Groningen	2
Gelderland	66
Limburg	2
Total	89

Table 1: Provinces of residence for the respondents

The respondents seemed to undertake activities, such as visiting events or museums, hiking, cycling, going to the zoo, etcetera, within the Netherlands quite regularly. The figure below (Figure 10) shows that most of the respondents, undertake these activities monthly. While 25% of the respondents answered to do this weekly and also 26% do this a few times per year. The differentiation between how often the respondents spend their holidays in the Netherlands is a bit more diffused. 44% does this occasionally, while only 15% does this on a regular basis and 30% mentioned to almost never spend their holidays in the Netherlands (Figure 11).

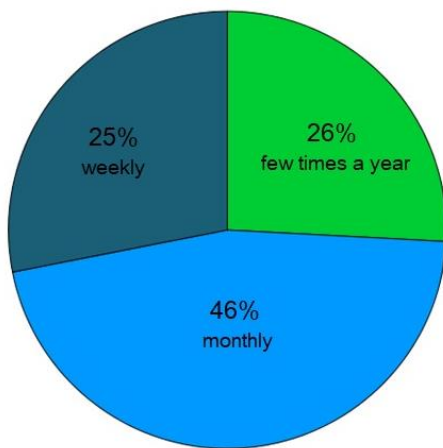


Figure 10: 'How often are you going out in the Netherlands?'

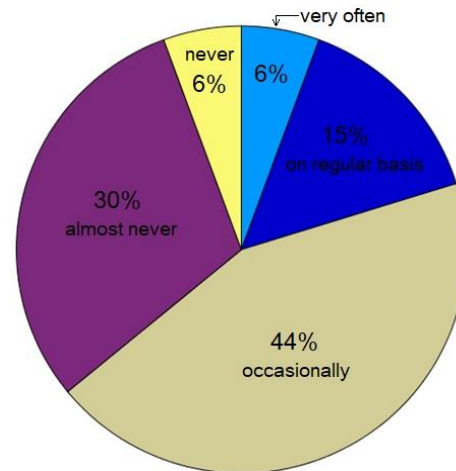


Figure 11: 'Are you sometimes spending your holidays in the Netherlands?'

The respondents were asked to grade their knowledge of the province from 1 till 10. The following table (Table 2) shows that the most given answer, the median is 6. Although the mean for this was 5,5; $M = 5.47$; $SD = 1.91$.

Grade	Frequency	Percent
1	1	1,1
2	5	5,6
3	11	12,4
4	9	10,1
5	15	16,9
6	21	23,6
7	15	16,9
8	8	9,0
9	3	3,4
10	1	1,1
Total	89	100,0

Table 2: Frequency table of the grades given by 89 respondents

The question 'How did you get in touch with Overijssel?' offered the opportunity to give more than one answer. In the end all 89 respondents together used 178 of the answer possibilities. Most of the respondents used the answers 'I just went there' (28,7%) and 'I have friends and/ or family there' (23%). The least used answer is the 'I looked for information about it myself' (7,3%). Therefore it seems that there are not a lot of people who actively are looking for the province and what it has to offer. They just go there or hear about it from friends, family and the media. All this is shown in Table 3. The 21 respondents that used the 'Other, namely' answer category mentioned study six times as how they did get in touch, while five times work was mentioned.

	Responses	
	N	Percent
I once lived in Overijssel	16	9,0
I have friends and/ or family there	41	23,0
Family/ friends told me about Overijssel	14	7,9
I heard about it in the media (television, radio, newspaper, social media, etc.)	22	12,4
I looked for information about it myself	13	7,3
I just went there	51	28,7
Other, namely:	21	11,8
Total	178	100,0

Table 3: ‘How did you get in touch with Overijssel?’

The question ‘What do you find attractive about Overijssel?’ was also a question where respondents were able to give multiple answers. In the end the 89 respondents used 234 answer categories. As can be seen in Table 4 most mentioned as attractive in Overijssel was the nature (66 times), then the cities (48 times) and then the cycling/ hiking opportunities (38 times). The least used answers were the famous people from Overijssel, the local products and the architecture. Also mentioned not that often is the (water)sports which was only used 7 times. The events, art and history of Overijssel also seem to do well with the respondents. Twelve respondents mentioned that there were other things they find attractive in Overijssel. Three of those mentioned they did not know anything specific that would make Overijssel attractive. While three others mentioned the amusement parks in Overijssel as attractive, two mentioned their family and two others mentioned the mentality of the people in Overijssel.

	Responses	
	N	Percent
Cities	48	20,5
Nature	66	28,2
Events	23	9,8
Art	12	5,1
(Water)Sports	7	3,0
Cycling/ hiking	38	16,2
Famous people	1	0,4
Architecture	6	2,6
History	17	7,3
Local products	4	1,7
Other, namely:	12	5,1
Total	234	100,0

Table 4: ‘What do you find attractive about Overijssel?’

5.2.1.2 Dataset B

The second smaller dataset was the one with 73 respondents. This dataset ranged again from age 16 till 80 years old and the mean was 43 years old, $M = 43,42$; $SD = 20,67$. This dataset was used to answer the last four question of the questionnaire. In this part the respondents were asked to value their experiences in the province. For this question the respondents had to pick a side towards which feeling they were mostly drawn, the results of this are given in Table 5. It seems that for every experience the

most used answer category is the one that is next to the most left, that shows that all visitors were rather positive about the province.

	0	0	0	0	0	
Positive	37,0%	43,8%	13,7%	5,5%	0,0%	Negative
As expected	24,7%	41,1%	31,5%	2,7%	0,0%	Not as expected
Authentic	26,0%	43,8%	27,4%	2,7%	0,0%	Unauthentic
Trustworthy	21,9%	49,3%	26,0%	2,7%	0,0%	Untrustworthy
Believable	21,9%	41,1%	32,9%	4,1%	0,0%	Unbelievable
Comfortable	17,8%	49,3%	24,7%	8,2%	0,0%	Uncomfortable

Table 5: 'My experiences in the province are:'

The following three questions focus on the knowledge of any branding in the province. The first asked the respondent if they had ever heard or seen any advertisement for the province of Overijssel or a certain region in Overijssel that was meant to draw them towards the province of Overijssel or a specific region in Overijssel, and if so, where. This was a question that left space for multiple answers, in the end 118 of the categories were used by the 73 respondents. The answers of these respondents can be found in Table 6. The first thing to notice is that almost 37 percent of the respondents did never see any advertisement on Overijssel. When they did it seems most often from the newspaper, then the television, then social media and the least from the radio. Seven respondents did use the other answer category where they answered that they saw advertisement in magazines, flyers and at events.

	Responses	
	N	Percent
I have never been in contact with any advertisement	37	31,4
Newspaper	21	17,8
Television	16	13,6
Social media	13	11,0
Internet	14	11,9
Radio	10	8,5
Other, namely:	7	5,9
Total	118	100,0

Table 6: 'Did you ever hear or see any advertisement that was meant to draw you to the province of Overijssel, or a certain region in Overijssel? And where did you hear/ see this?'

The second question focused on advertisement but now specifically questioned the respondents about their knowledge of advertisement in the region of 'Twente'. The respondent only had the possibility to answer with 'no' or 'yes', when they answered with 'yes' they had the opportunity to mention where they had seen this. The results are shown in Table 7. It seems that most of the respondents (86%) were not able to recall any specific advertisement for the region of Twente. The other 14%, which were 10 respondents, mentioned three times the advertisement of Johma and

once Grolsch. Also mentioned two times were the advertisement of the university and the technical studies.

	Responses	
	N	Percent
No	63	86,3
Yes, namely:	10	13,7
Total	73	100,0

Table 7: 'Do you know any kind of advertisement that is focused on the promotion of the Twente?'

The last question did the same as the former question, but then focused on the north-western part of Overijssel. The results are shown in Table 8. It seems that even less of the respondents knew any advertisement for this part of the province of Overijssel. Since almost 90 percent of the respondents filled in that they did not know any advertisement for this part. Eight respondents mentioned that they did know something. Three of those mentioned the specific advertising of Giethoorn and one specifically mentioned this advertisement for Chinese tourists. While others mentioned the 'Kop van Overijssel', offerings of hotels and museum, and advertisement from the nature preservation association.

	Responses	
	N	Percent
No	65	89,0
Yes, namely:	8	11,0
Total	73	100,0

Table 8: 'Do you know any kind of advertisement that is focused on the promotion of the north-west of Overijssel or any specific region in this area?'

5.2.2 The open questions

The respondents of the questionnaire were also exposed to a few open questions, that put them in the position to provide some longer more detailed answers. This following part will give an overview of the answers given in this part of the research. The answers are ordered by the subject of the question.

5.2.2.1 Knowledge of the region

The first open question gave the respondents the opportunity to elaborate on their knowledge of regions in the province of Overijssel. This meant that the respondents had to come up with regions by themselves instead of being provided by a set of regions to choose from. Overall the question was more aimed at the territorial knowledge of the respondents about the province and its regions. From the 73 respondents, ten mentioned they did not know any region in the province of Overijssel. Also a lot of the respondents only mentioned one name of a region or place, while others were able to mention two or three.

The first thing to notice is that there are two regions that are mentioned the most. From the respondents thirty-nine mentioned the region of Twente in their comment. The second most mentioned region was the region of Salland which was mentioned twenty-four times. After these the 'Kop van

Overijssel' and the Weerribben were mentioned, which were both mentioned seven times. The river the IJssel is mentioned specifically five times, once named the as a region 'IJsseldelta'. Also Zwolle as a city is mentioned several times, but also as region 'regio Zwolle'. Finally the region 'Vechtdal' is mentioned twice. Furthermore some places were mentioned once, these were: the Wieden, Reesdal, Overdinkel, Noord-Overijssel, Holterberg, Bredewiede, Heuvelrug and Haaksbergerveen. Something else to highlight is that six of the respondents used the same combination of regions in the province, which were the 'Kop van Overijssel', Twente and Salland.

Secondly, the respondents mentioned a lot of different cities in the province. The most mentioned cities were: Deventer, Zwolle, Enschede and Giethoorn. In addition respondents came up with regions that are not situated in the province of Overijssel. Striking about this observation is that all the other regions mentioned lie in the province of Gelderland, which neighbours the province of Overijssel. The 'Achterhoek' was mentioned twice, and also the 'Veluwe' and 'Stedendriehoek' were both mentioned once. In addition the city of Zutphen that is also situated in Gelderland was mentioned once. Therefore it seems that the border between these two provinces is not quite clear.

5.2.2.2 Associations with Overijssel

The second open question focused on the associations of respondents with Overijssel. The question entailed a second part with some suggestions to help the respondents with their thinking process. Like what are the feelings or characteristics they associate with the province. First of all, six of the 73 respondent mentioned that they did not have any associations with Overijssel. Then, more territorial the first thing that a lot of the respondent mentioned were the three bigger cities of the province, which are Zwolle, Deventer and Enschede. The respondents mentioned more than once that Zwolle was a very nice and friendly city; *'The city of Zwolle, an uncomplicated and cosy city with friendly people.'*⁵⁷ Also a lot of respondents mentioned museum 'de Fundatie' which is also located in Zwolle, overall this was mentioned nine times. The city of Deventer was mentioned very often in association with all kind of events. Events mentioned were among others the historic Dickens festival, the book market or 'Deventer on stilts'. A lot of other smaller cities and villages were mentioned, but the one mentioned the most (five times) was Giethoorn, although no real specifics about this place were mentioned.

The second big thing that respondents mentioned was that they associated the province with nature (sixteen times), green (mentioned four times) and countryside (seven times). *'A lot of nature'*, *'beautiful nature'* or *'special landscapes'*⁵⁸ were among the comments. Also the grasslands, cows and farmers; *'grasslands filled with cows and beautiful farms'*⁵⁹ were mentioned. Furthermore respondents also mentioned they associate the region with space, this was mentioned seven times as the experience of space and the open spaces in the province. Related with this is that the province is mentioned to be

⁵⁷ ['De stad Zwolle, een overzichtelijke en gezellige stad met vriendelijke mensen']

⁵⁸ ['Veel natuur'], ['mooie natuur'] en ['bijzondere landschappen']

⁵⁹ ['weilanden vol koeien en schitterende boerderijen']

quiet seven times; *'gives me a peaceful feeling'*⁶⁰. Another association was with water, that was mentioned by five, while three others mentioned the river the IJssel and another three the big open water the Weerribben. Four more respondents mentioned the water sports and boating opportunities of the province. In addition ten other respondents associated the province with a good hiking and cycling environment. *'There are delightful cycling and hiking opportunities.'*⁶¹ Overall some of the respondents also mentioned their feelings in association with these more symbolic features of the province.

The third thing that came up were assumptions about the inhabitants of the province. Respondents mentioned the thought the inhabitants to be friendly (eight times), but at the same time they were called sober by two respondents. Also mentioned is the existence of dialect in the province by five respondents, although one of the respondents mentioned this dialect only to exist in Twente. While another mentioned that; *'the dialect is beautiful and slightly different for every area'*⁶². Furthermore two of the respondents used the term 'Tukker' when referring to the inhabitants of Twente. Finally, there were different associations that were only mentioned a few times. A first thing that was mentioned had to do with the history of the places in the province, four time the Hanseatic cities were mentioned, while others only called the places historic. Also mentioned twice was the architecture in the province. A second thing that also some of the respondent mentioned were famous Dutch people that are from the province, mentioned were: Herman Finkers (four times), Ilse de Lange (three times) and the athletes Wennemars and Hulzebos (both once). A third thing that respondents associated with the province with was education, that was mentioned six times, by naming both the university of Twente and the university of applied science Saxion. Finally, the soccer club FC Twente is mentioned six times and the symbolic horse of Twente once. In the end, also for this question places were mentioned that are not situated in the province, such as Zutphen and a museum.

5.2.2.3 How respondents would describe the province

The third question asked the respondents how they would describe the province to their friends and family. Five of the respondents replied to this question by commenting they would not be able to or just did not reply at all. The first thing the respondents mentioned the most was the nature in the province, which happened twenty-four times. Other respondents also mentioned quite similar things, such as the greenery of the province (four times). Or they mentioned the landscapes in the province (seven times) and then mostly the rurality of it. *'A rural province'*, *'varied landscapes'* and an *'environment rich of nature'*⁶³. In addition a few times the province, its landscapes and the possibility to undertake activities in the province were mentioned to be very versatile. Finally, four respondents would specifically mention the presence of space in the province to their friends and family.

⁶⁰ ['Geeft me een rustig gevoel']

⁶¹ ['Je kunt hier heerlijk fietsen en wandelen']

⁶² ['Het dialect is prachtig en in elk gebied weer iets verschillend']

⁶³ ['Als een landelijke provincie'], [gevarieerde landschappen'] en [natuurlijke omgeving']

Second, something that respondents would mentioned to their friends and family was that the province is very calm and quiet, this happened fourteen times. Although maybe related with this is that six respondents would tell their friends and family the province is ‘boring’ or something similar. After this respondents would mentioned specifically the multitude of nice cities and villages in the province. A lot of the respondent praised the cities for their beauty, their history and the city life. Overall this happened sixteen times, for example respondents mentioned that ‘*Overijssel has a multitude of beautiful villages and cities*’, ‘*nice historic cities*’ or a ‘*good city life, cities are not too busy*’⁶⁴. Also mentioned again was the Hanseatic past of some of those cities and this adding to the character of the province. Respondents would tell that these cities are very interesting and beautiful, overall the Hanse was mentioned five times. In addition twelve times the respondents mentioned they thought the province is very cosy and relaxed, which suggests that they liked spending time in the province. Overall it seems the places in the province have their own images and symbolic values that people appreciate, and this makes that they would mostly tell positive stories to their friends and families about the province. Five respondents specifically would mention the province to be a place their friends and family should spend their holidays. Respondents mentioned that is was a ‘*nice province to visit*’ and ‘*definitely worth living or spending holidays*’⁶⁵.

5.2.2.4 Knowledge of Northwest Overijssel

The fourth open question specifically questioned the respondents on their thoughts and knowledge about Northwest Overijssel, which was mentioned they might also know as the ‘Kop van Overijssel’. The first most striking thing to notice about the response is that thirty-five, which is almost half, of the respondents mentioned they did not know anything about this part of Overijssel. They did reply by writing down things like ‘*no direct associations*’, ‘*don’t know this so well*’ and ‘*never heard of*’⁶⁶. Also most of the answers that were given, were very short and consisted only of a few words. Therefore it seems that the respondents were not really aware of this part of Overijssel and did not know much about it. From the things that respondents did mention it seems that the most mentioned is the presence of water in the region. Six respondents just mentioned the word water, while another ten mentioned also rivers, lakes and swamps from the region. Related to this was the mentioning of water sports and the opportunities to go boating in the region, which were mentioned eleven times. For example respondents mentioned ‘*mainly sailing*’, ‘*ice skating trips*’ and ‘*boating*’⁶⁷. Two of those times the respondents also mentioned specifically the tourists in the boats, as something they associated with the region. Six times also the Weerribben and the Wieden were mentioned, which are the names of the big water areas of the region.

⁶⁴ [‘Overijssel kent vele mooie dorpen en steden’], [‘leuke historische steden’] of [‘goed stadsleven, steden niet te druk’]

⁶⁵ [‘leuke provincie om te bezoeken’] en [‘zeker de moeite om te wonen of vakanties door te brengen’]

⁶⁶ [‘geen directe associatie’], [‘ken ik niet zo goed’] en [‘nooit van gehoord’]

⁶⁷ [‘vooral zeilen’], [‘schaatstochten’] en [‘varen’]

The other things that were mentioned about the region were more territorial. The city of Zwolle is mentioned eight times, which might indicate that the respondents are not aware if Zwolle is part of this region. One of the respondents also highlighted this; *‘I suppose that is approximately where Zwolle is situated’*⁶⁸. Another few comments were made about the situation of this part of the province. Respondents mentioned the weird shape of the region and that the region borders with the provinces of Flevoland and Drenthe. Also mentioned eleven times was the place of Giethoorn, which is called beautiful by one of the respondent while another mentions their experience there as *‘boating through the Venice of the north’*⁶⁹. Finally, a few different things were mentioned by the respondents. Firstly how beautiful the region is, is mentioned twice. Also four times the history of the places in the region was mentioned. In addition one of the respondents mentioned the region to be called ‘the old land’, which is something that refers to the new land that has emerged with the creation of the polders. And finally, mentioned two times as something that the respondents thought about was the bible-belt.

5.2.2.5 Knowledge of Twente

The final open question focused on the knowledge and feelings of the respondents about Twente. In comparison with the former question about Northwest Overijssel it seems that the respondents had more knowledge about Twente, since only four of the respondents did not mention anything about the region. First of all, a lot of the respondents mentioned their thoughts about the inhabitants of the region. With this the designation of ‘Tukker’ is used seven times. But the most mentioned is the dialect of the inhabitants of the region, which is mentioned sixteen times. Also ten of the respondents mentioned they had an association with farmers. These farmers by some of the respondent are related with the dialect, since it seems that some respondents assume the dialect is something for farmers. As well some respondents associated the farmers with blunt characteristic and drinking shacks. Therefore a few of the comments about farmers were: *‘farmer’s villages’*, *‘blunt farmers that drink a lot’* and *‘the farmers accent’*⁷⁰. Also one of the respondents made the association with the soccer club of Twente, *‘super farmers/ soccer’*⁷¹, which seems to use this farmer stereotype as its image. Overall soccer is mentioned five times, while fourteen times the club FC Twente is mentioned specifically and one time Heracles. Also mentioned to symbolise the region and FC Twente again was the horse of Twente. Respondents did also mention products of the region, such as the beer brand Grolsch that was mentioned four times and the salad brand Johma that was mentioned once.

Secondly, about the history and economy of the region different comments were made. Industry in the region was mentioned several times, five times this was mentioned specifically as something that shaped the past of the region. While five other respondents just mentioned industry as something they thought about when thinking about Twente. Then two other respondents mentioned the

⁶⁸ [‘Volgens mij is dat waar Zwolle ongeveer zit’]

⁶⁹ [‘boating through the Venice of the north’]

⁷⁰ [‘aan lompe boeren die veel bier drinken’], [‘boeren dorpjes’] en [‘boers accent’]

⁷¹ [‘super boeren/ voetbal’]

past in textile for the region, as the ‘*glorious textile past*’ and the ‘*textile factories/ barons*’⁷². Also three other respondents mentioned the extraction of salt, that happens and happened a lot in the region. Thirdly, about the appearance of the region different comments were made. Six respondents specifically mentioned the countryside of the region. While seven others spoke about the landscaping of the region, this was described mostly as rural. Respondents mentioned the ‘*sloping landscapes*’, the ‘*domains*’ and the ‘*very old country houses*’⁷³. Also six respondents mentioned some feelings they obtained when thinking about the region, they mentioned the region to be ‘*cosy*’, ‘*friendly*’ and ‘*wilful*’⁷⁴. Another respondent mentioned to get a holiday feeling of the region. While two others mentioned their cycle and hiking experiences in the region. Finally, four respondents made comments about the location of the region. Three of the respondents mentioned the region lies next to the German border, while another mentioned it to be very easily accessible and someone mentioned that the region exist out 14 municipalities. The city of Enschede is the most mentioned, seventeen times in total. While other places in the region that are mentioned were: Hengelo (five times), Almelo (three times), Haaksbergen, Delden, Ootmarsum and Dinkel. Also one of the respondents mentioned that; ‘*it is often compared to the Achterhoek*’⁷⁵, and twice more the Achterhoek was mentioned. Also mentioned ten times is the university that is located in the region and some of the respondents mentioned this to be a technical university. This relates to something that one of the respondent mentioned about the region; ‘*a lot of activity, good, high-quality technical education and businesses*’⁷⁶.

⁷² [‘roemrijk verleden textiel’] en [‘textielfabrieken/baronnen’]

⁷³ [‘glooiend land’], de [‘landgoederen’] en de [‘zeer oude landhuizen’]

⁷⁴ [‘gezellig’], [‘vriendelijk’] en [‘eigenzinnig’]

⁷⁵ [‘wordt veel vergeleken met de Achterhoek’]

⁷⁶ [‘veel bedrijvigheid, goede, hoogwaardige technische opleidingen en bedrijven’]

Chapter 6. Interpreting the relations of regional identity

This chapter contains the analysis of the results, which are being discussed using the conceptual model as the framework. The conceptual model contained the two main topics of this study, namely regional identity and visitors perception. These two concepts are assumed to influence each other. In this chapter first the concept of regional identity will be discussed using the different aspects that were used to create the concept in the conceptual model. After which the same will be done for the visitors perception. The final step is discussing the relation between the two concepts.

6.1 Constructing regional identities in Overijssel

This part of the study is going to focus on the regional identities in the regions of interest in this study, which were Twente and Northwest Overijssel, where regional identity was a phenomenon where people identified themselves with a social system of a region, that includes the culture, its people, the traditions, the landscape and so on. These identities are a process of becoming and therefore not fixed but continuously subjected to change (Raagmaa, 2002). The construction of regional identity as described by the conceptual model will be used to analyse the results. This means the territorial, the symbolic and the institutional aspects, as well as the influence of place attachment, are used to construct the regional identity.

6.1.1 The territorial, symbolic and institutional aspect

The first aspect that is part of the regional identity is the territorial one, which was about the physical boundaries of the region. Such territorial demarcations add dimension to the region, especially when they are historical and include some kind of homogeneity, such as landscapes and iconic places (Terlouw & Hogenstijn, 2015). When researching the region of Twente this region seems to be quite recognisable. First of all since the inhabitants were aware of their region and where it is situated. This can be seen in the drawings of the inhabitants on the maps presented to them as well as the additional explanations they had. The drawings covered mostly the same areas and the explanations of how big the region was and where it was situated were quite similar stories. Furthermore the landscape of the region was described as being more or less consistent for the whole region and therefore might as well be its own landmark. Overall there is a lot of nature, countryside and forests, alternated with the characteristic villages. In addition the region has the bigger cities of Enschede, Hengelo and Almelo. For Northwest Overijssel the interviewed inhabitants drew different maps of their region. It seemed that the inhabitants had different images of their region, first of all about the name and also about the size. Three of the five inhabitants mentioned that they lived in Northwest Overijssel and also called it the ‘Kop van Overijssel’, while two other inhabitants mentioned just their municipalities as the region they lived in. About the size of the region this seemed mainly to depend on the feelings of the inhabitants about including Zwolle in their region. Furthermore the inhabitants created a more diffuse

image of the landscape of this part of Overijssel, by using multiple characteristics, such as rivers, open waters and swamps. But also different characterising villages, that had their own specific identities.

The second is the symbolic aspect, which focuses more on the social aspects of the regional identity. The symbolic identity is a combination of spatial and social elements that are supplemented with symbols and narratives (Terlouw & Hogestijn, 2015). The symbols include the name, a local language, landmarks and also more literal or material symbols (Paasi, 1986; Raagmaa, 2002). The first thing that can be marked as a symbol for a region can be the name. For the region of Twente there was no doubt among the inhabitants about the name of their region. The second symbol for the region is that it has its own dialect and name for its inhabitants. Also the region seems to have its own lifestyle, that was described to be typical for the region and consist of a relaxed attitude and quiet way of living. Furthermore there are different symbols in the region, such as the flag of the region that entails the horse of Twente and several other traditions and events. For Northwest Overijssel there was more uncertainty about the name of their region, it seems that the inhabitants did not agree on a name for their region or might not even really felt that they were part of a region. Therefore also symbolic aspects in the region were harder to unravel. The region did have some hint of dialect but this did not seem to be bound to the region. Also the region seemed to have not that much symbols such as traditions or landmarks that belonged to the region. The one thing that seemed the most binding in the region was its history, the history with the water and the Hanseatic history of the villages and cities.

The third aspect is the institutional one, which was mostly about the (local)government and media presentation. This aspect was included as a third aspect that was probably of less importance in the building of regional identity in this study. Although it was explored to get a feeling of how involved the inhabitants would be with their local authorities and the presentation of the region. In Twente most of the inhabitants did not have much knowledge of the local authorities. Although they indicated that they thought it would be easy to access the local politics since it was mostly about the feeling of we know us. For Northwest Overijssel this was quite similar, the interviewed inhabitants were not very involved but had the feeling it would be easy to enter. Something that was also mentioned in both regions was that the inhabitants had some concerns about the economic position of their regions and also about deflation in their regions. In addition in Northwest Overijssel several inhabitants mentioned that they nowadays needed tourists to keep the region liveable.

6.1.2 Place attachment

The next aspect that is used in this analysis is the one of place attachment. Place attachment was described earlier as the emotional bond that people have with places and how this is an affective link with a place where people tend to remain and feel safe and comfortable. This aspect can be separated into a physical attachment that keeps inhabitants rooted and a social attachment that is about social contacts. Often place attachment arises from mobility, length of residence, social belonging and shared meaning among other variables (Hernández, Hidalgo, Salazar-Laplace & Hess, 2007). From the

interviewees of Twente it became clear that they all felt attached to their region. There was an emphasises on the importance of returning to the region and the multiple examples of how friends and family who went away kept coming back to the region. A lot of them would move back to the region at some point, while others just kept coming back to enjoy the region and their social contacts. Therefore all interviewees seemed very loyal to their region. As well they mentioned that is was a nice region to live in, since it is very spacious and they liked the friendly lifestyle of the region. Therefore their attachment to the region seems both about their rootedness to the place, but also about a social link. The inhabitants interviewed in Northwest Overijssel also showed a strong place attachment to their region. Although it seems that the interviewees from Northwest Overijssel did play with the idea of leaving the region more often. The youngest interviewee definitely wanted to leave the region and did not really think about returning someday. While another was concerned that it would not be possible to find the job she wanted in the region and therefore was also willing to leave. The older inhabitants who were interviewed in the region mentioned that they very much wanted to stay in the region, but had some concerns about getting old in the region and the lack of facilities. When discussing the attachment to the region the interviewees seemed mostly to care about the surrounding landscape and their direct social contacts in the region. Therefore although the interviewees in Northwest Overijssel seemed very much attached to their region, in comparison with the attachment described by the interviewees of Twente they are less attached.

Another difference could be found in the way inhabitants spoke to others about their regions. All interviewees in both regions mentioned to tell outsiders about their region and mentioned that they were mainly positive about their regions. They seem to tell stories to outsiders that described the most attractive features of the regions, for both regions this included the beautiful nature. Specifically for Twente most of the inhabitants were quite proud of their lifestyle and the relaxed attitude of the people. While for Northwest Overijssel it were mostly the opportunities to undertake all kind of activities in the region, such as visiting the historic villages and enjoying the water sports, that were highlighted by the inhabitants. The stories they would tell later on were about the lack of opportunities that the inhabitants would sometimes experiences in their regions. Especially in Northwest Overijssel the deflation of the region, the lack of activities and the lack of jobs and opportunities for entrepreneurs were mentioned. This was also mentioned a few times in Twente, although this seemed less problematic. Overall, all inhabitants start to tell positive stories about their regions, but the inhabitants of Northwest Overijssel then turn to the negative stories. While for Twente more often the stories stayed positive.

Finally, the inhabitants interviewed in Twente did mention they felt attached to the region as a whole, maybe even more than to their specific home towns or the province. Although they did mention to feel attached to their home towns and the community, they would describe themselves as residents of Twente. Therefore the regional identity of this region seems rather strong. While for Northwest Overijssel the inhabitants seem to be more attached to the local communities in their home towns.

When the local identities were stronger this means that the main focus of the person is on their place of residence and the connection with local communities (Harvey, 1999). Overall the regional identity of Twente therefore is much stronger, while in Northwest Overijssel the local identities seem stronger.

6.1.3 The thickness of the regional identities

The interviewed inhabitants seem to have different bonds in their regions. In Twente most inhabitants lived in natural and chosen communities. That consist of family structures, but are also based on choice for the lifestyle and values of the region. In Northwest Overijssel this seems to be mostly the same, in this region a lot of the interviewees also had their family structures here. Although the lifestyles were more focused on the specific areas they lived. In Northwest Overijssel it was more about the local communities and the specific lifestyles these have to offer, such as water sports or the village life. Therefore the identities in Northwest Overijssel seem to stay more local than in Twente. While Twente has a stronger regional identity, where the regional is more merged with the local community. In the end it can be stated that the region of Twente is a stronger region with a ‘thick’ identity. Thick identities are stable identities that are rooted in shared culture and history based on social relations and shared values (Terlouw, 2012). Most obvious this might come from the fact that all interviewees were aware of their region and mentioned to identify with it. But overall it seems that within the region of Twente the inhabitants share more values together, in a specific lifestyle with its own dialect. In comparison the region of Northwest Overijssel seems to lack a bit of recognition and cohesion among its inhabitants. Therefore it can be considered a less strong region than Twente and might be described as a region with a ‘thin’ identity. This might also correspond with the description in chapter 4 about the changes made in regions in this part of Overijssel. Where this part of Overijssel over time is rearranged several times, and where there is nowadays a diffuse image of the regions.

6.2 The visitors perception of Overijssel

The second part of this chapter is going to focus on the construction of the visitors perception that in this study consists of the individual experiences and the role of branding. A thing to remember when analysing the perceptions of visitors is that for visitors the region is a destination. Therefore the region can be associated with attractions like buildings, events, local products and specialties, famous persons, etcetera. The perception of visitors then might become dependent on the experience with these attractions and not the region as a whole (Ram, Björk & Weidenfeld, 2016).

6.2.1 Individual experiences

The individual experiences of the respondents that visited the province were expected to shape their perceptions. First of all when going through the results it was found that a lot of the visitors thought their knowledge of Overijssel was not very extensive. Although they did find their experiences in the province to be positive, authentic and believable. Half of the visitors mentioned to have visited the

province by just going there or because they had family and friends in the province. While the other visitors heard about Overijssel from others, saw about it in the media, searched for information themselves or had other reasons that led them to Overijssel.

6.2.1.1 The province of Overijssel

The first thing to notice was that almost half of the visitors knew the region of Twente, after which Salland, Kop van Overijssel and Weerribben were also mentioned. While almost one in six of the visitors mentioned not to know any regions within the province of Overijssel. Second, the visitors mentioned also quite some cities from the province, most mentioned were the cities of Zwolle, Deventer and Enschede, which were also mentioned a lot in relation with museums and events. These cities were also found to be one of the things in the province that visitors would find attractive. Thirdly, it was found that the visitors did find the nature of the province to be the most attractive quality of Overijssel. Often the province was called beautiful. This was also seen in the associations of the visitors with the province, since mostly mentioned were the nature, greenery and the rural landscape. As well as the space, quietness and countryside in the province. And mentioned only a few times the presence of water in the province. This is also related with the fact that the visitors found the province therefore to be very attractive for hiking and cycling. Fourth, some of the visitors described an image of the inhabitants of the province as being friendly and calm and also a few of the visitors mentioned them to speak in dialect. Fifth, some specific things were mentioned, although this only happened a few times. For example the Hanseatic cities and their history came up. But also the educational facilities, such as the university and the university of applied science were mentioned. As well as the soccer club situated in the province and the presence of farmers. Finally, also some of the visitors would call the province a bit boring.

6.2.1.2 Twente & Northwest Overijssel

To get a bit more in-depth about the regions the visitors were questioned on their region specific knowledge. For Northwest Overijssel almost half of the visitors mentioned that they did not have any knowledge about this region. But the things that were mentioned for the region was mostly the presence of water, also in the shape of rivers, lakes and swamps, and furthermore the possibilities with this water were mentioned, in the form of water sports, boating and ice skating. The specific areas that were mentioned in the region were the Weerribben and the Wieden. Also the city of Zwolle was mentioned several times and the second most mentioned place was Giethoorn. Finally a few specific things were mentioned, such as the beauty of the region, the history in the region and the bible-belt.

About Twente the visitors did have more knowledge. The visitors created an image of a region situated next to the German border, with Enschede as best known city. Other well-known cities are Hengelo and Almelo. In the region there is a university, known as technical university of Twente. In the region live farmers, who were assumed to speak in dialect. The inhabitants were called Tukkers

and were associated with blunt characteristic and drinking shacks. These farmers were also mentioned in relation to the soccer club FC Twente, that seems to use the farmer identity as its image. Some of the visitors created the image of a history of industry for the region, and a hand full of visitors were able to specify this towards textile and salt. The appearance of the region mostly called green, rural and countryside, with some sloping sides and older houses. In the end the region feels friendly and cosy, with lots of hiking and cycling opportunities. From this region come different products such as the beer brand Grolsch and the salad brand Johma. In the end the region is both compared and confused with its neighbouring region the Achterhoek.

6.2.1.3 Overall visitor experiences

Overall most visitors thought their knowledge of Overijssel was not very extensive, although from the answers they gave it was found that they had more knowledge of the region of Twente than of Northwest Overijssel. In addition the visitors did mention to find their experiences in the region to be authentic and believable. One of the possible explanations for these experiences might have to do with the experience of enjoyment they had in the regions. Kolar & Zabkar (2010) observed that the enjoyment of visitors and the perception they had of how genuine their experience was added to how authentic they would value their destination. Since the visitors think their experiences within the province were believable and authentic it can be assumed that the experience of visitors therefore were pleasant. Another aspect that influences the authenticity of a place are landscape elements and whether these are experienced as genuine or realistic (DeLyser, 1999). Since the nature and landscape of the region were often mentioned in Twente, this also suggest that the visitors consider the region to be authentic. For Northwest Overijssel this is also the case, since also in this region the landscape was described by the visitors, although this happened less than for Twente.

6.2.2 *The role of branding*

6.2.2.1 Branding in the regions

Branding in this study is assumed to be in a two way relation with the visitors perception, since it is assumed that both influence and shape each other. First of all, the branding of places is used to add value to a place, by singling out, extracting or orchestrating the identity of this place and load it with positive associations. Influencing the perceived qualities of a place, through place branding is used to attract more tourists, inhabitants, firms and investments (Boisen et al., 2011). Overall the associations the visitors had with the province and its regions seemed to be positive. Although for Twente the visitors had more knowledge and associations than they had for Northwest Overijssel. The visitors were also asked if they had seen any advertisement for the province of Overijssel. Almost two-third of the visitors recalled that they had seen some kind of advertisement for the province. The advertisement the visitors recalled they mostly saw in newspapers or on television. Also the visitors were specifically asked about their awareness of branding in the regions of Northwest Overijssel or Twente and it

seemed that the respondents did not have much knowledge about specific advertisement in any of these regions. A little more than ten percent of the visitors was aware of any type of specific advertisement for the regions. Although a lot of these visitors thought more about specific brands that had connections with the regions instead of specific advertisement for the regions themselves. Overall, the difference between the images of inhabitants and visitors mainly consisted of a lack of detail in the descriptions of the region by the visitors as well as them having some stereotypical images of the inhabitants of Overijssel. Although the main knowledge and topics the visitors mentioned overlapped with the information given by the inhabitants.

Again, the visitors mentioned that they did not engage with a lot of specific branding for the regions. Although their perceptions of the region must come from somewhere. First of all they have of course visited the province and some of the regions in the province, which will have shaped their perceptions. But also they have sometimes some more stereotypical images of the inhabitants, for example of them being mostly farmers or being a bit old-fashioned. These perceptions must come from somewhere, one of the explanations might be that they did not know much about this part of the Netherlands and therefore assume that this is where farmers live. While another reason might be that these images are influenced by the media and brands, that are not specifically intended to attract visitors towards the region. Although the visitors might not be directly aware of them being subjected to representations of the regions, they might engage with it unconsciously (Rossiter, 2014). Especially in Twente this seems to be the case, since a sufficient amount of visitors mentioned different brands that have associations with the region, such as the soccer club FC Twente, Grolsch, Johma and the university of Twente. Although not specifically to attract visitors to the region, these brands play with the image of Twente, by presenting certain images of the region. For example FC Twente uses the farmer image as something to be proud of and to distinguish themselves. While Grolsch and Johma have also used some stereotypical images of the inhabitant of the region of Twente to provide a story for their products. Also the visibility of the university and the university of applied science in the region might have added to the awareness of the region. These images used by these brands that are known to the bigger public in the Netherlands might also have influenced the perceptions of visitors about Twente. Since some of the knowledge of the visitors seemed a bit stereotypical, but not directly wrong. The best example is again that the visitors mentioned the farmers in the region a lot, while the inhabitants did not put much emphasis on high amounts of farmers in the region. In Northwest Overijssel there were no specific brands that the visitors mentioned they affiliated with the region. Although there seems to be one case where the media has specifically put a place of the region into the spotlights. This was the case for the village of Giethoorn that was highlighted by multiple visitors. Since it nowadays attracts a lot of people from China, which has become some kind of problem with overcrowding in Giethoorn specifically (Boonstra, 2018). For the visitors this might have put Giethoorn on their minds, although this news item was not directly intended to brand the place. Another specific place in Northwest Overijssel that was mentioned a lot by the visitors was museum

the Fundatie in Zwolle. This specific museum tries to attract people from all over the Netherlands and their advertisement seems to be working since it made the visitors aware of Zwolle. Also the open water of the Weerribben and the Wieden were mentioned a lot. Overall, it seems that in Northwest Overijssel the visitors of the region are more aware of separate places within the region instead of the region on its own.

In the end, as argued by Boisen (2008) the branding of places is more complex than for commercial brands. Most likely since places are not for sale, instead of letting people try the product to change their minds, places need people to change their minds beforehand (Anholt, 2010). Therefore branding of regions can be considered hard, because often the visitors perception is only influenced when they are in the region. Overall, it seems that Twente as a region is much better known and is supposedly branded as a region with a more complete cohesive image. This shows in the overlap of answers about Twente, it matters less which part of Twente is visited, the perceptions of the region are similar. While for Northwest Overijssel the perception and image of the region depends more on the part of the region that is visited, the region seems to be more about separate attractions instead of one cohesive image. This could also been seen in chapter 4 of this study, where Twente as one cohesive region was seen in all the maps, while the north-western part of Overijssel was shown in different forms.

6.2.2.2 The role of authenticity

As discussed in the literature for visitors a region is a destination and therefore can be associated with attractions. Therefore a region needed an experience value, such as events, flagship buildings, famous persons, products, specialties, etcetera. The respondents answered that the most attractive in the province of Overijssel were the nature, cities, events, hiking and cycling and the history. More specific for Northwest Overijssel the respondents mostly mentioned the water and nature in the region, while for Twente more different things were mentioned that created a cohesive attractive region. This is something that might be ascribed to authenticity that plays a big role in the attraction of tourists and investment, since a lot of visitors are wanting to experience the authenticity of a place. This authenticity or genuineness is often not tangible, but is instead a judgement or value placed on the experience and the setting by the visitor (Xie & Wall, 2002). The feeling of authenticity is something that can come from different things. Places can have a considerable heritage that can be considered more authentic than others. Places can have landscapes that are perceived genuine and real. And also the hosts of places are important when it comes to authenticity, since they accompany the experiences of visitors (DeLyser, 1999; Ram, Björk & Weidenfeld, 2016). When comparing the described knowledge and experiences of respondents in both regions it can be suggested that the experienced authenticity in Twente is higher than for Northwest Overijssel. Since Twente seems to accommodate on all three of the authenticity measures. Twente has its inhabitants that are symbolic for the region, as well as its own specific landscape and heritage. While Northwest Overijssel mainly has its historic

heritage, whereas its landscape and inhabitants appear less unified. This lack of authenticity and multiple attraction in the region might be one of the explanations for the fact that the respondents has less knowledge of Northwest Overijssel. Overall it seems that branding goes both ways. Branding influences visitors by creating experiences and advertising them, to show visitors what they can expect but also what they would want to see in the region. Although the branders also watch the visitors and anticipate on their needs, and then try to create the experiences that the visitors want. Which is something that was mentioned in both regions. In Twente it was mentioned by the inhabitants that the authorities tried to attract tourist to the region by emphasising the cultural initiatives in the region. While in Northwest Overijssel it was mentioned multiple times that the authorities try to create a more attractive region, by focussing on preserving and expanding the nature in the region.

6.3 The relation between the regional identity and the visitors perception

This third part of the analysis will focus on the relation between the regional identity and the perception of visitors, which was visualised in the conceptual model as a two-sided arrow between the two main concepts. Therefore it is about how the perception of visitors corresponds with the image of the inhabitants and how this differs or relates.

6.3.1 The differences between inhabitants and visitors

In this part the differences between the inhabitants as the source of the regional identity and the perception of the visitors are discussed. The first thing to notice is that when the inhabitants of the region have more sense of their region, such as the area the region covers and the name of the region, also the visitors will be more aware of this region. For Twente that is assumed to have a thicker identity than Northwest Overijssel, it becomes clear that also the visitors have a better sense of this region than they have of Northwest Overijssel. A few examples of this are firstly the fact that a lot of the visitors knew about the existence of Twente and were also able to mention details about the region that also the inhabitants had used to describe their region. Such as for the landscape of the region, both the visitors and inhabitants used similar characteristics. But also the visitors created an image of the inhabitants and their lifestyle that was quite similar with how the inhabitants described themselves. Which was a more relaxed lifestyle, life in communities and a name and dialect for the region. For Northwest Overijssel the inhabitants described a thinner identity, since their region lacked cohesion. Not all of the inhabitants seemed to be aware of their region or what was included in this region and this was also seen in the perceptions of the visitors. Also a lot of the visitors did not know the region and found it hard to come up with characteristics about the region. Although both the inhabitants and the visitors used the water in the region as the main characteristic. Furthermore mentioned was the history of the different villages in the region. But overall it seemed it were more smaller and specific places in Northwest Overijssel that were recognised by inhabitants and visitors instead of an united region that had an image of its own.

Overall, there can be found a difference in strength in the two regions and this shows in the perceptions of the visitors. The perception of visitors of the region is most comparable with the image of the inhabitants when the region has a strong ‘thick’ feeling of identity. Thus all inhabitants that were interviewed showed a strong regional identity for Twente, and this was also seen in the perception of visitors. While for Northwest Overijssel the inhabitants were less sure about their region, its name or its magnitude. Which showed, in turn, in the perception of the visitors, who also seemed not very aware of the region. In the end therefore it can be stated that it seems that when the region has a stronger regional identity this is also perceived by visitors. This also highlights that the inhabitants play an important role in how the visitors will perceive the region.

6.3.2 The interpretation of the relation between regional identity and the visitors perception

The concept that is the most useful in explaining the relation between the regional identity and the visitors perception is the concept of authenticity. The hosts of the regions, which are the inhabitants, have key roles in presenting authenticity to the visitors. Therefore they also play a role in creating new authenticity to lure visitors to the region, authenticity can therefore become attributed and constructed. During the interviews the inhabitants of Twente, but more often in Northwest Overijssel, have mentioned their concerns with the economic position of their region and the employment opportunities. As a solution they mentioned that they were very happy with the tourists that visited the region, since these provided the regions with new opportunities. Specifically in Northwest Overijssel the inhabitants mentioned that the authorities were trying to create better experiences for tourists by focusing on preserving and connecting the nature areas of the region. Furthermore the inhabitants in Northwest Overijssel mentioned that since the much visited Giethoorn was becoming so crowded, the marketers nowadays tried to send these tourists to other characteristic villages in the region. Which was something that especially the interviewees in Blokzijl were noticing. In Northwest Overijssel especially the inhabitants seemed eager to play their part in the attraction of tourists, by taking them in as friendly hosts of the region. Overall, it seems that in Northwest Overijssel people are busy with creating authentic experiences with friendly hosts to attract more tourists to boost the economy of their region.

In the end the relation between the regional identity and the visitors perception can be interpretate as followed. First of all, the identity of a region shapes the experiences and perception of visitors in the region. The regional identity is something that often attracts the visitors in the first place and the experience they have in the region will complete these perceptions. But also, the perception of the visitors can go the other way around and shape the regional identity. This happens maybe already unconscious, but also consciously when inhabitants are willing to change their behaviour and identity. This is something that especially the inhabitants of Northwest Overijssel are willing to do. They are willing to change their ways for ‘the good’ of their region, in this case to gain more income for their region. But by making changes in their identity and trying to change the outlook of the region to make

it seem more outstanding and authentic, this could also lead to changes in the regional identity. This happens when the role the inhabitants are going to play for the visitors becomes internalised in the shared values of the region. As well as that the identity might be changing from the changes that the authorities are applying on the region, such as by creating more nature. Therefore the relation between the regional identity and the visitors perception goes both ways and they both influence each other.

Chapter 7. Conclusion

For some time now the support from central governments for local authorities is decreasing, and more administrative tasks and other responsibilities are transferred towards these local authorities. This often results in local authorities searching for alternative ways to stimulate their economies. One of this ways is creating regions that are attractive for investors and tourists. This happens in a time where there is so much information around, while people are too busy to take time to form balanced and complete views of the world. Therefore they increasingly rely on created images that are presented to them. This is also the case for regions, place identities become produced, consumed and imagined through different processes and are used to attract tourists and investments towards the regions. This background provided an interesting case to study regional identities and the role of this regional branding. Therefore this study has focused on the construction of regional identities as experienced by inhabitants of two chosen regions and compared these identities with the perceptions of people that have visited these regions. The research was conducted in two regions in the Dutch province of Overijssel and provided the case of two quite different regions within the borders of one province. Namely the better known region of Twente and the region of Northwest Overijssel. The research question therefore was: *'How can the relation between regional identities in the province of Overijssel and the perception of visitors on these regional identities be explained and what is the influence of branding in this relation?'*

This main question can be answered using four sub-questions. The first question was about how the regional identities in the regions are constructed and developed based on the experiences of the inhabitants. From the study it became clear that the eastern region was very much established by the name Twente. The region covered a certain area in the province and was recognised by all its inhabitants. The region has its own characteristic landscape of mainly countryside and nature. With three bigger cities of Enschede, Hengelo and Almelo. Maybe most symbolic for the region are the inhabitants, with their own dialect and more relaxed lifestyle. Overall the region of Twente has a thick identity that is rooted in shared values and history. The region of Northwest Overijssel seemed to have a thinner identity, mainly because it lacked cohesion. The interviewed inhabitants had clearly different images of how big their region was, what was included in this region and how it was called. In the end, three of the five inhabitants mentioned they would call their region Northwest Overijssel, or the 'Kop van Overijssel', while the other inhabitants did use their municipalities. Furthermore the region was mainly described by what it had to offer instead of by its inhabitants. It was the presence of water with all additional activities that came with this and the related Hanseatic past that is still visible in the historic villages that were the main characteristics.

The second sub-question focused on how the visitors of the province perceive the regional identities in Overijssel. At first the visitors did not have the feeling their knowledge of Overijssel was very extended, they just graded their knowledge to be adequate. Although when going into the specific

knowledge on the regions there was a clear difference. The visitors seemed to have much more knowledge about Twente than about Northwest Overijssel. The visitors perceived the region of Twente as more of a cohesive region, this was visible in the similar answers they gave. Most of them focused on the natural and rural landscape of the region, while they also created the image that a lot of farmers lived in the region. The focus on the landscape of the region also showed in the pointing out of cycling and hiking opportunities in the region. Another big thing the inhabitants mentioned as characteristic for the region were the inhabitants that were characterised by their relaxed attitude and quiet lifestyle. Also these inhabitants were called Tukkers and were mentioned to speak their own dialect. About the history of the Twente the interviewees did not mention a lot, they did mention a history of industry. For Northwest Overijssel it became clear that the visitors did not have much specific knowledge of this region. Almost half of the visitors mentioned not to be aware of this region. What was mentioned for this region were mainly water and nature. As well as the opportunities this water brought, such as sailing and ice-skating. Also mentioned were the characteristic historical villages and also the Hanseatic past was mentioned a few times.

The third question focused on the differences between the regional identities as described by the inhabitants and how the visitors perceive these regions. For Twente the perception of the visitors on the identity of Twente had a lot of overlap with what the inhabitants had mentioned about the identity of their region. The main characteristics mentioned by the inhabitants were also mentioned by the visitors. It were the smaller details of this identity that the visitors did not know, such as stories of the region or how the inhabitants among themselves look at each other. For Northwest Overijssel a lot of the visitors did not have a perception of the regional identity. The ones that did mentioned characteristics for the region mentioned characteristics that were also mentioned by the inhabitants. Although again they lacked a bit in the details and depth, maybe even more than for Twente. Overall it can be concluded that when the inhabitants describe a stronger, or thicker, regional identity that also the visitors have a better perception of this region. As can be seen in the example of Twente. While for Northwest Overijssel where the inhabitants among themselves are not really able to describe a region wide identity, also the visitors seem to struggle to unravel some kind of identity.

The last question focused on the role of branding in the relation between the regional identity and the visitors perception. From the research among the visitors it did not seem they had engaged with a lot of specific branding for Twente or Northwest Overijssel. Still they showed a different level of awareness for the regions, Twente was better known by the visitors than Northwest Overijssel, so this must be based on something. First of all Twente as a region has a more cohesive image, that consists of a typical landscape, typical inhabitants and shared values. All these factors add to the authenticity of Twente. It is this authenticity of the region and the cohesion in the region that makes the region as a whole probably more recognisable and memorable, as well that authenticity is something that visitors desire. Whereas Northwest Overijssel seems to exist of all kinds of separate attractions and lacks cohesion. Therefore the separate attractions in the region can feel authentic, but

the region as a whole does not so much. Secondly, although the visitors mentioned not to be aware of specific branding and therefore probably assume that they were not really affected by branding. Something that was remarkable was the amount of times different brands were mentioned in association with the region of Twente. Although not specifically to attract visitors to the region, these brands can be assumed to play a role in the perception of Twente by creating certain images of the region. These images used by these brands that are known to the bigger public in the Netherlands might have also influenced the perceptions of visitors in their image of Twente. For Northwest Overijssel there were no specific brands that the visitors mentioned that they would affiliated with the region. Although there were some places that were mentioned several times and it can be suggested that these places are in the mind of tourist since these are known from the media, from the news or specific advertisement.

To conclude the case of Overijssel provided a nice case of how two regions within one province can be different. Overall it seems that the regional identities of both regions are developed at different levels, since the regional identity of Twente is much stronger than the regional identity of Northwest Overijssel. Which is something that was seen in the knowledge and perceptions of visitors from outside the province. These differences can be explained in different ways, but probably it has to do with the feeling of authenticity in the regions, since the best known region is one with a cohesive image and shared values. Overall the relation between the regional identities as described by the inhabitants and the perceptions of these regional identities by visitors can be interpreted by assuming that these influence each other. The visitors probably have a certain perception of the identity of the region they visited that was shaped by what they saw in the region. Although they probably had some expectations that they wanted the region to fulfil to have a pleasant experience. Therefore the regional identity as is will, especially in the regions of Twente and Northwest Overijssel where tourists are wanted for extra income, be adjusted to the likings of these visitors. This willingness to play a part to attract tourists was something that was especially mentioned in Northwest Overijssel.

7.1 Reflection

Some of the choices made in this study might need some more consideration. First of all, the choice to use a more quantitative questionnaire to analyse the perception of people from outside the province is something that could have been done differently. Due to time limitations and the possibility to reach more respondents there was chosen to use a questionnaire. But in this shape it appears that a lot of the respondents did not feel really encouraged to give elaborate answers. Which could be of course because they did not know a lot about Overijssel and its provinces. But could also be due to the set-up of the questions. This is something that might have been different when this part was also done with in-depth interviews, since when using this technique there is more space to encourage interviewees to give more elaborate answers. Although this would have taken up a lot of time, mostly since a lot of interviews need to be done since it can be expected that a part of the interviewees does not know a lot

about regions. Considering this particular case and the circumstances the questionnaires seemed the best option in this research.

Another consideration has to do with the approaching of respondents, when choosing to do this online and recruit a lot of the respondents via different groups on Facebook. It also happened that people that were not the target group filled in the questionnaire, because they apparently did not read the instructions very well or these were not clear enough. Another thing that happened with this particular study is that a lot of people started filling in the questionnaire but stopped very soon. Altogether it happened 45 times that respondents did not finish completing the questionnaire. This is something that might have to do with the open questions that were in the questionnaire, since it seems a lot of them stopped when these came on their screens. Another explanation could be that they maybe were confronted with themselves and did not want to admit that they did not know much about the province or that they simply did not want to think about the questions anymore. In the end it is something to take notice of that such a big group stopped their participation half way through.

Another thing about the questionnaire to be noticed is that a lot of the respondents came from Gelderland. Which can have different explanation. A first possibility is that a lot of the visits to Overijssel are just by people from Gelderland, which could be the case since it is a neighbouring province of Overijssel. A second explanation is that this is something that happened since the questionnaires were put in online groups and since the researcher lives in the province of Gelderland that this might have steered a bit towards this group. A final consideration can be added by mentioning that, although it added an extra dimension to the data, for some people it might be hard to draw their region on a map. Since not all people have a good feeling with maps. This was something that the researcher experienced during some of the interviewees, they showed some trouble with reading the map and their ability to locate their home.

7.2 Recommendations

On the basis of the conclusions of this study recommendations can be made, first about further research opportunities but also on how these conclusions might be used. First of all further research should focus more on the construction of regions. Since this study focused more on analysing the difference between how the regional identity is described by inhabitants and how this differs compared to how it is understood by people from outside the province. Following studies might put some more focus on how it is possible that regions that are quite close to each other can have such differences in the strength of their regional identities. Therefore there possibly needs to be a more specific focus on how the regions are constructed and came to existence.

Some other recommendations can be made about the use of visitors in a comparing study. A follow up study might benefit from using people from outside the province or regions that have not visited the region of interest yet. Because when determining the role of branding and only using visitors that had already been in the region does not show their perception beforehand. With only

perceptions gained after the visit it is hard to see how much of the perception comes from the actual experience in the province and how much was up to other factors such as branding. In addition, in this study the visitors were asked to grade their knowledge of the province and also value their experiences within the region. But in this study these questions focused on the knowledge and values of the whole province, while it might be more interesting to know these for each region specific. Thus a follow up study might want to create more possibilities to question visitors about these aspects, to get a little more information from the visitors and the specifics of their perceptions.

Also some more practical recommendations for regional branding in Overijssel can be made. Twente is a strong region with a thick identity, that seems to give the visitors the experience they want and is memorable. While a lot of the visitors had less knowledge about Northwest Overijssel except that they were able to mention several separate attraction points in the region. Therefore to brand these regions and make them more attractive for tourist two things can be done, the first is using the region as it is. This means accepting that Northwest Overijssel is a region with less cohesion and focusing on branding of the separate attractions in the region, such as the characteristic villages, the city of Zwolle and its museums, or the separate open waters. Since this are the things the visitors seem to remember of the region after their visits. But a second option, that will be a lot harder is creating stronger regions. Because this requires building support and cohesion among the inhabitants in order to create a strong region.

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Appendix A – Interview guide

Inleiding

-interview voor masterthesis

-toestemming vragen het gesprek op te nemen

Algemeen

- Waar woont u? Welke regio is dat?
 - Welke plaats/ gemeente is dat?
 - In welke regio ligt dit?
- Hoe zou u de regio omschrijven?
- Wat betekent de regio voor u?
- Woont u uw hele leven al in deze regio?
 - Ja → Heeft u ooit overwogen de regio te verlaten, en waarom wel/niet?
 - Nee → Waar heeft u eerder gewoond? En waarom bent u naar deze regio gegaan?

Territorial

- Kunt u vertellen hoe groot de regio is? Wat behoort tot deze regio? (*op kaart aantekenen*)
- Wat kenmerkt deze regio?
 - Welke landschap(pen), rivier of historische gebeurtenissen?
 - En hoe onderscheidt dit zich van andere regio's?
- Is dit altijd al zo?
- Wat betekent dit gebied voor u?
 - Voelt u zich hier thuis? Krijgt u heimwee wanneer u niet in de regio bent?

Symbolic

- Wat kenmerkt volgens u de regio?
 - Of: wat maakt Overijssel nu Overijssel?
- Zijn er culturele of symbolische kenmerken die bij de regio horen?
 - Bijvoorbeeld: jaarlijks terugkerende evenementen, plaatsen van grote betekenis, vlaggen of bekende personen?
- Vertelt u andere over de regio? Hoe doet u dit?
 - Kent u verhalen over de regio? Legendes/ mythes?
- Wat denkt u onderscheid de regio van andere regio's?

Institutional

- Wat vindt u van de rol van autoriteiten in de regio en hoe deze de toekomst van de regio beïnvloeden?
 - Heeft u het gevoel dat deze de identiteit van de regio ten goede komen?
 - Hoe vindt u dat de autoriteiten de belangen van de inwoners in de regio vertegenwoordigen?
 - Heeft u het gevoel dat u iets te zeggen heeft in de regio?
 - Bij autoriteiten denk aan gemeente besturen, provincie, natuurorganisaties of andere.
- Bent u betrokken bij activiteiten in de regio?
 - Als feesten of evenement, in de organisatie of als gast.
 - Bent u betrokken bij verenigingen?
- Wat denkt u dat de regio uitstraalt naar de buitenwereld?

Community

- Voelt u zich deel van deze regio?
- Voelt u zich thuis in deze regio?

- Wat voor contacten heeft u in de regio of woonplaats?
 - Kent u iedereen of is het meer oppervlakkig?
 - Heeft u het gevoel dat de mensen in de buurt bij de regio horen, dat zij een deel zijn van de regio en wat de regio vormt?
 - Heeft u familie in de regio wonen?

Attachment

- Hoe verbonden voelt u zich met de regio?
 - Als: ik wil graag naar huis als ik weg ben, ik mis de omgeving, het lokale eten, de mensen, et cetera.
 - En hoe is dit gevoel ten opzichte van de woonplaats, de provincie of Nederland?
- Hoe verklaart u deze verschillen?

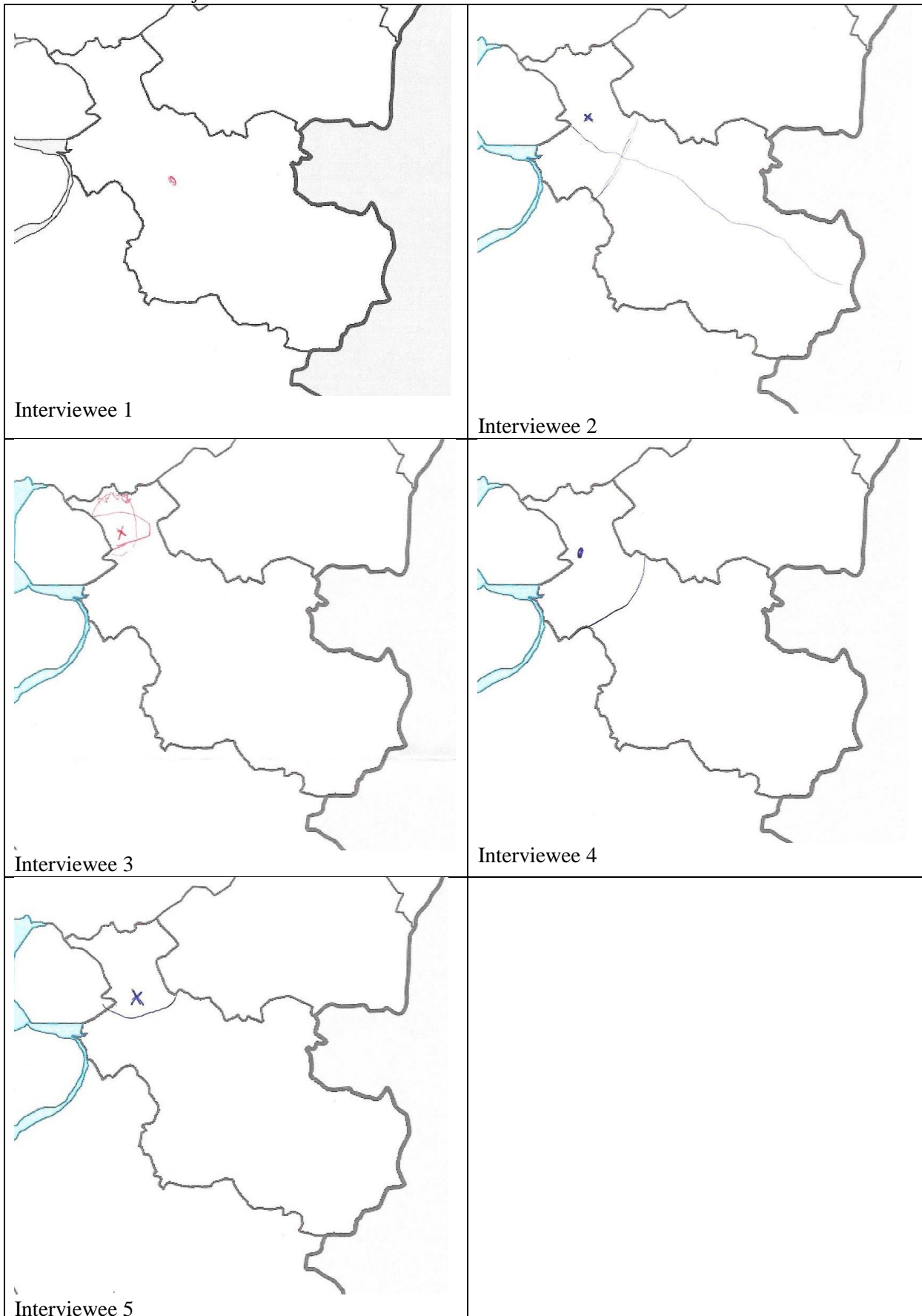
Afsluitend

- Hoe zou u de regio kort omschrijven naar buitenstaanders?
- Wat is het belangrijkste om te weten van de regio?
- Als u iets kon mee geven vanuit de regio, is er iets dat volgens u de regio representeert?
 - Een spreekwoord of een product?

Appendix B – Maps drawn by respondents
B.1 Twente



B.2 Northwest Overijssel



Appendix C – Questionnaire

Beste lezer,

Deze enquête gaat over de provincie Overijssel en het beeld dat mensen hebben van dit gebied. Dit onderzoek voer ik uit voor mijn afstuderen aan de Radboud Universiteit in Nijmegen. Hiervoor ben ik op zoek naar mensen die hun ervaringen in de provincie Overijssel met mij willen delen.

U zou mij erg helpen door deze enquête in te vullen. Het invullen van de enquête duurt iets meer dan 5 minuten en is geheel anoniem.

Alvast heel erg bedankt!

Wat is uw leeftijd?

Waar woont u?

Bent u momenteel inwoner van Overijssel?

- ☐ Ja
- ☐ Nee

Hoe goed kent u Overijssel?

Ze	o	o	o	o	o	o	o	o	o	o	Ze
er	1	2	3	4	5	6	7	8	9	10	er
Slecht											goed

Brengt u uw vakanties wel eens door op een bestemming in Nederland?

- ☐ Heel regelmatig
- ☐ Regelmatig
- ☐ Af en toe
- ☐ Bijna nooit
- ☐ Nooit

Hoe vaak gaat u er op uit in Nederland? (denk hier aan: het bezoeken van evenementen of musea, wandelen of fietsen, naar de dierentuin enzovoort)

- ☐ Nooit
- ☐ 1 of 2 keer per jaar
- ☐ Een paar keer per jaar
- ☐ Maandelijks
- ☐ Wekelijks

Hoe bent u in aanraking gekomen met Overijssel? Meerdere antwoorden mogelijk:

- ☐ Ik heb hier familie/ vrienden wonen
- ☐ Familie/ vrienden hebben mij hierover verteld
- ☐ Ik heb erover gehoord in de media (televisie, radio, krant, internet, etc.)
- ☐ Ik heb hier zelf informatie over opgezocht
- ☐ Ik ben er gewoon naar toe gegaan
- ☐ Anders, namelijk:

Wat vindt u aantrekkelijk aan Overijssel? Meerdere antwoorden mogelijk:

- ☐ Steden
- ☐ Natuur
- ☐ Evenementen
- ☐ Kunst
- ☐ (Water)sport
- ☐ Fietsen/ wandelen
- ☐ Bekende Overijsselaars
- ☐ Architectuur
- ☐ Historie
- ☐ Specifieke producten
- ☐ Anders, namelijk:

Welke regio's in Overijssel kent u? Noem deze:

Waar denkt u aan bij Overijssel? Welk gevoel komt er bij u op of welke kenmerken; bijvoorbeeld welke gebouwen, personen of evenementen denkt u aan?

Hoe zou u Overijssel beschrijven aan vrienden of familie?

Waar denkt u aan bij het noordwesten van Overijssel (ook wel de 'Kop van Overijssel')?

Waar denkt u aan bij 'Twente'?

Mijn ervaringen in Overijssel zijn:

Positief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Negatief
Naar verwachting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet naar verwachting
Authentiek	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vervalst
Betrouwbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Onbetrouwbaar
Geloofwaardig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Ongeloofwaardig
Comfortabel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Oncomfortabel

Heeft u wel eens een reclame gehoord of gezien die bedoeld was u naar Overijssel, of een bepaalde regio in Overijssel, te trekken? En waar heeft u die dan gehoord/gezien?

Meerdere antwoorden mogelijk:

- ☐ Ik ben hiermee niet in aanraking geweest
- ☐ Krant
- ☐ Televisie
- ☐ Sociale media
- ☐ Internet
- ☐ Radio
- ☐ Anders, namelijk:

Kent u reclame die gericht is op de promotie van Twente?

☐ Nee

☐ Ja, namelijk:

Kent u reclame die gericht is op de promotie van het noordwesten van Overijssel of een specifieke regio in dit gebied?

☐ Nee

☐ Ja, namelijk:

Einde

Hartelijk dank voor uw medewerking!

Heeft u nog aanvullende informatie, vragen of andere opmerkingen, laat deze hier achter:

Appendix D – Example of in-depth interview transcripts

1. Overview interviewees

Interviewee number	Gender	Age	Occupation	Place of residence	Length of living in region
1 Twente	Female	25 -	Student	Nijmegen	Grown-up in Hengelo (Twente), lived there till eighteenth
2 Twente	Male	30 -	Working	Hengelo	All his life
3 Twente	Female	+/- 25	Student	Utrecht	Grown-up in Hengelo (Twente), left for study in Utrecht
4 Twente	Female	+/- 60	Working	Hengelo	Grown-up in Twente, lived in Zwolle for ten years, afterwards back to Twente
5 Twente	Female	25 -	Student	Nijmegen	Grown-up in Hengelo (Twente), left for study
6 Twente	Male	+/- 50	Working	Haaksbergen	Grown-up in the western part of the Netherlands, lived for long time in Borne, recently moved
7 NW Over	Female	20 +	Student	Kampen	Grown-up in Kampen
8 NW Over	Female	25 +	Recently graduated	IJsselmuiden	Grown-up in IJsselmuiden, left for studies, is now back
9 NW Over	Female	70 +	Pensioned	Blokzijl	Grown-up and lived for long time in Apeldoorn, now for 12 years in Blokzijl
10 NW Over	Female	+/- 75	Pensioned	Blokzijl	Grew-up in the polder, lived in Volenhove for 45 years and now lives in Blokzijl for around twenty years
11 NW Over	Female	65 +	Pensioned	Blokzijl	Grew-up in the province of Friesland, lives in Blokzijl for fifty years
12	Female		Employed at MarketingOost		Does not originate of live in Overijssel

2. Examples of the transcripts

Interviewee 2

Q: Eerst wat algemene dingen. Waar woon je, of waar zijn we nu eigenlijk?

A: Ik woon in Hengelo, we zijn in Hengelo, nu nog bij mijn ouders en over een paar dagen op mezelf. Dan ga ik in de stad wonen, in het centrum van Hengelo.

Q: Oke, en welke regio is dit?

A: Regio Twente.

Q: Oke, hoe zou jij Twente omschrijven?

A: Euh, ja, vind ik lastig. Kun je iets specifieker zijn wat je daarmee bedoelt, of?

Q: Nou is stel deze vraag eigenlijk straks nog een keer, nu de eerste keer heel vrij om te kijken of je zelf iets specifiek hebt.

A: Euh, ja, ik denk dat Twentse mensen een vrij gesloten volk is, een beetje nors om het zo maar te zeggen. Wij zeggen vaak; 'wat niet weet, wat niet deert'. En dat is een beetje hoe Twentenaren zijn, denk ik. Enne.

Q: Geld dat ook voor jou?

A: Nee, maar dat komt omdat ik een zus en een zusje heb die allebei in het westen studeren, mijn vader die werkt veel in het westen, dus voor mij is, euh, ik heb wat meer, wat meer van buitenaf te

horen hoe het ook kan, wat aan de andere kant van Nederland gaande is. En daardoor kijk ik niet zo daar naar, dus ik ben niet echt een stereotype Twentenaar, maar ik ben ook niet geboren in Twente, ik ben geboren in Zwolle.

Q: Oke.

A: Vandaar, misschien heeft dat er mee te maken. Maar ik, euh, als ik kijk naar collega's en vrienden enzo, die moeten eigenlijk niets van het westen hebben. Ik kan wel een voorbeeld geven, ik heb twee vrienden van mij, eentje studeert in Delft en de ander die woont in Amsterdam. En daar gaan ze gewoon niet mee om en daar moeten ze niets van hebben. Dus dat zegt, dat is een beetje, ja, ik vind het zelf een beetje jammer, ik kan zelf wel goed met die jongens omgaan, dus ik zoek ze ook wel eens op maar vrienden van mij zijn heel erg van nee dat euh gaat hun allemaal te ver, Amsterdam dat is echt veels te ver weg. Terwijl ik denk van twee uur in de trein en je bent er.

Q: Ja, want hoe lang woon je dan al in Twente?

A: Euh, ja vanaf mijn derde, dus ik woon hier drieëntwintig jaar.

Q: Oke en wat betekend Twente voor je?

A: Nou ja ik heb ooit overwogen om naar het westen te gaan, maar wat het nu voor mij betekend het is voor mijn werk, ik heb hier al mijn connecties, en ik heb hier natuurlijk wel mijn vrienden en vriendschappen opgebouwd. En mijn familie woont hier grotendeels, en voor nu is dat gewoon het belangrijkste en heb ik het hier wel naar mijn zin. Zes of zeven weken in het jaar dan ga ik naar Oostenrijk om skiles te geven en dan kom ik in aanraking met andere mensen ook uit Nederland en ik merk dat ik daar ook gewoon een goeie band op kan bouwen. Dus het heeft er echt niet mee te maken of mensen alleen uit Twente komen of waar je mee kunt om gaan. Ik bedoel ik kan met iedereen omgaan, alleen je moet er wel zo in staan en dat is niet hoe een gemiddelde Twentenaar er in staat. Die zijn nogal een beetje gesloten en moeten niet veel hebben van andere doelgroepen.

...

Interviewee 4

Q: Eerst een paar algemene vragen. Waar woont u? Waar zijn we nu?

A: We zijn nu in Hengelo, Overijssel.

Q: En welke regio is dat?

A: Dat is de regio Twente.

Q: Woont u hier al uw hele leven?

A: Nee, wij zijn euhm, ongeveer, het is nu 23 jaar geleden zijn we terug gekomen uit Zwolle, we hebben 10 jaar in Zwolle gewoond.

Q: Oke, Zwolle is Overijssel?

A: Ja Zwolle is nog wel Overijssel.

Q: En welke regio is dat?

A: Ik heb geen idee.

Q: Niet zo duidelijk?

A: Nee niet echt een regio, het is de hoofdstad natuurlijk. Het is echt een grote stad, dit is wel weer kleinschaliger.

Q: Ja, oke. Hoe zou u de regio Twente omschrijven?

A: Gemoedelijk, landelijk, ja mooie natuur. En euh, toch wel een beetje eigenzinnig soms.

Q: In wat voor zin eigenzinnig?

A: Nou dat je elkaar wel heel goed, ons kent ons. Dat is natuurlijk wel een beetje wat hier heel erg speelt. Ja ze zeggen dan allemaal wel van ja, ja, maar eigenlijk bedoelen ze dan nee. Dat is wel echt heel erg Twents, als je hier woont dan moet je daar natuurlijk best wel heel erg aan wennen. Maar ik ben hier natuurlijk geboren en getogen dus dat is wel duidelijk.

Q: Oke en wat betekend de regio voor u?

A: Veel, ben hier geboren, mijn ouders wonen hier in de buurt, mijn vader is pas overleden. Veel familie, veel vrienden hier, ja en toch, de rust vind ik gewoon heerlijk. Toch mis ik het stadse van Zwolle natuurlijk wel is, maar als je dan hier komt dan heb je zoiets van heerlijk. En ik denk dat dat ook wel meespeelt het plekje waar je woont.

Q: Wat kenmerkt Twente, meer landschappelijk?

A: De glooiingen denk ik wel, mooie bossen, de natuur. De akkerbouw speelt denk ik ook wel sterk mee.

Q: Zijn er historische gebeurtenissen die kenmerkend zijn?

A: De paasvuren, rond Pasen dan word er in deze regio allemaal oud hout en hout uit de tuin allemaal opgeruimd en dat gaat allemaal op één grote hoop en dat is dan het paasvuur. En met Pasen heb je in Ootmarsum het vlöggeln, de jonge ongetrouwde mannen die gaan allemaal zingend hand-in-hand door de straten van Ootmarsum, dat is een bepaald ritueel eigenlijk. En inderdaad paasvuur noem ik dan nog. Schijnt ook één of ander ritueel in Denekamp te zijn, iets met paarvuren daar wordt dan nog ontstoken, en ja zo zijn er nog wel meer dingen.

Q: Oke, nou heb ik eigenlijk een kaartje van Overijssel en dan zou je daarop Hengelo kunnen aankruisen en hoe groot Twente is daaromheen?

A: Dan moet ik even kijken, dit is.

Q: Dat is Overijssel.

A: Dit is Overijssel, dan is dit denk ik, zo, dit is denk ik Twente zo voor mijn gevoel.

Q: Oke.

A: Ja denk ik, en wij wonen hier ergens, dicht bij de grens.

Q: En is die grens van Twente, die u hier trekt, is dat een gevoelsgrens, of loop die langs gemeenten?

A: Ja, nee. Wij zitten eigenlijk nog meer aan de oostkant, dus wij voelen dat helemaal niet zo. Kijk we zitten hier dan aan de Achterhoek, maar het dialect is wel heel vergelijkbaar. Daardoor is, iedere regio heeft wel zijn eigen dialect maar wij wonen hier in Hengelo, maar mijn dialect is toch nog weer anders dan, mijn moeder komt uit Denekamp, dan praat je over een half uurtje verder, daar is het alweer meer Duits georiënteerd. Dan merk je gewoon hoe dicht bij de grens hoe meer Duits georiënteerd.

Q: Wat kenmerkt volgens u de regio, wat maakt Twente Twente?

A: Dat is een moeilijke vraag. Gastvrijheid denk ik wel, als je één keer binnen bent, als je één keer het goeie gevoel hebt met je mensen, dan laten ze je nooit meer in de steek. Ik bedoel daar kun je dan op bouwen, die vriendschappen daar kun je op bouwen. Mijn ouders hebben ooit een gezin uit Utrecht, die hadden nog geen huis, kwamen hier met een caravannetje met twee hele kleine kindjes hier rondrijden van help, help, help, we moeten naar school met de kinderen maar we hebben geen woonruimte. Mijn ouders wonen buitenaf en die hebben gezegd van 'kom maar hier', zes weken lang hebben ze bij mijn ouders op de boerderij gestaan, water elektriciteit, alles gehad, dan praat ik nu over 40 jaar geleden denk ik en het zijn nog goeie vrienden, ze zijn nog steeds heel erg dierbaar.

...

Interviewee 9

Q: Waar woon je, waar zijn we, zegmaar momenteel?

A: In Overijssel in Blokzijl.

Q: En is dit nog een specifieke regio?

A: Steenwijkerland.

Q: Oke, en welke gemeente is dat?

A: Steenwijk, nee ja het is de gemeente Steenwijkerland en Steenwijk hoort daarbij en Blokzijl ook, en een hele hoop omliggende toestanden.

Q: De regio heet dan ook Steenwijkerland?

A: Ja.

Q: Hoe zou je de regio omschrijven?

A: Qua natuur heel mooi, verder een beetje saai.

Q: Hoezo een beetje saai?

A: Weinig te beleven, weinig te doen. Ten minste dit stukje. Ja dat is ook niet helemaal eerlijk, want ze hebben natuurlijk in de grotere steden, zoals in Steenwijk, wel weer een, hoe heet zo'n ding, een schouwburg en dergelijke, een bioscoop. En er wordt eigenlijk ook wel van die boeren feesten gegeven, dus ik denk dat er wel genoeg te doen is maar misschien niet helemaal wat ik leuk vind.

Q: Oke, wat mis je dan?

A: Meer eigenlijk euhm, ja wat mis je, gut, nou daar moet ik nog even over nadenken, dus ga maar verder. Want eigenlijk is alles er, maar ik maak er te weinig gebruik van, dus het is eigenlijk een beetje niet waar wat ik zeg. Dat kan he, kan je terugdraaien, he [lacht].

Q: En wat betekend de regio voor jou?

A: M'n woonplek, niet meer en niet minder.

Q: Oke en woon je hier al je hele leven?

A: Nee.

Q: Waar kom je dan vandaan en waarom ben je nu hier dan?

A: Kom uit Apeldoorn, daar hebben we heel lang gewoond, daar ben ik geboren en getogen eigenlijk. En wij zijn hier gekomen omdat, euhm, nou de eigenlijke reden is dat het huis in Apeldoorn was te groot en [...] wilde een boot, dus huis moest verkocht worden en dan wilde we iets aan het water. Nou zo zijn we hier terecht gekomen en die boot is er ook, alleen nu even niet.

Q: Oke, als ik een kaartje heb, waarop dit Overijssel is, kun je dan daarop Blokzijl aankruisen en de regio misschien omcirkelen. Als in wat is dan Steenwijkerland, hoe groot is dat?

A: Gut, niet van die rare vragen stellen joh, hou toch op. Dit is helemaal Overijssel, he?

...

Interviewee 12

Q: Nou ja gewoon bij het begin beginnen dan. Wat is MarketingOost? Heel basic.

A: MarketingOost is de stads en regiomarketing organisatie van de provincie Overijssel, en daar is ondertussen ook de Gelderse Hanzesteden bij aangesloten. Dus wat wij eigenlijk doen, wij zijn de uitvoerende organisatie voor de provincie Overijssel, met een focus op vrijetijdseconomie. Dus wij zorgen eigenlijk voor verduurzaming van de regionale economie. En gebruiken als doel, of als middel, euhm de vrijetijdssector, om die economie te versterken. Dat is heel basic wat we doen.

Q: Ja en dat is dan dus eigenlijk in opdracht van de provincie Overijssel of hoe moet je dat zien?

A: Euh, ja klopt deels. We werken binnen een verband dat heet 'gastvrij Overijssel', en 'gastvrij Overijssel' is eigenlijk de, hoe zeg je dat, aanvrager, van het vrijetijdsprogramma van de provincie Overijssel. Dus het is een samenwerkingsverband tussen verschillende partijen, euhm. Wij als MarketingOost, maar ook die hogescholen hier in Overijssel, is het Saxion, branche organisaties zoals de RECRON, Koninklijke Horeca Nederland, de HISWA, er zitten ook nog wat gemeentes in, en zij zijn eigenlijk ervoor verantwoordelijk dat er een actie programma komt. En dat actie programma wordt dan ook weer ingediend bij de provincie waarvoor wij subsidie krijgen. En MarketingOost is daar eigenlijk de uitvoerende partij in, er zitten nog meerdere takken zitten er in, er zijn bijvoorbeeld natuurorganisaties aangesloten, dus die krijgen soms ook een deel van de subsidie. Maar eigenlijk de hoofdmoot gaat naar MarketingOost.

Q: Oke en hoe haalt MarketingOost hier een doel uit dan? Als in je hebt dan eigenlijk dan heel veel verschillende opdrachtgevers die misschien wel verschillende dingen willen enzo?

A: Nou de voornaamste opdrachtgever is de provincie Overijssel.

Q: Dus die heeft het al gefilterd dan?

A: Ja, ja wij dienen als het ware, wij dienen een aanvraag in voor een subsidie, die binnen 'gastvrij Overijssel' is goedgekeurd, binnen dat samenwerkingsverband. En dat gaat dan naar de provincie, dus over het algemeen loopt dat samen met de provincie, dus dat is een vier jarig termijn waarop zo'n actieplan dan wordt uitgewerkt en uitbesteed. Dus ja we hebben meerdere opdrachtgevers, want naast de provincie zijn wij ook, euh, verantwoordelijk om het zo maar te zeggen voor de gemeente. Gemeente haakt ook vaak bij ons aan, en zij betalen ook mee aan het programma. Want de regels van de provincie zijn zo dat als zij subsidie geven, stel wij vragen, wij hebben een project bedacht binnen 'gastvrij Overijssel' en dat project kost een miljoen euro, dan krijgen wij 500 duizend van de provincie en moeten we ook 500 duizend, moeten we zelf financiering regelen, cofinanciering noemen we dat. En dat kunnen we op alle manieren, kunnen we dat binnenhalen, kunnen we van ondernemers halen, maar dat kunnen we ook uit gemeentes halen, kunnen we uit andere subsidies halen. Zo kunnen we dat zelf eigenlijk invullen, maar de provincie betaald 50 procent van het totale subsidie bedrag, dus dat betekend eigenlijk ook automatisch dat je ook andere opdrachtgevers hebt die op een bepaald project zitten.

...

Appendix E – Codes in-depth interviews

1. Twente

The first thing done was categorise the codes under the main aspects. For the main aspects the following codes were used:

Code Groups
0. First (6)
1. Territorial (18)
2. Symbolic (40)
3. Institutional (14)
4. Community (15)
5. Attachment (18)
8. Kort (1)
9. Extra (2)

Territorial:











































Show codes in group 1. Territorial			
	Name	Grounded	Density
o	◇ S volkslied	█	3
o	◇ T actueel	█	11
o	◇ T bossen	█	4
o	◇ T glooiingen	█	4
o	◇ T grenzen	█	4
o	◇ T historie	█	6
o	◇ T landbouw	█	9
o	◇ T laten zien		1
o	◇ T ligging	█	21
o	◇ T natuur	█	23
o	◇ T onderscheidend	█	7
o	◇ T platteland	█	11
o	◇ T rivaliteit	█	4
o	◇ T ruimte	█	6
o	◇ T rust	█	18
o	◇ T steden	█	9
o	◇ T Twente staat stil	█	4
o	◇ T Twente vs.		1

Symbolic:

Show codes in group 2. Symbolic			
	Name	Grounded	Density
o	◇ S accent	█	25
o	◇ S architectuur		1
o	◇ S eigenzinnig	█	2
o	◇ S evenementen	█	14
o	◇ S FC Twente	█	4
o	◇ S feestjes	█	2
o	◇ S gastvrijheid		1
o	◇ S gemoedelijk	█	12
o	◇ S gezegden	█	5
o	◇ S gezelligheid	█	2
o	◇ S Grolsch	█	2
o	◇ S historie	█	17
o	◇ S industrie	█	3
o	◇ S katholiek		1
o	◇ S keet	█	3
o	◇ S kerstmiddag	█	7
o	◇ S krentewege	█	3
o	◇ S kunst	█	3
o	◇ S laten zien		1






























Institutional:

Show codes in group 3. Institutional			
	Name	Grounded	Density
o	◇ I aanraking insta...	█	14
o	◇ I actueel	█	3
o	◇ I bestuurlijk Twe...	█	3
o	◇ I deelname	█	14
o	◇ I deelname even...	█	4
o	◇ I dom	█	5
o	◇ I evenementen	█	9
o	◇ I imago boer	█	11
o	◇ I mening andere...	█	23
o	◇ I natuurbescher...		1
o	◇ I technologische...		1
o	◇ I uitstraling Twente	█	2
o	◇ I verenigingen	█	7
o	◇ I vrijwilliger	█	7

<input type="radio"/>  S liedje Hengelo		2
<input type="radio"/>  S mythes		8
<input type="radio"/>  S noaberschap		7
<input type="radio"/>  S nuchtere mens...		9
<input type="radio"/>  S onderscheidend		2
<input type="radio"/>  S paasvuren		3
<input type="radio"/>  S personen		7
<input type="radio"/>  S producten		8
<input type="radio"/>  S regio verschil		1
<input type="radio"/>  S rust		21
<input type="radio"/>  S stok?		1
<input type="radio"/>  S terugkeren als s...		7
<input type="radio"/>  S toeristen attrac...		7
<input type="radio"/>  S Tukker		9
<input type="radio"/>  S Twente promot...		5
<input type="radio"/>  S Twente staat stil		9
<input type="radio"/>  S Twents uiterlijk		1
<input type="radio"/>  S Twentse ros		3
<input type="radio"/>  S vertellen anderen		1
<input type="radio"/>  S vloggen O		1
<input type="radio"/>  S volkslied		3





































Community:

Show codes in group 4. Community

	Name	▲	Grounded	Density
<input type="radio"/>  C de mensen				47
<input type="radio"/>  C direct				1
<input type="radio"/>  C eigenzinnig				2
<input type="radio"/>  C gemeenschap...				8
<input type="radio"/>  C gesloten				20
<input type="radio"/>  C historie				2
<input type="radio"/>  C levensstijl				2
<input type="radio"/>  C ons kent ons				13
<input type="radio"/>  C ontvangen nie...				14
<input type="radio"/>  C ontvangen toe...				12
<input type="radio"/>  C rivaliteit				4
<input type="radio"/>  C terugkeren				19
<input type="radio"/>  C trouw				10
<input type="radio"/>  C Twente verbind				6
<input type="radio"/>  C veroordelend				3

Attachment:

Show codes in group 5. Attachment

	Name	▲	Grounded	Density
<input type="radio"/>  A betekenis				5
<input type="radio"/>  A connecties hier				2
<input type="radio"/>  A familie				12
<input type="radio"/>  A geboren				1
<input type="radio"/>  A gebruik WE				5
<input type="radio"/>  A identiteit				6
<input type="radio"/>  A natuur				5
<input type="radio"/>  A niet terugkeren				5
<input type="radio"/>  A op mijn plek in T				1
<input type="radio"/>  A Overijssel				3
<input type="radio"/>  A symbolen				1
<input type="radio"/>  A terugkeren				18
<input type="radio"/>  A thuis				27
<input type="radio"/>  A trots				16
<input type="radio"/>  A verbondenheid				2
<input type="radio"/>  A vrienden				10
<input type="radio"/>  A vrijwilligerswer...				1
<input type="radio"/>  A werk hier				3

2. Northwest Overijssel

Also for this part the codes were categorised under the main aspects. For the main aspects the following codes were used:

Code Groups

- ◇◇ 0. First (5)
- ◇◇ 1. Territorial (23)
- ◇◇ 2. Symbolic (22)
- ◇◇ 3. Institutional (9)
- ◇◇ 4. Community (16)
- ◇◇ 5. Attachment (14)
- ◇◇ 8. Kort (2)

Territorial:

Show codes in group 1. Territorial

	Name ▲	Grounded	Density
○ ◇◇	T andere regio's	<div></div>	8
○ ◇◇	T authentiek	<div></div>	2
○ ◇◇	T boeren	<div></div>	4
○ ◇◇	T christelijk	<div></div>	7
○ ◇◇	T dorpen	<div></div>	6
○ ◇◇	T grens	<div></div>	1
○ ◇◇	T historie	<div></div>	4
○ ◇◇	T historische st...	<div></div>	4
○ ◇◇	T IJssel	<div></div>	3
○ ◇◇	T Kampen	<div></div>	2
○ ◇◇	T ligging	<div></div>	4
○ ◇◇	T natuur	<div></div>	12
○ ◇◇	T omgeving	<div></div>	1
○ ◇◇	T platteland	<div></div>	1
○ ◇◇	T polder	<div></div>	5
○ ◇◇	T riet	<div></div>	1
○ ◇◇	T ruimte	<div></div>	2
○ ◇◇	T rust	<div></div>	3
○ ◇◇	T turf	<div></div>	1
○ ◇◇	T veengronden	<div></div>	3
○ ◇◇	T water	<div></div>	11
○ ◇◇	T zien regio	<div></div>	1
○ ◇◇	T Zwolle?	<div></div>	1

Symbolic:

Show codes in group 2. Symbolic

	Name ▲	Grounded	Density
○ ◇◇	S events	<div></div>	19
○ ◇◇	S gebeurtenissen	<div></div>	1
○ ◇◇	S Hanzedagen	<div></div>	1
○ ◇◇	S Hanzestad	<div></div>	4
○ ◇◇	S historie	<div></div>	15
○ ◇◇	S Kampen	<div></div>	9
○ ◇◇	S keet	<div></div>	1
○ ◇◇	S legende	<div></div>	9
○ ◇◇	S mensen mak...	<div></div>	1
○ ◇◇	S natuur	<div></div>	5
○ ◇◇	S netjes	<div></div>	4
○ ◇◇	S producten	<div></div>	6
○ ◇◇	S riet	<div></div>	1
○ ◇◇	S rust	<div></div>	2
○ ◇◇	S saai	<div></div>	2
○ ◇◇	S taal	<div></div>	5
○ ◇◇	S vertellen	<div></div>	2
○ ◇◇	S water	<div></div>	8
○ ◇◇	S Weerribben W...	<div></div>	1































Institutional:

Show codes in group 3. Institutional

	Name ▲	Grounded	Density
○ ◇◇	I aanraking	<div></div>	14
○ ◇◇	I actueel	<div></div>	15
○ ◇◇	I anderen vs. ei...	<div></div>	8
○ ◇◇	I gehoord	<div></div>	4
○ ◇◇	I imago Kampen	<div></div>	1
○ ◇◇	I kennis	<div></div>	3
○ ◇◇	I toerisme	<div></div>	10
○ ◇◇	I verenigingen	<div></div>	5
○ ◇◇	I vrijwilligerswerk	<div></div>	3

Community:

Attachment:

Show codes in group 4. Community				Show codes in group 5. Attachment			
	Name ▲	Grounded	Density		Name ▲	Grounded	Density
○	◇ C acceptatie		2	○	◇ A contacten		4
○	◇ C christelijk		4	○	◇ A familie		5
○	◇ C contacten		2	○	◇ A gezelligheid		1
○	◇ C de mensen		29	○	◇ A leefbaar		4
○	◇ C gastvrij		3	○	◇ A niet terugkeren		3
○	◇ C harde werkers		4	○	◇ A opgegroeid		4
○	◇ C letten op elka...		4	○	◇ A Overijssel		1
○	◇ C met de tijd m...		1	○	◇ A rust		3
○	◇ C nieuwe inwo...		5	○	◇ A terugkeren		3
○	◇ C nuchter		6	○	◇ A thuis		14
○	◇ C ons kent ons		7	○	◇ A trots		3
○	◇ C ontvangst		7	○	◇ A vertrekken		1
○	◇ C ontvangst to...		4	○	◇ A we/wij		2
○	◇ C open		1	○	◇ A werk		2
○	◇ C stug		1				
○	◇ C taal		6				

Appendix F – Codes open question

The five questions are analysed per question, therefore they were categorised by the topic of the question.

Q 10:

Show codes in group 1. Region

Name	Grounded	Density
o R Achterhoek		2
o R Bredewiede		1
o R Deventer		2
o R geen	■	12
o R Haaksberger...		1
o R Heuvelrug		2
o R Holterberg		2
o R IJssel	■	5
o R IJsseldelta		1
o R Kop van Ove...	■	7
o R kwartet	■	6
o R noord Overij...		1
o R Overdinkel		1
o R Reesdal		1
o R Salland	■	24
o R steden	■	52
o R stedendrieho...		1
o R Twente	■	39
o R Vechtdal		2
o R Veluwe		1
o R water		1
o R Weerribben	■	7
o R Wieden		1
o R Zwolle	■	6

Q 11:

Show codes in group 2. Associations

Name	Grounded	Density
o A events Zwolle	■	5
o A fiets en wan...	■	10
o A friendly peo...	■	8
o A fundatie		1
o A geen	■	6
o A Giethoorn	■	5
o A groen	■	4
o A Hanze	■	4
o A historie		1
o A identiteit	■	3
o A instanties	■	8
o A landgoederen		1
o A ligging	■	4
o A mooi	■	9
o A musea	■	5
o A natuur	■	20
o A niet Overijssel		3
o A plaatsen	■	20
o A platteland	■	8

Q 12:

Show codes in group 3. Describe

Name	Grounded	Density
o B activiteiten	■	10
o B bedrijven		2
o B cultureel		1
o B evenementen		2
o B fiets en wan...	■	7
o B geen	■	7
o B groen	■	4
o B Hanze	■	5
o B historie		2
o B IJssel		1
o B kleinschalig		1
o B landschappen	■	7
o B ligging	■	6
o B mensen	■	9
o B mooi	■	15
o B musea		3
o B natuur	■	24
o B normaal		2
o B pittoresk		1

○ ◇ A quote		4
○ ◇ A ruimte		8
○ ◇ A rust		7
○ ◇ A rustige mens...		1
○ ◇ A symbol		8
○ ◇ A Twente		4
○ ◇ A Twickel		2
○ ◇ A Vechtdal		1
○ ◇ A vrienden		2
○ ◇ A water		12
○ ◇ A watersport		4
○ ◇ A Zwolle stad		19
○ ◇ B plaatsen		16
○ ◇ B polders		1
○ ◇ B prettig		12
○ ◇ B ruimte		4
○ ◇ B rust		14
○ ◇ B saai		9
○ ◇ B streekproduc...		1
○ ◇ B symbool		1
○ ◇ B toeristisch		1
○ ◇ B Twente aanb...		2
○ ◇ B vakantie		6
○ ◇ B veelzijdig		5
○ ◇ B voor iedereen		1
○ ◇ B vriendelijk		4
○ ◇ B water		1
○ ◇ B watersport		1
○ ◇ B Zwolle aanb...		1

Q 13:

Show codes in group 4. N-W Overijssel

	Name	Grounded	Density
○ ◇	K activiteiten		1
○ ◇	K bible belt		2
○ ◇	K Blokzijl		2
○ ◇	K geen		39
○ ◇	K Giethoorn		11
○ ◇	K historie		4
○ ◇	K Kampen		2
○ ◇	K land		2
○ ◇	K ligging		6
○ ◇	K mooi		2
○ ◇	K natuur		7
○ ◇	K niet Overijssel		0
○ ◇	K plaats		11
○ ◇	K sentiment		1
○ ◇	K vakantie gev...		1
○ ◇	K vogels		1
○ ◇	K vrienden/ fa...		1
○ ◇	K wandel en fi...		2
○ ◇	K water		16
○ ◇	K watersport		11
○ ◇	K WW		6
○ ◇	K Zwolle		9

Q 14:

Show codes in group 5. Twente

	Name	Grounded	Density
○ ◇	T Achterhoek		4
○ ◇	T activiteiten		6
○ ◇	T boeren		10
○ ◇	T cultuur		9
○ ◇	T de mensen		1
○ ◇	T Dialect		17
○ ◇	T economisch		12
○ ◇	T Enschede		17
○ ◇	T geen		4
○ ◇	T instanties		13
○ ◇	T landschap		7
○ ◇	T ligging		7
○ ◇	T mooi		2
○ ◇	T natuur		5
○ ◇	T plaats		16
○ ◇	T platteland		7
○ ◇	T regio gevoel		7
○ ◇	T symbol		31
○ ◇	T technisch		1
○ ◇	T Tukker		7
○ ◇	T vakantie		1
○ ◇	T wandel en fi...		2
○ ◇	T water		3

Appendix G – Quantitative results

---Using dataset A: 89 respondents---

Question 1: What is your age? ['Wat is uw leeftijd?']

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Wat is uw leeftijd?	89	16	80	43,39	20,284
Valid N (listwise)	89				

Wat is uw leeftijd?

	Frequency	Percent	Valid Percent	Cumulative Percent
16	1	1,1	1,1	1,1
17	1	1,1	1,1	2,2
18	1	1,1	1,1	3,4
19	7	7,9	7,9	11,2
21	2	2,2	2,2	13,5
22	2	2,2	2,2	15,7
23	9	10,1	10,1	25,8
24	10	11,2	11,2	37,1
25	4	4,5	4,5	41,6
27	1	1,1	1,1	42,7
28	2	2,2	2,2	44,9
42	1	1,1	1,1	46,1
44	1	1,1	1,1	47,2
45	3	3,4	3,4	50,6
49	1	1,1	1,1	51,7
50	1	1,1	1,1	52,8
51	1	1,1	1,1	53,9
52	2	2,2	2,2	56,2
53	3	3,4	3,4	59,6
54	1	1,1	1,1	60,7
55	3	3,4	3,4	64,0
56	1	1,1	1,1	65,2
59	3	3,4	3,4	68,5
60	2	2,2	2,2	70,8
61	6	6,7	6,7	77,5
62	2	2,2	2,2	79,8
65	2	2,2	2,2	82,0
66	2	2,2	2,2	84,3
68	3	3,4	3,4	87,6
70	5	5,6	5,6	93,3
72	1	1,1	1,1	94,4
73	2	2,2	2,2	96,6
75	1	1,1	1,1	97,8
77	1	1,1	1,1	98,9
80	1	1,1	1,1	100,0
Total	89	100,0	100,0	

Question 2: In which place do you live? ['In welke plaats woont u?']

The places that respondent filled in were recoded into codes for provinces, that gave the following table:

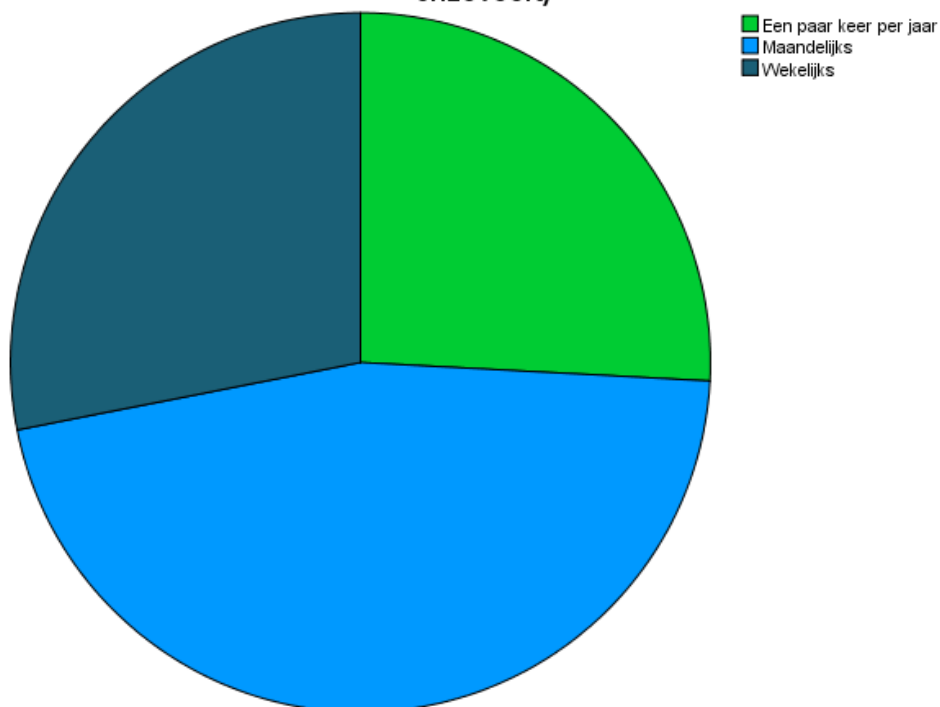
Province		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Noord-Holland	2	2,2	2,2	2,2
	Zuid-Hollands	5	5,6	5,6	7,9
	Noord-Brabant	1	1,1	1,1	9,0
	Utrecht	10	11,2	11,2	20,2
	Flevoland	1	1,1	1,1	21,3
	Groningen	2	2,2	2,2	23,6
	Gelderland	66	74,2	74,2	97,8
	Limburg	2	2,2	2,2	100,0
	Total	89	100,0	100,0	

Question 3: How often are you going out in the Netherlands? ['Hoe vaak gaat u er op uit in Nederland?']

Hoe vaak gaat u er op uit in Nederland? (denk hier aan: het bezoeken van evenementen of musea, wandelen of fietsen, bezoek aan een dierentuin, enzovoort)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Een paar keer per jaar	23	25,8	25,8	25,8
	Maandelijks	41	46,1	46,1	71,9
	Wekelijks	25	28,1	28,1	100,0
	Total	89	100,0	100,0	

Hoe vaak gaat u er op uit in Nederland? (denk hier aan: het bezoeken van evenementen of musea, wandelen of fietsen, bezoek aan een dierentuin, enzovoort)

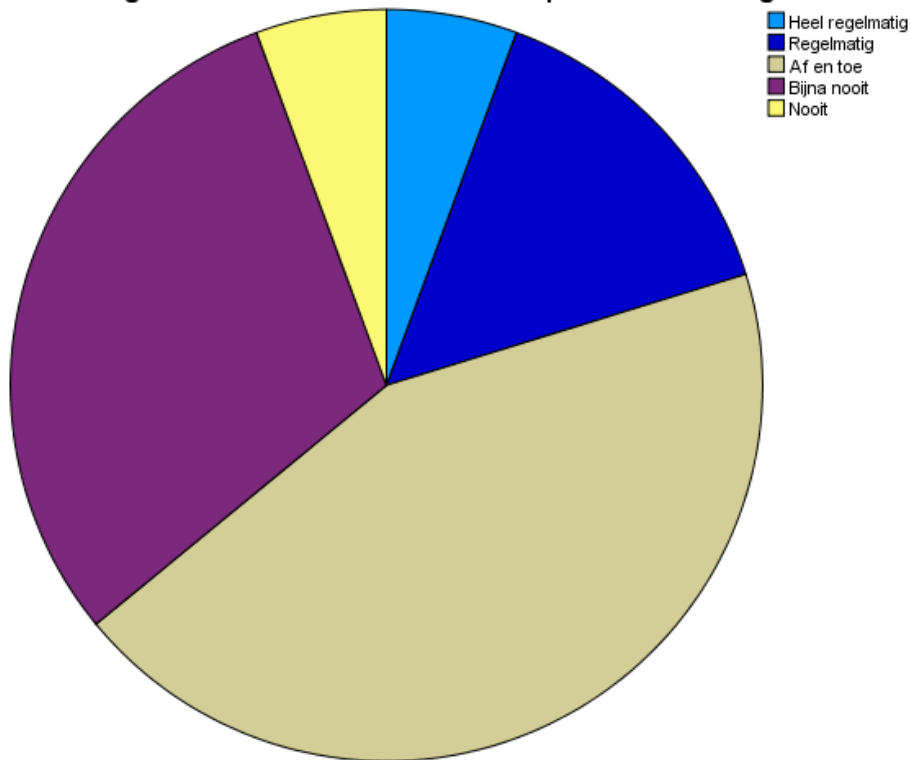


Question 4: Are you sometimes spending your holidays in the Netherlands? ['Brengt u uw vakanties wel eens door op een bestemming in Nederland?']

Brengt u uw vakanties wel eens door op een bestemming in Nederland?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Heel regelmatig	5	5,6	5,6	5,6
Regelmatig	13	14,6	14,6	20,2
Af en toe	39	43,8	43,8	64,0
Bijna nooit	27	30,3	30,3	94,4
Nooit	5	5,6	5,6	100,0
Total	89	100,0	100,0	

Brengt u uw vakanties wel eens door op een bestemming in Nederland?



Question 5: Are you currently an inhabitant of Overijssel? ['Bent u momenteel inwoner van Overijssel?']

→ Respondents that answered this question with 'yes' are already excluded from the dataset.

Question 6: Did you ever visit Overijssel? ['Heeft u Overijssel wel eens bezocht?']

→ Respondents that answered this question with 'no' are already excluded from the dataset.

Question 7: How good do you know Overijssel? ['Hoe goed kent u Overijssel?']

Statistics

Hoe goed kent u Overijssel?

N	Valid	89
	Missing	0
Mean		5,47
Median		6,00
Std. Deviation		1,907

Hoe goed kent u Overijssel?

	Frequency	Percent	Valid Percent	Cumulative Percent
1	1	1,1	1,1	1,1
2	5	5,6	5,6	6,7
3	11	12,4	12,4	19,1
4	9	10,1	10,1	29,2
5	15	16,9	16,9	46,1
Valid 6	21	23,6	23,6	69,7
7	15	16,9	16,9	86,5
8	8	9,0	9,0	95,5
9	3	3,4	3,4	98,9
Zeer goed 10	1	1,1	1,1	100,0
Total	89	100,0	100,0	

Question 8: How did you get in touch with Overijssel? [Hoe bent u in aanraking gekomen met Overijssel?']

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q8_SAMEN ^a	89	100,0%	0	0,0%	89	100,0%

a. Dichotomy group tabulated at value 1.

\$Q8_SAMEN Frequencies

		Responses		Percent of Cases
		N	Percent	
Hoe in aanraking ^a	Ik heb ooit gewoond in Overijssel.	16	9,0%	18,0%
	Ik heb er familie en/ of vrienden wonen.	41	23,0%	46,1%
	Familie/ vrienden hebben mij verteld over Overijssel.	14	7,9%	15,7%
	Ik heb er over gehoord in de media (televisie, radio, krant, sociale media, etc.)	22	12,4%	24,7%
	Ik heb hier zelf informatie over opgezocht.	13	7,3%	14,6%
	Ik ben er gewoon naar toe gegaan.	51	28,7%	57,3%
	Anders, namelijk:	21	11,8%	23,6%
Total		178	100,0%	200,0%

a. Dichotomy group tabulated at value 1.

Anders, namelijk:

Answers:	Categories
Ik werk er	Work -1
heb er mijn opleiding gedaan en heb er veel contacten, vrienden en familie	Study -1
Ligplaats voor boot gezocht	Activities -1
ik werk in Overijssel	Work -2
In de zoektocht naar een huis	Moving
Kom hier al sinds 1965	Activities -2
Werk en studie	Study -2
Werkzaam bij klanten in Zwolle en Almelo	Work -3
Studie	Study -3
Niet	-
Niet	-
musea	Activities -3
collega's uit Overijssel	Acquaintances
Slagharen, hellendoorn	Activities -4
Wedstrijd	Activities -5
Ik heb er gewerkt	Work -4
regelmatig fiets ik daar	Activities -6
studie	Study -4
Basiskennis via media en het nieuws	-
Gestudeerd	Study -5
Niets	-
Studie	Study -6
Toen we een huis te Koop zochten	Moving
zakelijk	Work -5

Question 9: What do you find attractive of Overijssel? ['Wat vindt u aantrekkelijk aan Overijssel?']

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q9_SAMEN ^a	89	100,0%	0	0,0%	89	100,0%

a. Dichotomy group tabulated at value 1.

\$Q9_SAMEN Frequencies

		Responses		Percent of Cases
		N	Percent	
Aantrekkelijk ^a	Steden	48	20,5%	53,9%
	Natuur	66	28,2%	74,2%
	Evenementen	23	9,8%	25,8%
	Kunst	12	5,1%	13,5%
	(Water)Sport	7	3,0%	7,9%
	Fietsen/ wandelen	38	16,2%	42,7%
	Bekende Overijsselaars	1	0,4%	1,1%
	Architectuur	6	2,6%	6,7%
	Historie	17	7,3%	19,1%
	Lokale producten	4	1,7%	4,5%
	Anders, namelijk:	12	5,1%	13,5%
Total		234	100,0%	262,9%

a. Dichotomy group tabulated at value 1.

Anders, namelijk:

Answers:	Categories
familie	Family -1
Familiebezoek	Family -2
is mijn achterland	Close
Ik vind de mensen in de omgeving prettig om mee om te gaan. Anders dan de randstad waar ik geboren ben.	People -1
attractieparken: Slagharen en Hellendoorn	Amusement park -1
Niet specifiek iets	Nothing specific -1
TT circuit	Activities
Ik ben niet bekend met Overijssel	Nothing specific -2
mentaliteit, doe maar gewoon.	People -2
Attractieparken	Amusement park -2
Attracties	Amusement park -3
Geen idee	Nothing specific -3
De stad Deventer	Deventer

--- Using dataset B: 73 respondents ---

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Wat is uw leeftijd?	73	16	80	43,42	20,669
Valid N (listwise)	73				

Wat is uw leeftijd?

	Frequency	Percent	Valid Percent	Cumulative Percent
16	1	1,4	1,4	1,4
18	1	1,4	1,4	2,7
19	5	6,8	6,8	9,6
21	1	1,4	1,4	11,0
22	2	2,7	2,7	13,7
23	9	12,3	12,3	26,0
24	9	12,3	12,3	38,4
25	3	4,1	4,1	42,5
27	1	1,4	1,4	43,8
28	2	2,7	2,7	46,6
42	1	1,4	1,4	47,9
44	1	1,4	1,4	49,3
45	2	2,7	2,7	52,1
49	1	1,4	1,4	53,4
51	1	1,4	1,4	54,8
53	2	2,7	2,7	57,5
54	1	1,4	1,4	58,9
55	3	4,1	4,1	63,0
59	3	4,1	4,1	67,1
60	1	1,4	1,4	68,5
61	5	6,8	6,8	75,3
62	2	2,7	2,7	78,1
65	2	2,7	2,7	80,8
66	2	2,7	2,7	83,6
68	2	2,7	2,7	86,3
70	4	5,5	5,5	91,8
72	1	1,4	1,4	93,2
73	2	2,7	2,7	95,9
75	1	1,4	1,4	97,3
77	1	1,4	1,4	98,6
80	1	1,4	1,4	100,0
Total	73	100,0	100,0	

Question 15: My experiences in the province are: ['Mijn ervaringen in de provincie zijn:']

	1	2	neutraal	4	5
Mijn ervaringen in Overijssel zijn:					
- Positief: Negatief	37,0%	43,8%	13,7%	5,5%	0,0%
Mijn ervaringen in Overijssel zijn:					
- Naar verwachting: Niet naar verwachting	24,7%	41,1%	31,5%	2,7%	0,0%
Mijn ervaringen in Overijssel zijn:					
- Authentiek: Vervalst	26,0%	43,8%	27,4%	2,7%	0,0%
Mijn ervaringen in Overijssel zijn:					
- Betrouwbaar: Onbetrouwbaar	21,9%	49,3%	26,0%	2,7%	0,0%
Mijn ervaringen in Overijssel zijn:					
- Gelooftwaardig: Ongelooftwaardig	21,9%	41,1%	32,9%	4,1%	0,0%
Mijn ervaringen in Overijssel zijn:					
- Comfortabel: Oncomfortabel	17,8%	49,3%	24,7%	8,2%	0,0%

Question 16: Did you ever hear or see any advertisement that was meant to draw you to the province of Overijssel, or a certain region in Overijssel? And where did you hear/ see this? ['Heeft u wel eens een reclame gehoord of gezien die bedoeld was om u naar de provincie Overijssel, of een bepaalde regio in Overijssel, te trekken? En waar heeft u die dan gehoord/ gezien?']

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q16_SAMEN ^a	73	100,0%	0	0,0%	73	100,0%

a. Dichotomy group tabulated at value 1.

\$Q16_SAMEN Frequencies

		Responses		Percent of Cases
		N	Percent	
\$Q16_SAMEN ^a	Ik ben hiermee niet in aanraking geweest	37	31,4%	50,7%
	Krant	21	17,8%	28,8%
	Televisie	16	13,6%	21,9%
	Sociale media	13	11,0%	17,8%
	Internet	14	11,9%	19,2%
	Radio	10	8,5%	13,7%
	Anders, namelijk:	7	5,9%	9,6%
Total		118	100,0%	161,6%

a. Dichotomy group tabulated at value 1.

Anders, namelijk:

Answers:	Categories
diverse evenementen in Zwolle en Deventer	Events -1
ken gebied goed en ben niet op zoek maar zie en hoor er weinig over	-
Tijdschriften	Magazines -1
lente in Twente	-
Reclame voor winkelstad Enschede in Winterswijk	Advertisement -1
folders van museum de Fundatie, uitnodigingen van bedrijven	Flyers -1
Tijdschriften	Magazines -2

Question 17: Do you know any kind of advertisement that is focused on the promotion of 'Twente'?
 ['Kent u een reclame uiting die gericht is op de promotie van 'Twente'?']

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q17_SAMEN ^a	73	100,0%	0	0,0%	73	100,0%

a. Dichotomy group tabulated at value 1.

\$Q17_SAMEN Frequencies

		Responses		Percent of Cases
		N	Percent	
\$Q17_SAMEN ^a	Kent u reclame uiting die gericht is op de promotie van 'Twente'? - Selected Choice Nee	63	86,3%	86,3%
	Kent u reclame uiting die gericht is op de promotie van 'Twente'? - Selected Choice Ja, namelijk:	10	13,7%	13,7%
Total		73	100,0%	100,0%

a. Dichotomy group tabulated at value 1.

Anders, namelijk:

Answers:	Categories
Johma	Johma -1
technische opleidingen	Study -1
Reclame voor de universiteit maar geen toeristische reclame	Study -2
van Twente Natuurtochten om er te wandelen en aanbiedingen van hotels.	Nature -1 Hotels
Niet direct paraat	-
Grolsch	Grolsch -1
Enschede staat je goed	Enschede -1
Johma reclame's	Johma -2
Johma	Johma -3

Question 18: Do you know any kind of advertisement that is focused on the promotion of the north-west of Overijssel or any specific region in this area? ['Kent u een reclame uiting die gericht is op de promotie van het noordwesten van Overijssel of een specifieke regio in dit gebied?']

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Q18_SAMEN ^a	73	100,0%	0	0,0%	73	100,0%

a. Dichotomy group tabulated at value 1.

\$Q18_SAMEN Frequencies

		Responses		Percent of Cases
		N	Percent	
advertisement NW-O ^a	Kent u reclame uiting die gericht is op de promotie van het noordwesten van Overijssel of een specifieke regio in dit gebied? - Selected Choice Nee	65	89,0%	89,0%
	Kent u reclame uiting die gericht is op de promotie van het noordwesten van Overijssel of een specifieke regio in dit gebied? - Selected Choice Ja, namelijk:	8	11,0%	11,0%
Total		73	100,0%	100,0%

a. Dichotomy group tabulated at value 1.

Anders, namelijk:

Answers:	Categories
Giethoorn	Giethoorn -1
Zwolle - Fundatie/Waanders	Musea -1
Kop van Overijssel	-
giethoorn	Giethoorn -2
Ook van aanbiedingen van hotels in die omgeving	Hotels
Radio reclame voor musea en tentoonstellingen	Musea -2
Chinese reclame voor Giethoorn	Giethoorn -3
van Natuurmonumenten	Nature