Master Thesis

Social and economic impact of coastal tourism in Kalmar, Sweden

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Abstract

Coastal tourism is one of the most important way of leisure and entertainment in the world, which brings impact in varying degrees to the tourism destination. These effects relate to economic, social, and environmental aspects. With the concept of sustainability being widely used, sustainable tourism has received more attention. However, most studies focus on the tourism impact on the coastal environment, while the social and economic aspects were sparse explorations.

Therefore, this research applies the qualitative method to explore the social and economic impact of tourism on the coastal city, Kalmar. Furthermore, the perspective of residents and business owners is the main way to reflect these effects. According to the results of the study, the development of the tourism industry will indeed bring some impact to the coastal city on economy and society. However, due to differences of cultural background and actual situation, these effects are not always the same. For example, for the economic impact of tourism business, the impact on the hotel is more noticeable than the impact on restaurants and bars.

**Keywords**

Tourism, sustainable tourism, sustainable development, coastal tourism, tourism impact, social impact, economic impact, sustainability, stakeholder, resident.
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1. Introduction

1.1 The background of the topic

Tourism is the dynamic industry in the economic and cultural development of European countries because of the long cultural history and unique natural environment. The tourism industry is in the stage of transformation, which is derived from the theory of sustainable tourism (Maxim, 2016). Sustainable tourism is the core area of concern for tourism (Connell & Page, 2008; Ruhanen, Weiler, Moyle, McLennan 2015), which has been researched in academia for more than 20 years (Buckley, 2012).

Since the 18th century, the coastal areas have attracted more and more tourists, which is one of the most valuable tourism resources in Europe (Vignetti, 2008). However, coastal tourism takes various negative impacts on residents. The research found residents believe that the development of tourism has increased their employment rates while also increasing their cost of living, such as rising prices of goods and services (Tosun, 2002). For developing the sustainability of coastal tourism, the United Nations Millennium Development Goals of 2000 established Global Forum on ocean, coastal and islands, along with the release of coastal management programs and projects aimed at assisting coastal management in some countries (Ong & Smith, 2014 : 257).

Sustainable tourism is closely linked to the healthy development of the destination. The success of tourism within the destination relies heavily upon the residents’ support for tourism development (Yoon, Gursoy & Chen, 2001). Therefore, it is an essential aspect of a sustainable tourism sector that the understanding of resident’s attitudes and concerns towards tourism (Ap, 1992; Ap & Crompton, 1993).

Many coastal countries and governments regard tourism industry as the important pillar of economic development. The Publication Office of EU shows that with the demand
increase of global tourism, European coastal tourism can be the primary source of employment growth, especially for young people (European Commission, 2014). A large number of tourists continue to rush into the coastal cities, but locals in tourism destinations are more and more based protect their identity, the environment and the historical and cultural heritage (Coastlearn.org, viewed 2017). Therefore, what impacts does the coastal tourism take and how to avoid or reduce the negative effects are worth to research?

Furthermore, although many countries in Europe are close to the ocean, they have different areas of the coastal regions. It can be seen from the figure 1 that the Swedish coastal area is the largest in all of the European countries, which reaches 300 thousand Km². Therefore, this thesis chooses Kalmar which is one of the coastal city in Sweden as the research objective, expecting it has the representative in the impacts of coastal tourism on tourism destinations.

**Figure 1: Size of coastal regions, 2012 (km2)**

(Source: Eurostat (mare_d3area))

Based on the current situation of coastal tourism, some problems are worth studying in
the European coastal city—Kalmar. For example, what impacts do the tourism industry have on the culture and social aspects? What are the changes in the development of the coastal tourism industry for the local economy? These problems are also the focus of this thesis.

According to the literature review, the impact of coastal tourism on the environment has been widely concerned by academia and the government. However, there is little research on the social and economic impact of coastal cities, which will be explained in detail in the literature review section. Therefore, this study will focus on the research gap.

1.2 Research aim & research question

The aim of this research is to explore the economic and social impacts of coastal tourism in Kalmar with the aim of presenting proposals on how sustainable tourism can be developed.

The World Tourism Organization (2005) describes sustainable tourism as tourism fully considers the current and future economic, social and environmental impacts, meeting the needs of visitors, the industry, the environment and host communities. It is an essential aspect of a sustainable tourism sector that the understanding of resident’s attitudes and concerns towards tourism (Ap, 1992; Ap & Crompton, 1993). That is because that the success of tourism within the destination relies heavily upon the residents’ support for tourism development (Yoon, Gursoy & Chen, 2001). Therefore, investigating residents’ perspective for tourism impact is important for this thesis.

In order to achieve the aim, this study establishes the research question:

How do residents and business owners perceive social and economic sustainability of coastal tourism in Kalmar?

According to Fagergun (2017), urban planners are keen to seek the sustainability of
urban development, which means that cities can sustain their vitality and quality of life through citizenship. As part of tourism, coastal tourism also affects the development process of sustainable tourism. Kalmar, as the famous coastal city in Sweden, is chosen as the destination to research the social and economic impact of coastal tourism. The research question is resolved through the collection of empirical data and data analysis.

1.3 The structure of this thesis

There are six main chapters in this thesis. The introduction shows the background and the research direction based on the previous theoretical research. After that, research question and research aim have been proposed. Finally, this part introduces the outline of this thesis, which includes the introduction, literature review, theoretical framework, methodology, data collection results and analysis, and the conclusion.

Chapter 2 is the literature review, specifically showing the literature search methods and results. Based on the standard of the research questions and objectives, the author analyzes effective literature and review the previous research results. Moreover, research gap of this research is proposed at the end of this part.

Chapter 3 includes philosophical theory, research paradigm and relevant conceptual framework. Specifically, some structural diagrams make this part of the logical structure more clear. The purpose of this chapter is to establish a complete theoretical structure for the analysis and argument of the research.

The fourth chapter is the methodology, which shows the research approach, research strategy, research methods, data collection, analysis methods, ethical considerations, and research quality analysis. Among them, the particular research process will also be in this part of the detailed presentation. The content of the methodology is closely integrated with research questions and objectives.

Chapter 5 deals with research results and data analysis. This part is the detailed report about contents of the data, process, and objects. Finally, based on the research problems,
this thesis summarizes and analyzes the collected results.

Finally, the conclusion section outlines the results of my research and summarizes the research objectives and questions being responded. After that, the limitations of this study and the factors influencing the research quality are shown. This part of the final proposed future research direction of this topic.

2. Conceptual Framework

The purpose of the conceptual framework of this study is to establish the logical relationship between core concepts. This chapter contains two main points: the theoretical framework of philosophy and research procedures. The selected philosophy determines the research design and provides a theoretical basis for the methodology. Moreover, the conceptual framework is to guide the specific research content and research direction. The structure of the research is as figure 2.

Figure 2: Structure of the research
2.1 Philosophical perspectives

The philosophical perspectives determine the method and tools of research. Meanwhile, the research aim is the important basis to select the philosophical perspective. The subjects of this thesis are business stores and residents, who have strong subjective intentions. According to this feature, constructivism is used for the philosophical perspective of this research. This chapter will demonstrate the characteristics of constructivism from three aspects: ontology, epistemology, and methodology.

Kant (1966) argues that human demands for nature cannot be independent of the internal processes of knowledge subject. Meanwhile, Kant (1966) highlights that “human perception derives not only from the evidence of the senses but also from the mental apparatus that serves to organize the incoming sense impressions.” This sentence implies the central principle of constructivist thought: objective reality cannot be divided with reality participants. In other words, reality is built by actors (such as research participants) (Sciarra, 1999). Constructivism emphasizes understanding life experiences from the perspective of daily people (Schwandt, 1994, 2000).

It can be explained for constructivism from three positions: ontology, epistemology, and methodology. First of all, the ontology reflects the reality of things and the nature of existence. Ontology establishes the following questions: what are the form and nature of reality and the knowledge about this reality (Guba, 1990: 27). Constructors believe that reality is various constructs and is influenced by personal experiences and opinions. In other words, the social environment and the individual, the researchers are interacting (Ponterotto, 2005: 130). Secondly, epistemology involves studying the relationships between participants and researchers. Constructivists advocate subjectivist positions, believing that reality is a social construction. Therefore, the interaction between the researcher and the participant is the key to understanding the participants' experience (Ponterotto, 2005: 131). Finally, methodology refers to the process and procedures of the research. Constructivism attaches great importance to
link closed between researchers and participants. Thus, the researchers were encouraged to join the participant's daily life for interviews or visits (Lincoln & Guba, 1985; Ponterotto, 2005). Therefore, the constructivism paradigm provides the basis and foundation for qualitative methods (Herman, 1997).

There are two traditions of constructivism: phenomenology and hermeneutics. Phenomenology is based on people's subjective empirical study of a phenomenon, while hermeneutics is the research of interpretation based on epistemology and ontology (Taylor, 2002). Hermeneutics is a broad range of philosophical disciplines which began with the marketplace of ancient Greece, which "promotes practices of continuous description and of "keeping the conversation going"" (Rorty, 1979). Phenomenology researches how people understand their world of life and how to determine their empirical significance (Takashima, Murata & Saeki, 2016). Participants are considered co-researchers to provide a deeper and richer understanding of the phenomenon (Coates, 2016). Combining the aim of this thesis, the social and economic impacts of coastal tourism are the core of research. Researchers need to be deeply involved in the life of participants. Therefore, according to the characteristics of constructivism, a qualitative method is more suitable for this study.

2.2 Theoretical framework of research procedures

This study examines the impact of coastal tourism in the context of sustainability. First of all, sustainable tourism is based on sustainable development and takes considerations about economic, social and environmental impacts from current and a future period entirely (UNEP / WTO, 2005: 11). The concept of sustainable development is based on three basic principles (Katerina & Gabriela, 2012):

- Economic development principles are to provide cost-effective management in an available way with future generations.
- Socially sustainable development principles are to provide development meeting the traditional values of the community.

- Environmental sustainability principles provide development that is compatible with the maintenance of critical ecological processes, biodiversity, and biological resources (It already was mentioned in the previous literature review that this study does not involve environmental sustainability).

These principles reflect the relationships between economic, social and cultural development. The conceptual framework of this thesis is based on these principles. According to the sustainability of tourism, this thesis will establish a theoretical framework from three aspects: social, economic sustainability and stakeholder.

2.2.1 Stakeholder

Sustainable tourism means that the impact of the three pillars and the needs of stakeholders must be fully taken into account. Among them, stakeholders refer to groups or individuals associated with tourism development initiatives (Waligo, Clarke & Hawkins, 2013). The concept of stakeholder was used by Freeman in the book "Strategic Management: Stakeholder Approach" and widely accepted by other researchers (Donaldson & Preston, 1995; Jawahar & Mclaughlin, 2001; Mitchell, Agle, & Wood, 1997). Freeman (1984) argues that stakeholders are an important part of the organizational environment. Moreover, the support of all stakeholder groups is necessary for the sustainable survival and development of the organization (Sheehan, Ritchie & Hudson, 2007).

Stakeholders are multiple in the process of sustainable tourism. For example, residents, private organizations, community governments, etc. In the development of tourism, they are active participants, policy makers and the recipient of the impact (Waligo, Clarke & Hawkins, 2013). Since the subject of this research is the impact of coastal tourism on the destination, recipients of the impact - residents and business shops, are identified as the research targets. Residents' attention to tourism is affected by the
location of residence. Research have shown that residents living near the attractions are more concerned about the impact of tourism than the residents living in the distance (Besculides Martha, Lee & McCormick, 2012).

In general, stakeholders are important participants in tourism activities. Meanwhile, they also affect the development of sustainable tourism. Therefore, it is necessary to investigate the attitudes of residents and shops.

### 2.2.2 Social and economic sustainability

"The principle of sustainable tourism is accepted, and the role of tourism has been proved to be justified by the economic development goals" (Sharpley, 2000). For sustainable tourism, social, economic and environmental sustainability are important criteria for assessing tourism sustainability (Bramwell, 2015). Firstly, social sustainability includes concepts such as education, equality, employment, rights, living standards, cultural identity and institutional stability (UNEP, 1999). These are achieved by equitably meeting the needs of everyone affected by the plan. Among them, social welfare is an important reference factor. In addition, social sustainability is concerned with human inequality and social injustice, which is committed to supporting peace, reducing poverty and promoting social justice (Bramwell, 2015). Moreover, many enterprises and social groups pay close attention to economic development. In particular, employment and economic growth receive the most attention (Deloitte & Touche, 1999). At the beginning of the concept of sustainability, most private enterprises, and local governments pursue economic development while ignoring social and environmental sustainability. Fortunately, they are now gradually aware of this problem (Sharpley, 2000).

Economic sustainability is concerned with benefits for urban development. The focus is on the use of existing resources efficiently so that it can sustainably generate operating profit (Garvare, 2003). Economic sustainability encompasses rich content such as benefits, economic growth, economic development, market structure and
consumption levels (Akpabio, Eniang & Egwali, 2006). Because of the level of economic development affected by the environment and history, the purpose of economic sustainability is to ensure the equitable and efficient allocation of social resources (Garvare, 2003). Some researchers define the concept of economic sustainability in a narrow sense when discussing the urban economy, believing that this refers only to an increase in interest. However, economic sustainability contains more meaning. In the short term, it has significantly improved socioeconomic, human and technological output (Gilmore & Simmons, 2007). Economic sustainability guides past traditional development science through the development of productive forces. It extends the human concern for financial capital, combining natural, social, and human capital (James, Stoddard, Carol, Pollard, Michael & Evans, 2012).

3. Literature Review

3.1 Methodology of the review

According to Randolph (2009:2), the purpose of the literature review is to show the author's understanding of a particular domain of knowledge, including vocabulary, theory, key variables and phenomena, history. Through writing the literature review, the authors can better understand the influential research groups and results of research in the field of tourism (Randolph, 2009:3). This review was conducted with the aim of identifying knowledge gap in the current research areas.

The following databases were used: BSP (Business Source Premier), EBSCO, Oxford Journals, Cambridge Journals. According to the aim of the thesis, the author searched keywords groups by different databases to make sure researching results adequate and efficient. The key words used in researching were tourism, sustainable tourism, sustainable development, coastal tourism, tourism impact, social impact, economic impact, sustainability. Through the search for different combinations of these keywords, the author was able to find articles related to the topic. During the search process, all
selected keywords should appear in the title or the abstract. Moreover, the publish time of the resulting literature is limited from 2000 to 2017 or 2010 to 2017. Meanwhile, academic journals and books are found by advanced search. The detailed search results are as table:

**Table 1: Searching for literature**

<table>
<thead>
<tr>
<th>Keywords</th>
<th>Selected field</th>
<th>Publish time</th>
<th>Hits</th>
<th>Viewed</th>
<th>Selected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tourism</td>
<td>Title (Journals)</td>
<td>2010-2017</td>
<td>5344</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>Tourism sustainability</td>
<td>Title</td>
<td>2000-2017</td>
<td>166</td>
<td>20</td>
<td>3</td>
</tr>
<tr>
<td>sustainable tourism</td>
<td>Title</td>
<td>2010-2017</td>
<td>381</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>sustainable development</td>
<td>Title</td>
<td>2010-2017</td>
<td>3913</td>
<td>67</td>
<td>4</td>
</tr>
<tr>
<td>coastal tourism</td>
<td>Abstract</td>
<td>2010-2017</td>
<td>347</td>
<td>75</td>
<td>5</td>
</tr>
<tr>
<td>tourism impact</td>
<td>Title</td>
<td>2010-2017</td>
<td>311</td>
<td>58</td>
<td>3</td>
</tr>
<tr>
<td>Economic impact &amp; tourism</td>
<td>Abstract &amp; title</td>
<td>2010-2017</td>
<td>1322</td>
<td>71</td>
<td>4</td>
</tr>
<tr>
<td>Social impact &amp; tourism</td>
<td>Abstract &amp; title</td>
<td>2010-2017</td>
<td>732</td>
<td>80</td>
<td>4</td>
</tr>
</tbody>
</table>

Language: English

*Source: Literature search*

The literature for review was selected by the review criteria in three steps: 1) Articles of which title and keywords contained the keywords groups were primarily selected for further review. 2) Publications that meet the aim of research were selected according to the abstract content of literature. The research areas of literature should be related to sustainable tourism, tourism impact, and coastal tourism. 3) Reading the details of this literature carefully and taking notes.

After the selecting, 30 articles from the following journals are adopted: Annals of

3.2 Results

3.2.1 Tourism and sustainability

As a way of leisure and entertainment, tourism shows great significance in people's lives. According to Palomeque (2012:2), the concept of tourism is part of the concept of social science. It usually appears in the media, public administration and political and technical fields. Moreover, the World Trade Organization (WTO) refers tourism is the activity that is traveling and living in the usual environment for no more than one year (Eagles, McCool and Hayness, 2004). Palomeque (2001) argues that tourism is a dynamic social phenomenon and it has different manifestations in space, economy and society aspects. Through tourism and leisure democratization, tourism has become a branch of the economy with serious social and political influence (Dujmović & Vitasović, 2015). In short, tourism is both a universal human activity and a complex migration process in space and time. While bringing spiritual and physical changes to visitors, tourism also affects social and economic aspects of the tourism destination (Saraniemi & Kylanen, 2010)

In 1987, the Brundtland Commission defined that the sustainable development means meeting the needs of current generations without compromising the ability of future generations to meet their needs. This concept is one of the most successful approaches in many years because it supports the strong economic and social development while emphasizing the importance of protecting natural resources and the environment (unece.org, viewed 2017). However, since this definition is both broad and vague, the content of sustainable development has been debated in practice. There is an argument
that the economic and social pillars of this concept are neglected as environmentalists play a dominant position in their work (Robinson, 2004). At the same time, for a social pillar, most social phenomena are difficult to quantify, often impossible, so the sustainable development of society is often not easy to be evaluated (Lehtonen, 2004). However, for the economic, social and ecological inevitably contradictory objectives between the arbitration, the definition of sustainable development does not currently give any guidance. Sustainability has a different interpretation in the specific implementation process (unece.org, viewed 2017).

Therefore, when sustainability is introduced into tourism research, the concept of sustainable tourism is also ambiguous, which is one of the main reasons for the widespread and difficult to apply (Palomeque, 2007). In fact, sustainable tourism is confronted with constraints in practical applications or conflicts of interest among different sectors or groups (Tanguay, Rajaonson, & Therrien, 2013). For example, the objectives of sustainable tourism are not the same for government agencies and private agencies. The former want more balanced development and minimize negative effects, while private institutions pay more attention to the economic benefits of tourism (Palomeque, 2012).

In addition, the theory research of sustainable tourism is relatively neglected in the tourism research (Bramwell, 2015:207). Tourism researchers do not discuss the theoretical aspects of sustainable tourism adequately (Hunter, 2002:4). There are three reasons for this situation. First of all, it may be due to this theoretical field was established soon. Around the 1990s, the concept of sustainable tourism was put forward. Meanwhile, the tourism industry has established a comprehensive "knowledge-based platform" which began to focus on "infrastructure and function" and "theoretical structure of the further development" (Jafari, 2001: 32). Secondly, it was argued that there was a lack of emphasis on abstract research in the study of descriptive cases in sustainable tourism studies (Bramwell, 2015:208). For this view, Ashworth and Page
(2011: 2) also considered that the weaknesses of many forms of sustainable tourism research are limited concern about theoretical concepts. Third, the researchers study the tourism tend to their subject areas and ignore the broader debate on social science (Bramwell, 2015:208). Therefore, if the broader integration of social science theory into sustainable tourism research, the linkages between the environment, socio-economy and culture of sustainable tourism would be strengthened (Faulkner & Ryan, 1999; Holden, 2006).

3.2.2 Development of coastal tourism and sustainability

Over the past 50 years, ocean and coastal tourism have been widely concerned. Ocean and its surroundings have become one of the fastest growing regions in the tourism industry (Hall, 2001:602). It seems that the concepts of ocean tourism, coastal tourism, and beach tourism are very similar in life while they are often compared to academic research. Thousands of tourists are attracted by the beach leisure projects, such as tourism sunshine, surfing experience. However, the number of visitors to the ocean tourism cannot be ignored. Especially these activities such as scuba diving, windsurfing, and yachting, are very popular for tourist (Orams, 1999). In contrast, the concept of coastal tourism is more extensive. According to Hall (2001:602), coastal tourism includes all tourism, leisure and related activities that occur in coastal areas and coastal waters such as a recreational boat, coastal and ocean ecotourism in coastal areas. Moreover, coastal tourism also includes the development of coastal food industry as a result of the development of catering and food industry. In addition, those infrastructure developed to support coastal tourism, such as retail, terminal and event suppliers, are part of the coastal tourism (Warner, 1999). It can be seen that coastal tourism includes beach tourism and part of ocean tourism.

Influenced by the geographical environment, the coast, lakes, and rivers provide different advantages for coastal cities (Laura, Jodice & Norman, 2013). With the increase in the form of mass tourism, the nature and scale of coastal tourism have
undergone great changes (Jennings, 2004). The initial rise of coastal tourism relies on transport and fisheries industries which also have the significant impact on coastal development (Kildow & McIlgorm, 2010). With the development of society and the change of economic model, these traditional coastal industries are facing fierce competition in coastal cities. Meanwhile, conventional projects of coastal tourism, such as sunny beaches and surfing, have gradually become monotonous and tedious for tourists. Conventional coastal tourism content has a strong homogenization of the region's culture and appearance, which makes the destination without any unique and meaningful features (Gale, 2005). These will let the tourists gradually tired because of no unique and real experience for tourists (Poon, 1993). It is also the constant demand for tourists to change the coastal tourism.

In response to these potential concerns, communities and governments begin to combine traditional marine resource-dependent industries with other tourism services to seek sustainable economic development (Cincin-Sain and Knecht 1998; Sharbaugh, 2011). The implementation of these measures presents a broad range of fisheries, commercial terminals, traditional industries, food and history and cultural diversity. The unique elements of coastal areas have also become an important factor in attracting more visitors to get the individual experience (Sharbaugh, 2011). In general, coastal tourism contains rich and diverse content. Its development track is also the process of change in the coastal city and regional industrial structure. The changes brought by the coastal tourism to the destination cannot be ignored.

Based on the tourism sustainability, the United Nations Millennium Development Goals of 2000 established Global Forum on ocean, coastal and islands, along with the release of coastal management programs and projects aimed at assisting coastal management in some countries (Ong & Smith, 2014: 257). Despite the fact that sustainability has been incorporated into the planning of coastal tourism management destinations, how to achieve the efficient use of the natural environment of the
destination successfully, to promote the healthy development of society and the economy is still in the exploratory stage (Ong & Smith, 2014: 258). In addition, coastal tourism has a guideline for raising awareness of sustainable development, but there are gaps in practice (Dodds & Butler 2010; Wall & Mathieson, 2006). How to achieve the implementation of goal, to use the natural environment, stakeholders, and communities effectively, which needs to get more attention by people. Cooper and Vargas (2004:13) argue that the problem remains primarily one of implementation and lack of action. Similarly, Dodds and Butler (2010:37) claim that different stakeholders have affected the sustainability of coastal tourism, but “tourism activities can only be sustainable if implemented with a common understanding and consensus-based approach to development” (Chand and Vivek, 2012:160). Kruja and Hasaj (2010:2) concluded that stakeholders are the key to supporting the successful implementation of sustainable tourism development.

3.2.3 Impacts of coastal tourism

At present, coastal tourism has evolved into a contemporary tourism model which is diverse, dynamic, fast-growing and economically attractive (Hall, 2001, 2005; Wesley & Pforr, 2009). Moreover, tourism is widely regarded as the main driver of economic progress and social development (Ong & Smith, 2014). However, due to the special geography, its economic structure and industry type is not as rich as some inland areas. In addition, the busy maritime trade and tourism industry also make the coastal society and culture unique (Wall & Mathieson, 2006). As a result, the impact of coastal tourism on coastal cities is multiple.

Economic effects on tourism destinations

Tourism is one of the important economic activities in most countries. As well as its direct economic impact, the industry has significant indirect and induced impacts (WTTC, 2017:2).
Direct effects are production changes which are associated with the immediate effects of changes in tourism expenses. For example, the increase in the number of tourists staying overnight in hotels would directly yield increased sales in the hotel sector (Stynes, 1999:5).

Indirect effects are the production changes resulting from various re-spending of the hotel industry's profits in other backward-linked industries and changes in sales, jobs, and income in the supply industry (ibid).

Induced effects are changes in economic activity from household spending of income directly or indirectly as a result of tourism spending. For example, the sales, income, and jobs that result from household spending of added wage, salary, or proprietor’s income are induced effects (ibid).

In addition, the indirect and induced effects are collectively referred to as secondary effects. In the impact of tourism economy, these three effects can be measured as total output, income, employment or added value (ibid: 7). The analysis of the impact of the economy will help to better understand the role and importance of tourism in the regional economy.

Tourism activities bring not only economic benefits but also economic costs, including the direct costs of tourism enterprises, the cost of building infrastructure from the government aimed to provide better services to tourists, as well as community personal congestion and related costs (Taks, Kesenne & Green, 2011:188). The economic benefits and costs of the tourism can almost reach everyone in the region. It can be seen that the economic impact of tourism does not always make contribution, but also needs to be paid by the government, community, business and individual (ibid:189). Therefore, the economic impact of tourism is an important factor that governments and communities need to consider in the development and planning of local tourism(Stynes, 1999:3). Good decision-making and planning depend on the balance of economic benefits and costs and objective assessment (ibid: 4). Thus, researching the economic
The economic impact analysis of tourism activities usually focuses on regional sales, income and employment changes resulting from tourism activities (Stynes, 1999:5). Tourism contributes to local sales, profits, employment, taxes, and income, especially for the main tourism sectors, such as catering, transportation, entertainment and retail (Eagles, McCool, & Haynes, 2002). Compared to daily life, surfing, diving, yachts and other coastal tourism projects are high consumption activities. In addition, due to the surrounding consumption of tourism, such as accommodation, catering, etc., also received a warm welcome (Wesley & Pförr, 2010). Because of the large influx of high-spending visitors, residents and commercial income, community tax levels have been greatly improved (Bramwell, 2004; Murray, 2007). In order to meet the needs of tourists, merchandise trade also increased, which led to the development of related industries.

However, it is not adequately considered about the negative impact on the coastal economy in the planning and management of many coastal areas (Wesley & Pförr, 2010). The research found residents believe that the development of tourism has increased their employment rates while also increasing their cost of living, such as rising prices of goods and services (Tosun, 2002) Meanwhile, tax burden increases and inflation are also present in some coastal tourism cities (Andereck, 1995). However, the negative impact on economic still cannot be ignored, which is the barrier to sustainable development. The important is economic sustainability is also being widely adopted in Renewal Agenda (Bell & Morse, 2008).

**Social effects on tourism destinations**

Social impact refers that activities, programs or policies affect the society, communities, families or individuals directly or indirectly (International Association for Impact...
Assessment (IAIA, 2003). The Department for Environment, Food and Rural Affairs (DEFRA) identifies social impacts as following (Maxwell et al. 2011, Price et al. 2010):

- People’ way of life: how people live, work, play and interact with others every day.

- Their culture – the shared beliefs, customs, values, traditions, and language.

- The health which is a state of complete physical, mental, social and spiritual wellbeing.

- Their rights – particularly whether people are economically affected or experience personal disadvantage.

- Their safety: their fears about the future of their community and goals for future and the future of their children.

It can be seen that the residents bear the social impact, and get the direct impact from coastal tourism. The study of resident’s attitude increases with the growth of residents' consumption level, while research has involved the negative impact of tourism until the 1970s (Marrero, 2006). In order to understand the exact attitude of residents on tourism, it is essential to apply the extent and standards of their assessment. Residents' attitudes for tourism are affected by various factors. First of all, the type and extent of interaction between residents and tourists, the importance of the industry to the community, etc. affect the attitude of residents (Murphy, 1985). Other factors can impact attitudes of residents: the length of time of the individual living in the community (Liu & Var, 1986); economic dependence on tourism (Long et al., 1990; Madrigal, 1993); the distance between residence and tourism destinations; and the age (Allen et al., 1988).

Moreover, cultural and social impacts have been identified in "marine policy life" to promote the quality of life and welfare of residents in coastal communities (HM Government, 2011). Therefore, if community managers want to provide quality tourism, and increase the residents of the perceived benefits while attracting more tourists, they
must understand the resident’s attitudes for the local tourism and design more efficient tourism development model (Gursoy Et al., 2002; Royo & Ruiz, 2009).

The impact of coastal tourism on local society is mainly reflected in cultural identity, population, crime rate, employment rate, income, transportation and so on (Brunt and Courtney, 1999). On the one hand, researchers have shown that tourism activities have the negative impact on local culture, transport, crime rates, and resource possession (Tosun, 2002). Visitors with different cultural backgrounds are likely to lead to more conflict or even violent crime. The influx of a vast number of tourists increases the social population and brings high pressure to both traffic and public facilities. In addition, there are new cultures and habits as the tourists enter the destination, which often changes the daily life, social life, and values of the residents (Anshell & Arizona, 2005). In particular, for those coastal cities that rely heavily on tourism, the negative impact of the host community is more pronounced and far-reaching. That is one of the hindrances to the local government’s efforts to develop sustainable tourism.

It is noteworthy that the positive impact of coastal tourism on local communities and residents is also evident. As with ordinary tourist destinations, coastal tourism has improved community services. In order to meet the needs of tourism development and attract more tourists, local communities usually build parks, increase recreational and cultural facilities, and encourage cultural activities (Brunt and Courtney 1999), which are conducive to the spread of local cultural heritage. Moreover, large-scale coastal tourism has promoted the development of services and increased employment rates, which are conducive to the residents’ income and living standards (Tosun, 2002).

In short, the social impact of coastal tourism to the destination is double-sided. Among them, those factors that seriously affect the local development and stability are also closely watched by the local government. Moreover, the negative social impact cannot deny the benefits of coastal tourism to the coastal city society.
In addition, besides both economic and social aspects, coastal tourism takes the huge environmental impact to the city and the surrounding waters, such as natural landscape, ecosystem, environmental pollution (Andereck, 1995). Due to the particularity of coastal tourism destinations, these impacts involve complex concepts such as marine ecosystems. And these effects are mostly negative and destructive. At present, the academic community has a lot of attention and discussion on the coastal tourism environment (Jennings, 2004). However, the focus of this thesis is on both social and economic impacts. Therefore it does not involve environmental sustainability issues.

For the coastal residents and communities, the social and economic implications of tourism are intuitive. Furthermore, local communities maybe cannot meet these challenges promptly due to lack of expertise, poor planning, and mismanagement (Chua, 2006; Ong, Storey, & Minnery, 2011). This is also an important obstacle to the sustainable development of tourism. However, sustainable development is critical for policy makers and managers. Noting the past environmental and socioeconomic issues, governments and non-governmental organizations tend to avoid unsustainable development (Ong & Smith, 2013).

3.3 Research gap

Through the review of the previous literature, the author found that a significant number of coastal tourism research are related to the ecological environment. However, the research about the social and economic aspects of coastal areas is very rare, especially about coastal tourism of destinations. In addition, there is the limited number of literature about the impact of coastal tourism on the destination from the perspective of residents. That is one of the reasons why this research topic is established.
4. Methodology

4.1 Research design

4.1.1 Selecting the destination

An important way what a case expands the knowledge is by providing information about what the researcher cannot measure. Thus, the availability of evidence for the selected case and the way in which the researcher obtains evidence must meet the key criteria for case selection (Gerring & Cojocaru, 2015:4). Furthermore, the selection of case destination needs to meet two criteria: a representative sample and useful changes to the theoretical interest dimension (Seawright & Gerring, 2008). For this study, the case destination must be a coastal city with a long tourism history. In addition, the researcher cannot be strange about the case destination to obtain a deeper level of data. Moreover, due to the limitation of time, the selected destination needs to facilitate data collection. According to the above conditions, the researcher chose Kalmar as the case destination.

Kalmar is a town in Småland coast in southeastern Sweden, which the number of population was almost 40,000 in 2015. Every summer, this is a very popular coastal resort, attracting many neighboring cities and international tourists. Also, the Ironman and the Harvest Festival attract a large number of tourists every year. Moreover, the author studies in Kalmar and has a certain understanding for there, which is helpful to data collection.

4.1.2 Qualitative research

Bryman & Bell (2007: 35) highlights that the chosen research strategies and methods must be consistent with the specific research questions. If the research is interested in a world view of a social group, the qualitative strategy may be the suitable choice (ibid). For this, a qualitative approach can better meet the needs of this project. Depending on the purpose of the study, the available time and techniques are necessary to determine
which data collection methods should be selected (Veal, 2006: 68). In the choice of research methods, I also made a comparison of two research methods, as shown in the table:

**Table 2: Qualitative and quantitative**

<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Words</td>
<td>Numbers</td>
</tr>
<tr>
<td>Point of view of participants</td>
<td>Point of view of researcher</td>
</tr>
<tr>
<td>Research close</td>
<td>Research distance</td>
</tr>
<tr>
<td>Theory emergent from data</td>
<td>Theory testing</td>
</tr>
<tr>
<td>Process</td>
<td>Static</td>
</tr>
<tr>
<td>Unstructured</td>
<td>Structured</td>
</tr>
<tr>
<td>Conceptual understanding</td>
<td>Generalization</td>
</tr>
<tr>
<td>Micro</td>
<td>Macro</td>
</tr>
</tbody>
</table>

In contrast, qualitative approach emphasizes words rather than quantified in collecting and analyzing data, or uses the open-ended questions rather than closed-ended questions (ibid). It focuses on the way how individuals explain society and the world, and how the theory arises (Brymann & Bell, 2007: 26). In other words, the qualitative method is an approach to explore the meaning of society from individuals or groups (Creswell, 2014: 32). The process of qualitative research includes data collected in the participant’s setting, data analysis building from particulars to general themes, and the interpretations of the data meaning (ibid).

The final written report is flexible in structure, emphasizing personal meaning and improving the complexity of context (ibid). With the purpose of this study being to explore the social and economic impact of coastal tourism on the local community, the subjective feelings of these effects from residents and business stores are its focus.
Therefore this project applies the qualitative method to understand the impact of coastal tourism in Kalmar from the "people" perspective.

The qualitative methods include narrative research, grounded theory, ethnography, case studies, and phenomenological research (Creswell, 2014: 42). Among them, phenomenological research is based on a philosophical and psychological research; the researchers presented the participants described the phenomenon or life experience. This design has a strong philosophical foundation, including visits (Giorgi, 2009; Moustakas, 1994). The project requires data through collecting the subjective views of the Kalmar residents and business stores, so phenomenological research is selected. A qualitative approach is related to different sampling methods, which uses the purposeful sampling with a form (Long, 2007: 42). Also, the validity of the data depends on the richness of the selected data rather than the size of the sample (ibid). The qualitative method consists of nine essential steps as shown in figure 4 (Bryman & Bell, 2007: 390).

*Figure 3: The main steps of qualitative research*

Step 1, general research question. Choosing a clear research question is the fundamental
requirement of the research. Step 2, selecting the relevant sites and subjects. Based on research purposes and research objects, selecting the appropriate groups and sites is important. Step 3, the collection of the relevant data. Because of the conflicting interpretations of each organization, some researchers suggest the use of a variety of research methods to capture the complexity and contradiction in the data (Prasad, 1993: 1404). Step 4, the interpretation of the data. The general data are interpreted based on the underlying theory of the technique, which provides the standard for the analysis of the data (Glaser, 1992). Step 5, conceptual and theoretical work. According to Prasad, "understanding the nature of these broad symbolic realities may provide a way to understand the resistance and adaptation to general technological change" (Glaser and Strauss, 1993: 1423).

Steps 5a and 5b, the tighter specification of the research questions and collection of future data. The conclusion that maybe not sufficient according to the previous analysis of the available data. Therefore, in the situation of the theoretical framework as the basis, it is the important part that collecting data and improving the information more (Bryman & Bell, 2011). The last step, writing the conclusion. In fact, there is no different between quantitative and qualitative in this step, which is summed up the results of the survey and summarized scientifically. It should be paying attention to the comprehensiveness and objectivity when summing up in the process (Veal, 2001).

According to the guidance of the research methods, the thesis also established its qualitative research steps. Firstly, due to this research needs to collect the views of residents and business stores on the impact of coastal tourism, the interview method is consistent with the need for data collection. Secondly, after coding the data, the author analyzes data based on the theoretical framework. Finally, the conclusion responds to the research questions and summarize the completion of the research goal. In addition, the specific interview method, the question design and the coding method will be described in following sub-chapters.
4.1.3 Semi-structured interview

In qualitative research, steps of data collection involve setting up research boundaries, collecting data through semi-structured or unstructured observations and interviews, documents and visual materials, and establishing a protocol for recording data (Creswell, 2012: 239). Semi-structured interviews refer to a dialogue which visitors can know what they want to know. However, the interviewer did not know which topics would be covered before the interview, because all the information came from the content provided by the interviewer (Long, 2007: 16). Meanwhile, the conversation is free to change and may change the stability between the participants (Fylan, 2005: 65). Therefore, this research selects semi-structured interview to collect data. Meanwhile, the process of an interview with the participant is recorded in the form of audio. In addition, before the interview, the interviewer was in agreement with the participants which the interview was for academic research only.

For qualitative approach in tourism studies, Veal (2006: 193) has the following view in his book:

*The people personally involved in a particular situation are best placed to describe and explain their experiences or feelings in their words, that they should be allowed to speak without the intermediary of the researcher and without being overly constrained by the framework imposed by the researcher.*

The interviewer expects to collect the most realistic thoughts and views of the participant in this way. Therefore, the interviewer does not interfere with the participant's answer in the context of a clear research aim. Furthermore, for the new information beyond the questions but related to aim, the interviewer adds them to the interview questions to enrich the coverage of the research. This also responds to the flexibility of qualitative approach.

4.1.4 Question design of interview

The contents of the interview relate to both economic and social aspects of tourism. The inspiration for questions is from relevant literature. First of all, Dogan (1989) found
that the impact of tourism on the destination include residents’ habit, faith, values, cultural characteristics. Meanwhile, Dogan (ibid) suggested that the government should be committed to reducing negative effects, such as higher crime rates, social conflict, and congestion. While the positive impact of tourism, such as improving community services, additional parks, increased recreational, cultural facilities, should be encouraged (Brunt and Courtney 1999). This study attempts to gain general views for impacts through direct semi-structured interviews with residents. According to relevant research from Deery, Jago & Fredline (2012), the source of the question design is shown below:

**Table 3: Specific social and economic impacts of tourism on Kalmar**

<table>
<thead>
<tr>
<th>Impacts</th>
<th>Literature</th>
<th>Reference</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunities for local business</td>
<td>Increased trade occurs through increased numbers of visitors and offers the opportunity to develop a variety of local businesses.</td>
<td>Lee, Kim and Kang (2003), McGehee and Andereck (2004)</td>
</tr>
<tr>
<td>Employment opportunities</td>
<td>Tourism will stimulate the local economy and create job opportunities for locals.</td>
<td>Choi and Sirakaya (2005)</td>
</tr>
<tr>
<td>The number of people in shops,</td>
<td>The number of people in stores etc. can present a positive or negative impact of tourism. More people may add vibrancy to the community but may also cause frustration and withdrawal of residents</td>
<td>Choi and Sirakaya (2005)</td>
</tr>
<tr>
<td>restaurants, nightclubs, etc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The overall cost of living</td>
<td>Prices of goods and services, including house prices are perceived to increase in tourist destinations. Whether this is due to tourism or other factors, is unclear.</td>
<td>Frauman and Banks (2011), Haley et al. (2005), Jurowski and Gursoy (2004)</td>
</tr>
<tr>
<td>Rents</td>
<td>In regions where the tourism industry grows, the cost of rent can be pushed up by workers servicing the tourism industry, which impacts on the living costs for locals.</td>
<td>Fredline (2002), Haley et al. (2005),</td>
</tr>
<tr>
<td>Income and tax</td>
<td>Because of the massive influx of high-spending visitors, residents and commercial income, community tax levels have been significantly improved</td>
<td>Bramwell (2004), Murray (2007)</td>
</tr>
<tr>
<td>Economic aspect</td>
<td>Description</td>
<td>Source(s)</td>
</tr>
<tr>
<td>-----------------</td>
<td>-------------</td>
<td>-----------</td>
</tr>
<tr>
<td>Traffic congestion</td>
<td>Increased tourist numbers can lead to traffic congestion particularly in town centers in seasonal destinations.</td>
<td>Andereck et al. (2005), Choi and Sirakaya (2005)</td>
</tr>
<tr>
<td>Entertainment and recreational opportunities</td>
<td>Tourists require entertainment and recreational facilities and thus increased tourism can lead to the growing availability of such facilities.</td>
<td>Fredline (2002), Gursoy et al. (2002)</td>
</tr>
<tr>
<td>Crime</td>
<td>Overall crime rates are often perceived to increase due to tourists in the region. Crimes are often associated with rowdy behavior, drug, and alcohol abuse.</td>
<td>Andereck et al. (2005, 2007)</td>
</tr>
<tr>
<td>Culture</td>
<td>their shared beliefs, customs, values, and language.</td>
<td>Maxwell et al. 2011, Price et al. 2010</td>
</tr>
</tbody>
</table>

Moreover, objectives of this interview are residents and business stores in Kalmar. First of all, there is no limitation for the occupation, education, gender or nationality of participants, while interviewees are required to be over 18 years old and have lived in Kalmar for more than three years. Because some interview questions involved in the Kalmar culture tradition, children and new residents cannot provide the valid information. Furthermore, due to the interviewer does not understand the local language, the participant is required to speak English. In addition, for an interview of business stores, the interviewer choose the restaurant, bar, and hotel which are closely related to tourism. There is no other requirement for the staff who are interviewed but needs to work for more than one year for the store (Detailed questions are in the appendix).

### 4.1.5 The advantage and limitation

Qualitative methods had been considered incorrect in the research of social sciences during past years. Because the researchers widely believe that the scientific research must rely on practical data of scientific measurement (Kraus and Allen, 1987: 24). In addition, qualitative methods are often not selected because they are not easy to describe. Meanwhile, Kraus and Allen (1987: 25) argue that "there should be a more intuitive or more descriptive place of study in such an individualistic and pluralistic
recreation area." According to Veal (2006: 195), the qualitative approach has the following advantages:

- Tourism and leisure are qualitative experiences, which confirms the nature of the qualitative approach.

- Compared with the non-humanization of quantitative methods, this method is more personalized and reflects the authenticity of the characters.

- The results of the qualitative approach are easier to understand for those who have not been subjected to statistical training.

- This method is based on history and experience and can better cover the idea of personal changes over time.

- It can better understand people's needs, aspirations and other subjective ideas.

Moreover, the limitations of qualitative approach may exist in the following areas. Firstly, the argument that the characteristics of the interviewee may affect the respondents' responses, but there is no clear evidence of the literature on this factor (Bryman and Bell, 2007: 226). Secondly, some people are biased against certain problems. This reason has led respondents to show an inertia in answering questions without expressing their real thoughts (ibid). In addition, the participants may have a "social expectation effect." In other words, participants think they need to give answers that meet the expectations of society. They believe that this kind of answers is more likely to be recognized (ibid: 227). It is, of course, that these answers are a lack of authenticity. Finally, because the interviewer and participants may have different cultural backgrounds, the differences in the meaning of the two sides will also affect the accuracy of the findings (ibid).

In general, a qualitative approach is suitable for the subject of tourism and leisure research. Meanwhile, the impact of the above limitations should be avoided in the
process of interview. Through presenting the process and results of research truthfully, the accuracy of the interview is guaranteed as much as possible.

4.2 Data analysis

Data analysis is a complicated process and time and skills required in the analysis process need to be taken into account (Bryman and Bell, 2007: 227). Some preparations are necessary before the data analyzing. During the interview, the researcher records the contents of interviews. The interview contents will be recorded by transcription, and the handling of recording is the preparation for data analysis. The recording should be arranged directly because any other means of conversion will cause information loss (Long, 2007: 145). The data after the reconstruction can enter the formal data analysis stage.

According to Long (2007: 146), the standard of data analysis includes the following:

A) Familiar with data. Repeatedly reading the collected data is the first step in understanding the data. That can reduce the additional analysis of the data to make the interview content more logical.

B) Organize data. The process of organizing data involves some different types of coding, which disrupt the data and reorganize it according to certain rules. That allows the researcher to move from a particular case to a larger model. Among them, the coding of the data requires the relevant theoretical guidance. Strauss and Corbin (1990) describes the three different coding methods:

-Open coding: 'the process of breaking down, examining, comparison, conceptualizing and categorizing data' (ibid: 61). Some concepts are generated during this encoding process then grouped and classified (ibid: 96). That connects the code with the consequences and the reason through a certain logical relationship.
- **Axial coding**: data are put together in new ways after open coding to make connections between categories (ibid). That is the code through a certain logical relationship and the consequences, context, and context.

- **Selective coding**: 'the procedure of selecting the core category, system of relating to other categories, validating those relationships, and filling in categories that need further refinement and development' (ibid: 116). This approach is to connect other categories and core issues together.

C) Display data. The process of displaying data is an important part of the analysis. In general, this part can be realized by the researcher through narrative text. D) Drawing conclusions. E) Verification and checking. It avoids data loss due to the subjective factors of the researcher. The purpose is to ensure the accuracy of the data and the rigor of the study. F) Connect to theory. This step is to verify certain theories or assumptions. Therefore, the last part of the data analysis needs to link the results of the analysis to the theory.

The coding method adopted in this research is open coding, which the particular content is summarized by keywords. That makes it available to analyze and compare answers of different participants. Since these keywords are generated from the original data, they are classified as different concept categories to ensure the effectiveness of the work.

### 4.3 Ethical considerations

Research ethics can be examined from three aspects: the nature of ethical issues; the stages or components of the research process where the issues arise; whether the subject is anonymous or identified. First of all, for the characteristics of ethical issues, many ethical attempts are based on the “gold standard,” which conform basic human morality and most religious beliefs (Veal, 2011:103). In other words, others must be given enough respect. Specific content contains six points: first, the research must be consistent with social interests, which can not affect social security or cause harm.
Second, the researcher should be responsible for the research of the whole process. Third, the participant should be free in the process of data collection. Fourth, the participants are only involved in the primary process of information collection. Fifth, the research process and the results must be harmless to the participant. Sixth, the data should be honestly collected, analyzed, interpreted and reported (ibid). The details are as follows (Veal, 2011:104):

**Table 4: Ethical criteria for research**

<table>
<thead>
<tr>
<th>Ethical issues</th>
<th>Design/organization</th>
<th>Collection</th>
<th>Analysis/interpretation</th>
<th>Storing data during project</th>
<th>Reporting</th>
<th>Storing data after project</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social benefit</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>subjects’ freedom choice</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>subjects’ informed consent</td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>the risk of harm to subject-identified</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>honesty in the analysis</td>
<td></td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>honesty in reporting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

According to Veal (2011), these fundamental ethical issues must be considered and observed both in and out of the laboratory. In addition, the same ethical issues apply to different research methods (ibid). In this case study, these ethics will be carefully considered and the "golden rule" would be strictly abided.

In this interview, the interviewer fully respects the wishes of the participants and will not make any comments on the answer. Meanwhile, the interviewer truthfully informed the interview content and application to participants before the interview and ensured
that the personal information of participants would not be leaked. Finally, the researcher commits to the authenticity of data collection process and results.

5. Results and discussion

This chapter is divided into two parts, introducing empirical results and analysis. They show the results of this semi-structured interview for residents and business stores. The structure of this chapter will be briefly described as follow.

Sub-chapter 1: Interview of Kalmar residents with the social and economic impact coastal tourism. The contents of the interview include income and consumption, employment and business, quality of life and culture, crime rates, transportation, and recreation. The aim is to obtain a direct sense of interviewees for tourism impact through the interview. There are 13 residents, living in Kalmar for more than two years, are interviewed. Moreover, there is no restriction on age, sex, and occupation when choosing participants. The interview contents of each resident include 12 questions, involving both social and economic aspects. The time of each conversation is about 20 minutes. The data will be analyzed later.

Sub-chapter 2: Interviewing the Kalmar merchants on the impact of tourism on business activities. Three business stores are participating in the interview. Questions of the interview include the number of customers, sales, and tax, business strategy. These three companies are a bar, restaurant, and hotel respectively. Each interview involves nine questions, lasting about 20 minutes. The results of the analysis are shown in 5.2.

5.1 Interview the resident

After identifying the contents of the interview, the author interviewed 13 Kalmar residents at the different time. Interviews include six topics: income and consumption, employment and business, leisure and culture, crime rates, transportation, and other perspectives. In general, the purpose of the interview is to understand the attitudes of
residents to coastal tourism and the effects they feel. In the next sub-chapters, the interview results and analysis of the six topics will be described in detail.

Due to the flexibility of the interview results, it is not completely same for each content of the interview. Moreover, due to the influence of the individual wishes of the participants, it is not every question can be answered efficiently. It is worth noting that some new points but related to the research topics appeared in the interview. I added these content into interview questions for other participants' interview, which the purpose is to enrich the interview content and increase the breadth of the research.

According to the literature review of this thesis, the impact of coastal tourism in the local community is mainly reflected in the culture, population, crime rate, crowding, employment rate, income, transportation, etc. (Brunt and Courtney, 1999). The basic information of interviewees is as table 6.

Table 5: Information for resident interviewee

<table>
<thead>
<tr>
<th>NO.</th>
<th>Interviewee</th>
<th>Gender</th>
<th>Age</th>
<th>Home country</th>
<th>Length of stay in Kalmar</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tom</td>
<td>Male</td>
<td>25</td>
<td>Germany</td>
<td>3 years</td>
</tr>
<tr>
<td>2</td>
<td>Lily</td>
<td>Female</td>
<td>23</td>
<td>Sweden</td>
<td>23 years</td>
</tr>
<tr>
<td>3</td>
<td>Jack</td>
<td>Male</td>
<td>30</td>
<td>Sweden</td>
<td>30 years</td>
</tr>
<tr>
<td>4</td>
<td>Wood</td>
<td>Male</td>
<td>35</td>
<td>Sweden</td>
<td>35 years</td>
</tr>
<tr>
<td>5</td>
<td>Marry</td>
<td>Female</td>
<td>32</td>
<td>China</td>
<td>5 years</td>
</tr>
<tr>
<td>6</td>
<td>Jerry</td>
<td>Male</td>
<td>41</td>
<td>Sweden</td>
<td>41 years</td>
</tr>
<tr>
<td>7</td>
<td>Rose</td>
<td>Female</td>
<td>33</td>
<td>Belgium</td>
<td>4 years</td>
</tr>
<tr>
<td>8</td>
<td>Roy</td>
<td>Male</td>
<td>34</td>
<td>Sweden</td>
<td>4 years</td>
</tr>
<tr>
<td>9</td>
<td>Luck</td>
<td>Female</td>
<td>27</td>
<td>France</td>
<td>3 years</td>
</tr>
<tr>
<td>10</td>
<td>Sally</td>
<td>Female</td>
<td>47</td>
<td>Libya</td>
<td>5 years</td>
</tr>
<tr>
<td>11</td>
<td>Ben</td>
<td>Male</td>
<td>27</td>
<td>Sweden</td>
<td>27 years</td>
</tr>
<tr>
<td>12</td>
<td>Davy</td>
<td>Male</td>
<td>42</td>
<td>China</td>
<td>20 years</td>
</tr>
</tbody>
</table>
5.1.1 About safety

The question of the security implications of coastal tourism to Kalmar is: What is your perception of crime in Kalmar during the tourism season? What type of crimes have you heard about that could be related to tourism?

It can be divided into two categories for the participants’ view. Part of them believes that Kalmar’s crime rate is changed during the tourist season. For example, Tom and Davy think the impact may be true, but not very sure:

“It influences the life here, many people come, especially during the summer, you don’t know what will happen, because some people may make some trouble. I’ve heard some news, but not in Kalmar, some people go to the other place, and rap local girl.” (Tom)

“There are many great events and festivals in summer, such as Midsummer and Ironman. These activities will attract a lot of foreign tourists. People of different social and cultural background gathered here; it may happen something. Such as thieves. But I did not know if it was a relationship with the visitor.” (Davy)

By contrast, the attitude of Lily is very clear:

“I believe a lot of crimes may be related to alcohol consumption because the nightlife is most active during the tourism seasons here in summer. For tourism in different general types of scamming may be very common, as well as pocketing.”

The above participants believe that crime rates and tourism activities are linked, although there is no clear correlation to prove these views. When asked about the basis of such a thought, they said only "feel" or seeing more news like that during the summer. However, the other part interviewees hold different views. Both of Jack and Jerry have never heard of any difference in crime rates during the tourist season. In their view, the number of crime events in winter and summer is not very different.
“Personally I haven’t experienced or heard about a change in some crimes committed during the tourist season. A legitimate guess would be, that there could be a rise in the number alcohol induced brawls out on the streets or at clubs/pubs.” Jerry said.

In addition, the remaining participants (Wood, Marry, Rose, Roy, Sally, and Ben) think Kalmar is a very safe city. Although there are occasional thefts or small conflicts caused by alcohol, these do not affect the safety of the city. For example, Wood said:

“I believe Kalmar is a quite safe and calm city, also in the summer season when the tourists are here. I almost always feel safe and haven’t heard much about different crimes; maybe there are more crimes related to alcohol and drugs during the tourist season, such as drunk driving, fights and sexual harassments, but I do not think this is related to the tourism activities themselves.”

Moreover, the answer from the Marry is worth noting. According to her view, some of the local criminal acts, such as violent crime caused by drunkenness, has nothing to do with the tourists themselves but because of the different cultural background (She cited examples of conflicts in some different countries, but this study would not show). In her view, cultural differences were the primary cause of a criminal conflict.

According to the data analysis, alcohol and multi-ethnic gatherings do produce more conflicts in the Kalmar tourist season. However, the residents believe Kalmar is a safe city. Although there is no clear evidence that the Kalmar crime rate has increased significantly during the tourist season, the attitude of participants also proves the view of Tosun that visitors with different cultural backgrounds are likely to lead to more conflict tourism destinations (Tosun, 2002).

5.1.2 About traffic

-How is tourism affecting traffic in the city? Would you feel the traffic and public space becomes congested during the tourism season?
The nature of tourism is the migration of people, and traffic is the carrier of mobility. Of all the people who were interviewed, 80 percent thought Kalmar traffic would be affected during the tourism season. Rose had the relevant experience:

“Yes, most of the people come from other cities during the tourism season. I am the eye witness of the happening. I have seen more than 20,000 cars on the Oland Bridge during the former's festival last year.”

For the reason that most visitors travel to Kalmar by car, Davy gives the explanation:

“to facilitate, many tourists choose to travel Kalmar by car. Also, the transportation fee is not cheap. Many tourists who come from other cities and countries drive to Kalmar in the same period which put pressure on the traffic here. So, I always feel a lot of cars in summer every year.”

For this situation, Luck thinks it is hard to get an effective solution,

“the traffic in the city during tourism season is a major problem I would say. I think it's hard to build an infrastructure that would work all year around when the tourism season only about 2-3 months.”

Almost all participants agree that tourism does bring significant negative impact to the Kalmar traffic and increase the congestion. And the government does not solve the problem at present. Tosun (2002) claimed that the influx of large numbers of tourists increases the social population and bring great pressure to both traffic and public facilities.

5.1.3 About leisure and recreation

-How is tourism affecting opportunities to recreation in Kalmar? Do you think there are more leisure activities because of the tourism?
For the impact of leisure and entertainment, some participants believe that types of summer activities are indeed more than that of winter. But no one thinks that the changes are brought by tourism, but Kalmar's traditions and regulations.

“I think there are changes, though not necessarily because of tourism. You know in Sweden, the daytime of winter is very short, and there is no enough sunshine. So we all enjoy the valuable summer time. So, there will be a lot of outdoor activities from June to September, such as barbecue, night run, bonfire, or renting a small house camping. In addition, there are ships from Oland to Kalmar. But I cannot tell that it is tourism affecting these recreational activities, or these interesting activities attracting tourists to visit here.” (Davy)

It is an interesting phenomenon that residents do not think tourism brings more leisure activities. Because some researcher thinks to meet the needs of tourism development and attract more tourists, local communities usually build parks, increase recreational and cultural facilities, and encourage cultural activities (Brunt and Courtney 1999). The finding is inconsistent with this view.

5.1.4 About culture and live quality

-What changes have the tourism brought to the local culture?

-How does tourism impact the live quality of the residents?

-How are tourists in Kalmar changing compared to previous years? Did you note differences?

First of all, for some interviewees, the impact of tourism on the local culture of Kalmar cannot be called a change (Lily, Jerry, Rose, and Roy). Because visitors come here is to enjoy the existing cultural atmosphere, and even being influenced by the Kalmar culture (Jack, Wood, and Marry). In addition, Davy stressed:
“The Swedish are not easy to accept new things. We have a strong sense of protection for our words and languages. For example, everyone will meet in Swedish and will not speak in English. We will not talk in English privately. We think it is a very shameful thing for speaking another language because we have our one. The mother tongue is very proud of me. And if you go to the bookstore, you will find most of the books are Swedish. I think this is also a way of protecting our culture.”

Moreover, participants believe that the tourism impact on quality of the residents is almost invisible.

_Because “Sweden is the world famous high welfare country. Perhaps the tour will bring some of the economic and infrastructure impacts to Kalmar. For example, the government will build more infrastructure or increase personal income in a short period. But in general, nothing has changed. We are very concerned about the local traditional festivals and customs, will not be affected by tourism” (Davy)._

Finally, compared with the past years, Kalmar almost has no change besides the more tourists. Some people said that Kalmar looks the same even in a hundred years. The view of interviewees on this issue are very consistent.

Participants believe that their culture and way of life are not affected by tourism. This situation is very different with general perspective from researchers. Some researchers believe that new cultures and habits of the tourists enter the destination, which often changes the daily life, social life, and values of the residents (Anshell & Arizona, 2005). However, the result of interview shows that coastal tourism does not have a significant impact on the Kalmar culture and the lifestyle of residents.

5.1.5 About employment and business

- _How does tourism affect job market in Kalmar? Can you give me some examples?_
-In your view, how is tourism affecting local businesses?

First of all, the participants' views are more consistent with the employment rate. Almost all of them believe that the number of part-time jobs increased significantly during the tourist season. However, the change of employment rates also depends on the type of industry. For example, Jack thinks:

“Since more bars and cafés open up and also extend their opening hours, there will be more jobs related to that business. Also of course jobs about marketing, the city of Kalmar are affected by tourism. The municipality of Kalmar wants to market this city as attractive, and that, of course, create job opportunities as well.”

“There are a lot of part-time job opportunities in summer. Probably during the period from June to September, some agencies recruited part-time staff for hotels, restaurants, bars. As far as I know, non-residents can also get job opportunities.” Davy said.

Meanwhile, some participants believe that the impact of tourism on the employment rate is limited. It not only depends on the type of work but also on the form of work. Luck thinks that tourism has little impact on the employment rate of the Kalmar. First of all, because the tourist season continues three to four months, service industries, such as restaurants and hotels, do need more staff. However, most of these jobs are part-time jobs. Those industries that are not close to tourism almost do not increase employment rates in the season.

Moreover, compared to the employment rate, the residents do not have a very clear understanding of the tourism impact on business. Participants believe that bars, cafes, and restaurants will indeed have more business opportunities during the tourist season, also have more income. In addition, they are not clear about the impact of other enterprises.
5.1.6 About income and consumption

-How does tourism in Kalmar affect the housing cost for residents – have you noted any difference?

-How is tourism affecting the income of both employees within the tourism sector and outside?

-How is tourism changing food prices in Kalmar during the tourism season?

For the first question on house prices, all interviewees said that the rent and house prices of the residents would not be affected by summer tourism. For residential rental, the residents usually sign a full year contract with the housing company, so the price will not fluctuate randomly every month. It is noteworthy that many of the participants in the interview process mentioned such information (Davy):

“Here welfare is high; there will not be real estate situation. And many residents of the summer will travel out. But for the foreign population, the housing resources are indeed very scarce, part of the rental housing prices will increase in the summer.”

In other words, for the residents, they will not be affected by tourism whether rent or buy a house. However, they think temporary rentals will be affected, including monthly rentals and hotels. For example, Wood described the situation:

“I have some student friends that rent a room from private people during the rest of the year, but in the summertime when tourists come here they need to move out because their landlord wants to rent out the place to tourist to a higher price.”

Marry described in more detail:
‘It is true that during the popular season the housing/rental cost will be high, at least 20%-30% increase. Sometimes it is tough to find accommodation in Kalmar if you book less than one week in this period.’

It can be seen that the rental of the foreign population will be affected by the tourist season, although rising of room prices are more from private. In contrast, the local population of Kalmar is much less affected by tourism in housing cost. It can be even said that some residents are the beneficiaries of rising house prices in summer. This also leads to a second question on the income of the residents.

For the question about income, the interviewees gave the answer with not much difference. In general, they think the impact of tourism on the income of the local people is not obvious. For example, Davy said:

“A small part of the income will be increased. That is, those who have part-time jobs or temporary rental of their homes. For most residents, it will not have much impact.”

It can be seen that Tom also believes that tourism allows employers to make more money and bring more benefits to the employees, especially for the catering industry.

The third question is about food consumption. All participants considered that food prices did not be affected directly by tourism. As Wood said,

“Food prices will not rise because of tourism, but would be impacted by import and export control. For example, in winter, many fruits and vegetables are more expensive than in the summer.”

Large-scale coastal tourism has promoted the development of services and increased employment rates, which are conducive to the residents’ income and living standards (Tosun, 2002). However, according to the perspective of residents, tourism brings more opportunities for employment but just for part-time jobs. In addition, the increase in
income for residents is a limitation.

5.2 Interview with business owners

Because of the large influx of high-spending visitors, residents and commercial income, community tax levels have been greatly improved (Bramwell, 2004; Murray, 2007). In order to meet the needs of tourists, merchandise trade also increased, which led to the development of related industries. Therefore, to verify what impacts the coastal tourism take to Kalmar business, the researcher interviewed some local business stores. The interview questions include sales, the number of customers and employment. The specific information of the interviewees is as follows:

**Table 6: information for interviewees of business stores**

<table>
<thead>
<tr>
<th>Business store</th>
<th>Position</th>
<th>Gender</th>
<th>Age</th>
<th>Length of service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>Manager</td>
<td>Male</td>
<td>49</td>
<td>8 years</td>
</tr>
<tr>
<td>Bar</td>
<td>Staff</td>
<td>Male</td>
<td>28</td>
<td>3 years</td>
</tr>
<tr>
<td>Hotel</td>
<td>Staff</td>
<td>Female</td>
<td>31</td>
<td>2 years</td>
</tr>
</tbody>
</table>

5.2.1 About customers and sales strategy

-What are the change trends in the number of customers in the past 12 months?

-During the tourism season, how do you attract customers (e.g. discounts)? How about other times of the year?

For the number of customers, the three merchants have changed significantly over the past 12 months. Interviewees of the restaurant and bar agree that the number of summer customers is significantly higher than other times. The hotel owner said:

“Our taste is characteristic, and the price is not high, so my restaurant is popular in Kalmar. Of course, the summer customers are more than the winter. The largest number of customers is in July and August, but in December, January...
and February, the customer is relatively few. Every year during the Chinese New Year, the restaurant would close for a half month. Also, it will be closed for three days when Christmas.”

Similarly, bar staff also thinks that the number of summer customers significantly more than in winter due to sunshine time and weather reasons, although he did not provide more detailed data. Some of the slight differences are coming from the hotel. According to the interviewee’s answers, besides in summer, the number of customers will be significantly increased because of some famous festivals and events. The hotel staff also provided data:

“Last year from July to August, the number of visitors here accounted for about one-third of that throughout the year.”

Moreover, different stores have their strategies to attract customers.

“If you mean the discount, no. Our price is regular. The price at noon is 100KR, and it is more expensive in the evening. This situation is the same in the summer. But we will update the menu so that customers always felt freshness. Of course, summer food will be more abundant.”

Hotel managers believe that changes in the menu are a routine way to attract customers, and there is no special strategy at the peak of tourism. In contrast, the bar will have richer events in the summer to attract more customers, such as ladies free admission. However, the hotel’s situation is special:

“We have published hotel information on the website, and sometimes there will be price concessions. But it will not discount too much at the peak time.” That means the discount would not be the main way to attract customers to the hotel in the tourism season.
5.2.2 About sales and tax

-How do tourism and tourists affect your business? What is the approximate proportion of tourists spending in your total?

-How have your business taxes changed over the past year? Do you think it is related to increasing number of visitors?

All interviewees believe that tourism has a positive impact on their business. A large number of tourists into the Kalmar bring more business opportunities for them. However, for interviewees of the hotel and bar, they cannot accurately answer the proportion of tourists in customers. Therefore, they can only directly feel the number of customers and income in the tourism season significantly more than the other time.

In addition, when asked about the tax, the three participants did not provide accurate data, but the restaurant and hotel interviewees think the tax have a particular relationship with tourism. Apart from this, more detailed information cannot be obtained.

5.2.3 About Employee

-How do you go about summer employment, does it increase during the season?

-How many employees do you have during the season compared to other months in Kalmar?

The results of an interview show that the tourism season does affect the number of employees in some businesses. For example, the restaurant will hire about more three part-time staff than usual which is the same with the bar. Interestingly, the number of employees in the hotel's reception posts has not been affected, but they will increase the number of cleaners.
"Our reception staff is enough because the procedure of check is very simple and does not need too many staff. But when there are a lot of visitors, we will hire some more cleaners." (Hotel manager)

The economic impact analysis of tourism activities usually focuses on regional sales, income and employment changes resulting from tourism activities (Stynes, 1999:5). The result of interview shows that tourism affects part of the business in Kalmar. In addition, these three business stores are catering industry and hotel, which is closed link with tourism. Tourism contributes to local sales, profits, employment, taxes, and income, especially for the main tourism sectors, such as catering, transportation, entertainment and retail (Eagles, McCool, & Haynes, 2002).

6. Conclusion

6.1 Sum it up

In the context of sustainability, the research attempts to explore the economic and social impacts in Kalmar. This thesis achieves the research aim with a complete research process. First of all, the introduction chapter shows the background about coastal tourism as well as the relationship with sustainability. Meanwhile, the research question about the attitude of Kalmar residents to tourism impact was raised because it is an essential aspect of a sustainable tourism sector that the understanding of resident’s attitudes and concerns towards tourism (Ap, 1992; Ap & Crompton, 1993). After that, due to constructivism that focuses on the interacting among the social environment, the individual, and the researchers (Ponterotto, 2005: 130) confirms the research aim, the thesis chooses constructivism as the philosophy social science for the research. In the chapter of the conceptual framework, some core concepts related the research such as stakeholder, economic and sustainability are discussed. Furthermore, the previous research about coastal tourism, sustainable tourism, and tourism impact are reviewed. Especially, the knowledge gap that the lack of residents’ attitudes about the social and
economic impact of coastal tourism is found. Moreover, the research selects the qualitative method to collect data and explore the residents and business owners’ attitude by a semi-structured interview. Finally, through analyzing the data, some findings are shown as follows.

6.2 Research Finding

According to research questions, the interview mainly focused on the social and economic impact of tourism on Kalmar. The researcher interviewed Kalmar residents and business stores. A total of 15 samples were obtained, and the questions cover some aspects.

6.1.1 Economic impact of coastal tourism

First of all, the interview results show that the impact of residents’ income from tourism is limited. For those who participate in summer part-time jobs and rental housing, the income will be affected by tourism in a short time. In addition, the living consumption of residents, such as housing and food expenditure, will not be affected by tourism. Meanwhile, residents have more opportunities for part-time jobs during the tourist season. In general, the economic impact of coastal tourism to the residents of Kalmar tends to be positive.

Secondly, the economic impact of coastal tourism to Kalmar is mainly concentrated in the business. Through interviewing the bar, restaurant and hotel, the economic benefits of these businesses are significantly higher during the peak season than those of other periods. As a result, the positive impact of tourism on the Kalmar food and hotel industries is obvious. However, due to the lack of enough samples for business stores, it is not possible to determine the tourism impact on other industries and commercial activities in Kalmar.

In general, according to the result of the interview, coastal tourism does not bring significant negative impact to the Kalmar society and the economy. Business stores
especially catering get the obvious profit from tourism. Although some researchers highlight tourism is widely regarded as the main driver of economic progress and social development (Ong & Smith, 2014), coastal tourism of Kalmar shows the different phenomenon. Besides the impact of tourism scale, the research result is affected by the level of the link between residents and tourism. There is a positive relationship between perceptions of benefits and residents’ attitudes toward the tourism industry (Andereck, 2004). Residents who receive more personal benefits from tourism show more positive attitudes for tourism impacts (Andereck et al., 2005).

6.1.2 Social impact of coastal tourism

The impact of tourism on the Kalmar society involves safety, transportation, leisure, culture and quality of life. According to the results of the interview, the safety situation has not been significantly affected by tourism activities. Residents believe that Kalmar is still a very safe city. Secondly, with the increase in tourism activities, traffic within the city of Kalmar does bear more pressure. Due to most of the tourist choose to travel by car, congestion may occur during holiday and famous events. It is worth noting that tourism did not bring much change to the Kalmar culture. Residents think this is due to the unique cultural background of Sweden. Similarly, the tourism did not bring significant impact to the Kalmar residents’ lifestyle. Finally, Kalmar has more recreational activities in the tourist season. But the residents do not think it is entirely caused by tourism, but more of the local activities are habits.

In general, the impact of tourism on the Kalmar community is limited. Besides some pressure of traffic, the impact on the other aspects of is not obvious. As the interviewed residents involved a wide range of age and gender, the interview results can be used as a reference.
6.2 Limitation of the study

Through the qualitative method, the thesis research the economic and social impact of coastal tourism in Kalmar from the individuals’ perspective (the residents and business owners’ attitudes). Although this thesis has done a series of work to complete the research goal, there are still some defects in the whole research process. These limits may affect the quality of the findings. In order to show the rigor of academic research, the study limits are listed.

The empirical data of this study are based on and use semi-structured interview methods to collect data. Due to the characteristics of the data obtained are descriptive and subjective feelings of the participants. The results are affected by the contents, the way, the researcher and the participants of the interview. In particular, because the contacting participants were very time-consuming and not easy to succeed, there were a limited number of interviewees to the business stores for Kalmar. There are only three stores, including a bar, restaurant, and hotel was interviewed. These are catering and hotel industries which closely related to the tourism. However, the interview did not involve other industries, which cannot draw a comprehensive conclusion about the tourism impact on the local business.

In addition, due to language constraints, the deviation of the understanding of the dialogue will affect the accuracy of results. The interview is in English, but it is not the mother tongue for both the researcher and interviewees. Because of the difference of English level, some problems and perspectives cannot be expressed accurately. These limitations affect the effectiveness of the research results.

6.3 Suggestions for Future Research

I have increased the knowledge about coastal tourism and tourism sustainability through this research. Moreover, through the case study of the Kalmar, I have a deeper understanding of the economic and social impact of coastal tourism on the destination.
However, due to the research methods and interview samples to limit the results of the study, the subject can also have more in-depth exploration. Therefore, the following recommendations are made:

1. Increasing quantitative research on the economic impact of coastal tourism and collecting more objective data by questionnaire. The local economic impact from tourism is not limited to people's subjective feelings, so quantitative research methods can more accurately and scientifically reflect the changes that coastal tourism brings to the destination.

2. Expanding the scope of case studies. Due to the unique cultural background of Sweden, the economic and social impact of coastal tourism to Kalmar cannot represent the impact of the general coastal cities. Therefore, it is necessary to select coastal cities in different cultural backgrounds.

3. For the negative impacts of coastal tourism, exploring the way to led coastal cities develop sustainable tourism.
Reference


(Original work published 1781)


# Appendices: Interview questions

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<tr>
<th>Impact NO.</th>
<th>Questions</th>
<th>Interviewee</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>What is your perception of <strong>crime</strong> and vandalism in Kalmar during the tourism season? What type of crimes have you heard about that could be related to tourism?</td>
<td>Resident</td>
</tr>
<tr>
<td>2</td>
<td>How is tourism affecting <strong>traffic</strong> in the city? Would you feel the traffic and public space becomes congested during the tourism season?</td>
<td>Resident</td>
</tr>
<tr>
<td>3</td>
<td>How is tourism affecting opportunities to <strong>recreation</strong> in Kalmar Examples?</td>
<td>Resident</td>
</tr>
<tr>
<td>4</td>
<td>What changes have the tourism brought to the <strong>local culture</strong>?</td>
<td>Resident</td>
</tr>
<tr>
<td>5</td>
<td>How does tourism impact the <strong>live quality</strong> of the residents?</td>
<td>Resident</td>
</tr>
<tr>
<td>6</td>
<td>How are <strong>tourists</strong> in Kalmar changing compared to previous years? Did you note differences?</td>
<td>Resident</td>
</tr>
<tr>
<td>7</td>
<td>What other social issues you would like to mention, which you think related to increasing number of tourists in Kalmar?</td>
<td>Resident</td>
</tr>
<tr>
<td>8</td>
<td>How does tourism in Kalmar affect the <strong>housing cost</strong> for residents – have you noted any differences?</td>
<td>Resident</td>
</tr>
<tr>
<td>9</td>
<td>How is tourism affecting the <strong>income</strong> of both employees within the tourism sector and outside?</td>
<td>Resident</td>
</tr>
<tr>
<td>10</td>
<td>How about <strong>jobs</strong>, how does tourism affect job market in Kalmar? Can you give me some examples?</td>
<td>Resident</td>
</tr>
<tr>
<td>11</td>
<td>In your view how is tourism affecting <strong>local businesses</strong>?</td>
<td>Resident</td>
</tr>
<tr>
<td>Economic</td>
<td>1 2</td>
<td>How is tourism changing <strong>food prices</strong> in Kalmar during the tourism season?</td>
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<tr>
<td>1 3</td>
<td></td>
<td>What are the change trends in <strong>the number of customers</strong> in the past 12 months?</td>
</tr>
<tr>
<td>1 4</td>
<td></td>
<td>During the tourism season, how do you attract customers (e.g. discounts)? How about other times of the year?</td>
</tr>
<tr>
<td>1 5</td>
<td></td>
<td>How do tourism and tourists affect your business?</td>
</tr>
<tr>
<td>1 6</td>
<td></td>
<td>What is the approximate proportion of tourists spending in your total sales?</td>
</tr>
<tr>
<td>1 7</td>
<td></td>
<td>How have your business <strong>taxes</strong> changed over the past year? Do you think it is related to increasing number of visitors?</td>
</tr>
<tr>
<td>1 8</td>
<td></td>
<td>How do you go about summer employment, does it increase during the season? How many employees do you have during the season compared to other months in Kalmar?</td>
</tr>
<tr>
<td>1 9</td>
<td></td>
<td>What other issue do you feel I missed in my questions but that you feel relate to your business and business environment in Kalmar?</td>
</tr>
</tbody>
</table>