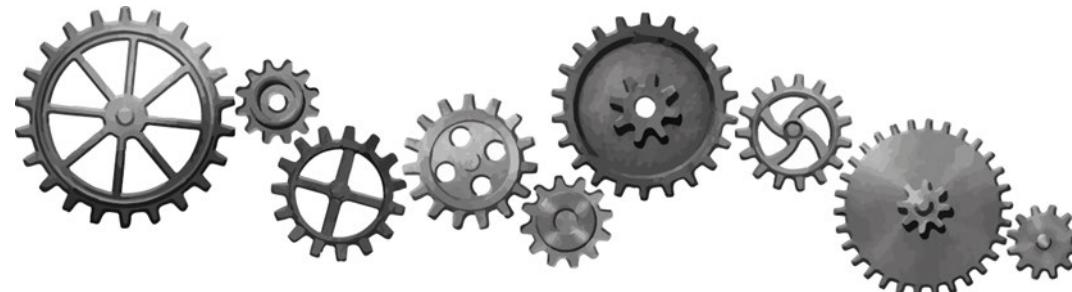


TRANSLOCAL COMMUNITY RESOURCES: NEW VOICES IN ISLAND DEVELOPMENT?

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EMPIRICAL POINT OF DEPARTURE



A number of rural Nordic islands seem to be emerging as hotspots for attracting people from urban areas, who engage themselves in local island development projects even though they do not live there full time.

‘Translocal actors’
‘Communities of engagement’

- Communities of engagement consist of both permanent residents, second-home owners and more occasional ‘tourists’ as well as young people who have out-migrated from the islands where they grew up.
- Engagement seems to take place within certain spheres: cultural, crafts, outdoor activities and quality foods sectors.
- Some places and some people seem to function as ‘hubs of engagement’ and provide local mooring points.

THEORETICAL POINTS OF DEPARTURE



- Multi-local lives have generated multi-local attachments. These create new development opportunities. Migration-development nexus. (Sørensen, 2012)
- Taking translocal networks and engagements into account brings into view the flows of people and their resources available in translocal networks & relations (Greiner & Sakdapolrak, 2013)
- Today's increasingly trans-local lives render the dichotomy between residents and non-residents of little use. (Halfacree, 2012)
- Contributions as a series of complex social practices (Brickell & Datta, 2011). New development opportunities are created through the multi-local embeddedness of mobile social actors, who exchange ideas, knowledge, practices and economic resources, symbols and values. This in turn generates circulation between places, as well as between mobile and non-mobile actors through translocal actors' networks (Agergaard & Broegger, 2016; Greiner & Sakdapolrak, 2013; Rockenbauch & Sakdapolrak, 2017).

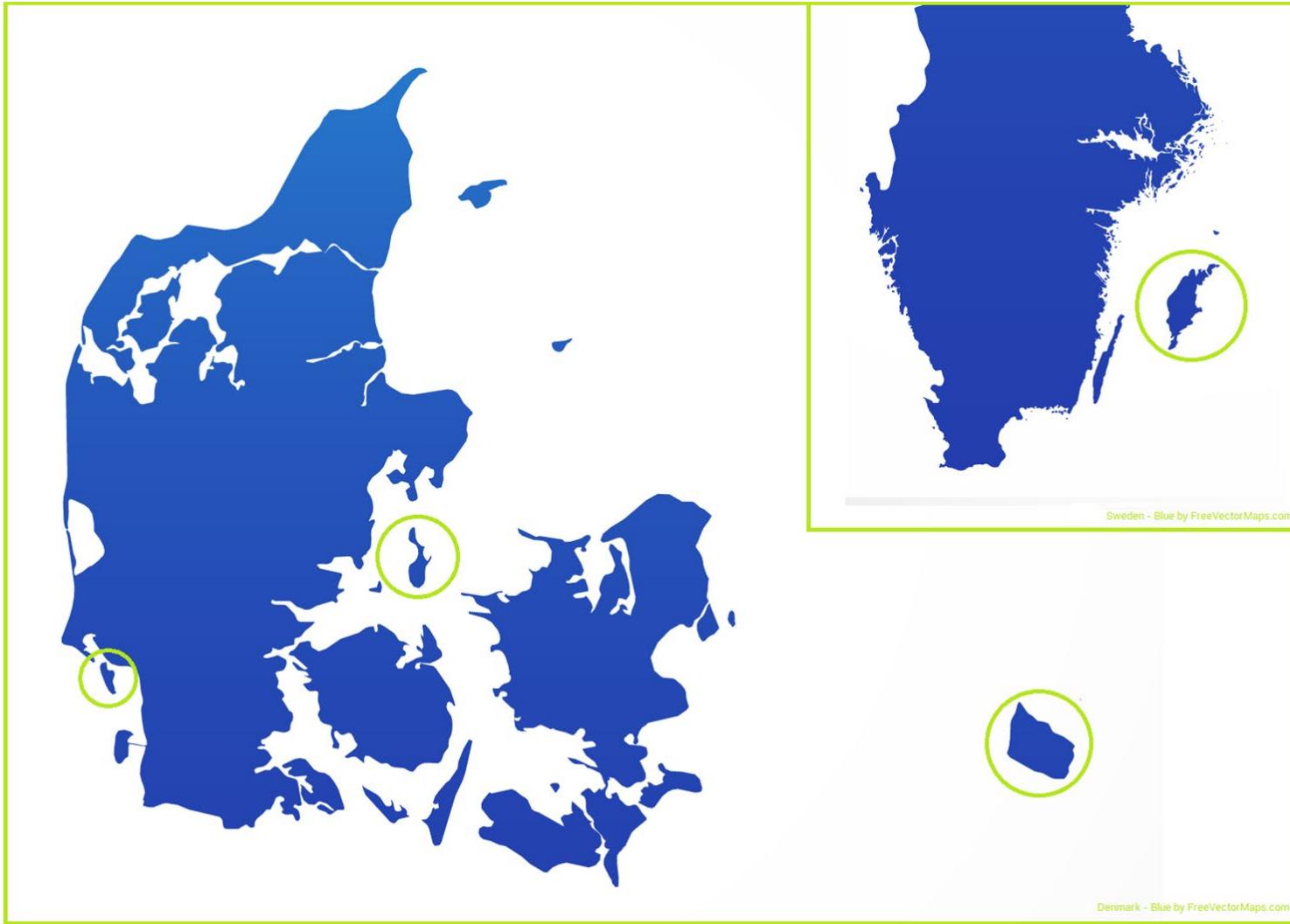
RESEARCH QUESTIONS

1. What **types of places and events** can we observe that engage translocal actors and how do they function as communities of engagement and moorings to local communities?
2. What **characterises these translocal communities** – who are their members and what motivates their engagement?
3. How do **local development authorities** receive and interact with these translocal actors and are they recognised in local branding and planning processes?
4. **What are the effects** of the engagement capital of translocally attached communities on local development trajectories and which specific contextual conditions play interactive roles in such?



CASESTUDY SETTING

Bornholm, Samsø, Fanø and Gotland



- Well-known tourism destinations with many visitors and large second-home communities.
- Strong local foods and arts- and crafts brands as well as provide iconic natural sceneries.
- Struggle with limited economic growth rates and limited education and labour market opportunities.

METHODS

Exploratory pilot project. Preliminary results

We combine three empirical analyses:

1. Comparative place branding strategy analysis
2. Comparison of key register-data-based information
3. Qualitative analysis of 21 explorative interviews amongst key stakeholders

- Local development authorities
- Local tourism actors
- Local Action Group representatives
- Community development project representatives – translocal actors



EMPIRICAL FINDINGS

Based on actors and authorities from Bornholm, Samsø, Fanø and Gotland

- Based on type of engagement, attachment to place and their primary motivations, we have identified five 'types' of translocally engaged communities:
- Heritage-based revitalisers
- Translocal entrepreneurs
- Translocal idealists
- Translocal communities of leisure practice (Fisker, 2016)
- The quietly loyal
- Translocally attached people as local development players do exist.
- Contributions are partly motivated by participants' relations to each other and social relations both inside and outside the island.
- Deep commitment to the projects, but not purely altruistically driven.
- Communities are engaged through already existing strong brands, but also by their own attachment narratives

ENGAGING WITH ISLAND UNDERSTANDINGS

- Rural – small places – islands?
- How translocal actors engage with and construct narratives on the meaning of their engagement in relation to Islandness, is complex.
- We are considering the following:
- Heritage-based revitalisers: attached to villages and small towns, not islands as such
- Translocal entrepreneurs: island brands attract them, but entrepreneurialism motivates them and/or social positioning in the community (Copenhagen).
- Translocal idealists: constructing islands as ‘reserves’ ? Alternative lifestyle
- Translocal communities of leisure practice: ? Depends on the type of community (kite festival = coastal / natural landscapes) (Bergman festival = deeply embedded in the construction of Fårö island as Bergman’s iconic landscape and muse)
- The quietly loyal: island/ coastal tourism idyll – leisure enclaves



SUMMING UP

Based on actors and authorities from Bornholm, Samsø, Fanø and Gotland

- Development projects can function as a gateway for translocal actors to become part of a place-based community.
- Local development interactions that engage trans-local communities are able to draw on a much larger and more diverse resource pool than purely local projects and therefore have broader potentials.

Translocal actors are recognised but not addressed directly in any planning or branding processes. They therefore seem to be 'policy blind spots'.



DISCUSSIONS

- The discourse concerning these four islands has shifted from one of decline into much more positive/complex place brands based on their access to a wide range of resources.
- Translocals do not figure in any planning processes, nor are they recognised as a specific segment for branding.
- There is great potential for engaging translocal actors and supporting the development of translocal communities. Rural island development strategies should consider more translocal approaches.
- **However, we need to be critical**
- The translocals that engage in local development projects tend to be highly resourceful – culturally, socially and not least financially.
- Some of the most attractive places function as ‘playgrounds for the rich’. Translocal gentrification? This may lead to displacement of other users./ Contested places.
- The risk of displacement highlights the importance of governance.
- How can local development authorities ensure that the engagement of translocal communities does not lead to exploitation?



THANK YOU FOR YOUR ATTENTION

