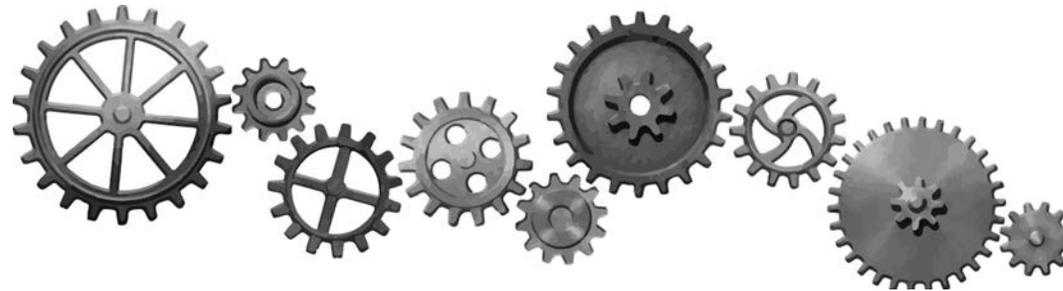


# TRANSLOCAL COMMUNITY RESOURCES: NEW VOICES IN RURAL DEVELOPMENT

Lene Havtorn Larsen • Karin Topsø Larsen • Rikke Brandt Broegaard  
Centre for Regional and Tourism Research • Bornholm • Denmark



The 5th Nordic Conference for Rural Research

'CHALLENGED RURALITIES: NORDIC WELFARE STATES UNDER PRESSURE'

# THERE'S SOMETHING HAPPENING HERE



After a long period of demographic, economic and social decline, 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.

- Communities consist of both permanent residents, second-home owners and more occasional `tourists´ as well as young people who have grown up on the islands, but now live elsewhere.
- Some people function as `hubs of engagement´ and provide local mooring points.
- Engagement seem to take place within certain spheres: cultural, crafts, outdoor activities and quality foods sectors.

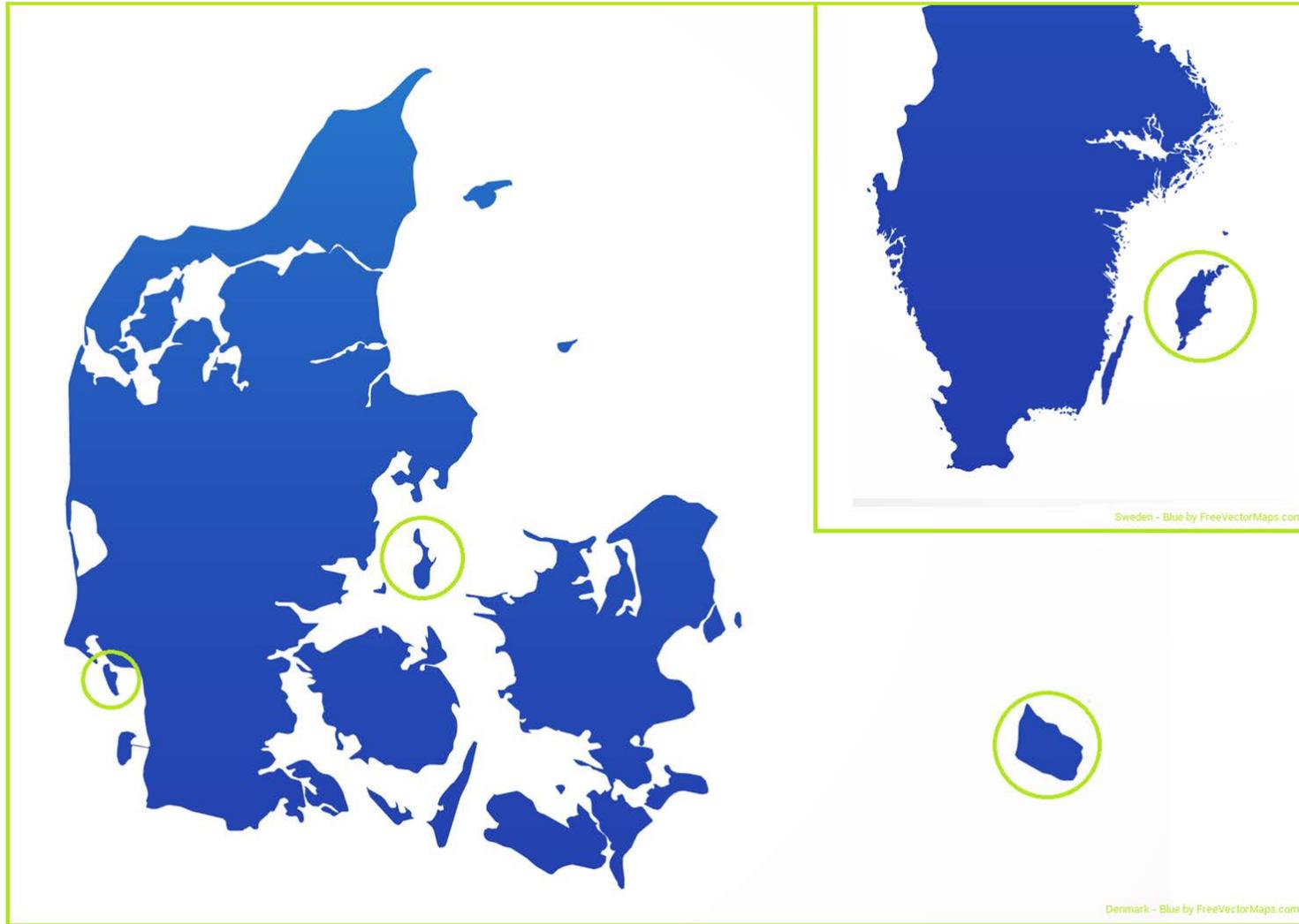
# RESEARCH QUESTIONS

1. What types of places and events can we observe that engage translocally-attached people and how do they function as hubs of engagement and moorings to local communities?
2. What characterises the communities – who are their members and what motivates their engagement?
3. How do local development authorities receive and interact with these translocal development resources 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.
- Active 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

We combine three empirical analyses:

1. Comparative place branding strategy analysis
2. Comparison of key register-data-based information
3. Qualitative analysis of 18 explorative interviews amongst key stakeholders

- Local development authorities
- Local tourism actors
- Local Action Group representatives
- Community development project representatives
- Expert interviews

# OUR STARTING POINT

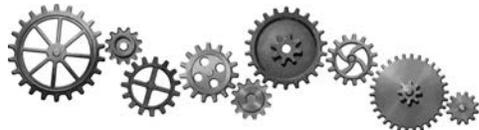


- Today's increasingly trans-local lives render the dichotomy between residents and non-residents of little use. (Halfacree, 2012)
- Multi-local lives have generated multi-local attachments. These create new development opportunities. (Migration-development nexus. Sørensen, 2012)
- Contributions as a series of complex social practices can be described as mooring points, strings, anchors, relations, commitments, networks or nodes between an individual and a place. (Brickell & Datta, 2011)
- Rural places as part of local, regional, national and global flows of community engagement opens up for new understandings of rural places and their resources. (Fisker, 2016)

# EMPIRICAL FINDINGS

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

- Translocally attached people as local development players exist.
- Communities are engaged through already existing strong brands.
- Contributions are partly motivated by participants' relations to each other and social relations both inside and outside the island.
- A living lab for future lifestyles, or an exception from their everyday lives by `buying indulgences´ or `feel-good quotas´?
- Deep commitment to the projects are not purely altruistic driven.



# EMPIRICAL FINDINGS

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

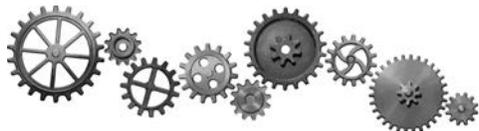
- Development projects can function as a gateway for translocal actors to become part of a place-based community.
- Local development interactions that engage trans-local communities are able to draw on a much larger and more diverse resource pool than purely local projects and therefore have broader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

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



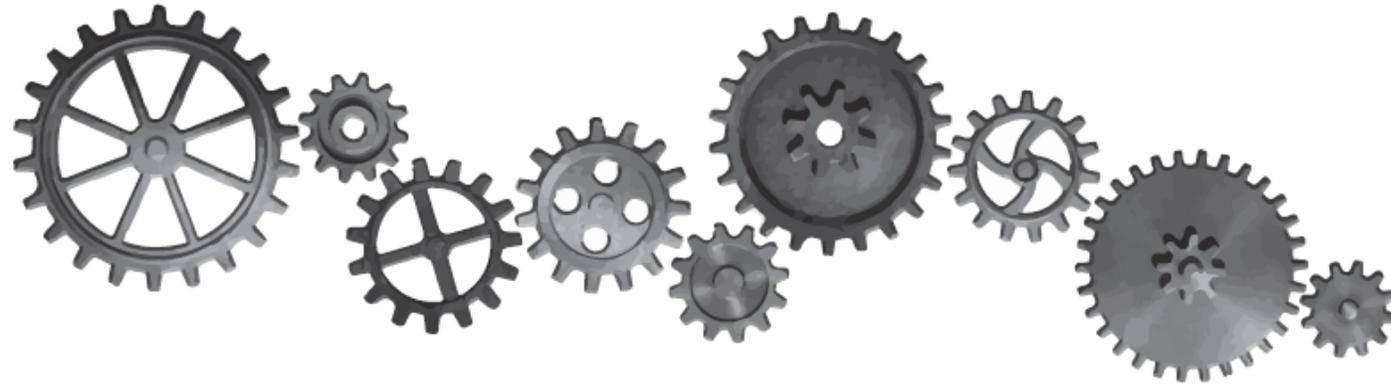
# CONCLUSIONS AND DISCUSSIONS

- 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.
- Rural development strategies should consider more translocal approaches.
- 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’. This may lead to displacement of other users.
- The risk of displacement highlights the importance of governance. This could be in the form of summerhouse ownership restrictions and real estate tax laws.
- How can local development authorities ensure that the engagement of translocal communities does not lead to exploitation?



# THANK YOU

# QUESTIONS?



NEW PLAYERS IN RURAL DISTRICTS