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## Perspectives on proximity tourism in Fryslân

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**Perspectives on proximity tourism in Fryslân**

Jelmer H. G. Jeuring

1. The relation between physical distance and tourism is a cultural artefact. Therefore, proximity tourism is not just another type of tourism; it is another way of making tourism a culturally significant phenomenon (This thesis)
2. Reconfirming a homogeneous Frisian identity (or any other regional identity) in destination branding can result in Fryslân (or any other region) to become touristically less attractive for its residents (This thesis)
3. Celebrating 'elsewhere' at the expense of 'here' creates a division between immobility and mobility (Salazar, 2012) and excludes proximity tourism from the cultural process of spatial institutionalization (This thesis)
4. Healthy and attractive regions are characterized by an active intraregional tourism dynamic (Canavan, 2013). Therefore, touristic 'success' should include indicators of intraregional visitors instead of focusing on indicators of incoming visitors (This thesis)
5. Framing near-home leisure activities as recreation –thus as not tourism– contributes to a relative devaluation of leisure practices on small geographical levels (This thesis)
6. The 'dissolving' of tourism into everyday life (Bourdeau, 2012) both creates and reflects opportunities for meaningful rediscovery of places which are assumed familiar and mundane. Hereby, near-home unfamiliarity becomes a contemporary resource of touristic exoticness (This thesis)
7. Involving and considering residents as stakeholders in tourism pertains not only to practices of production but just as much to practices of consumption (This thesis)
8. Tourism is 'weathered' and weather is 'touristified' (This thesis; Hulme, 2016)
9. Socrates' statement 'I cannot teach anybody anything. I can only make them think.' emphasizes that the relevance of social science lies in offering perspectives for thinking about societal issues rather than in providing concrete policy recommendations (Lager, 2015)
10. It takes more than one desk and two people to make flex-working work