**Qualitative Comparison Table – within case: Denmark**

| **Dimension** | **Corpus Analysis (mass media):** | **Interviews** | **Field Notes** | **Internet Ethnography (netnography)** | **Document Analysis** | **Key points of comparison** |
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| **Direct contact:**  **Conflict over oil exploration & extraction** | - Not present. There are notes on oil/resource extraction and climate, as well as on tourism, but do not appear connected through conflict.  - Greenland: there also both oil/resource extraction topics, and more tourism oriented topics. These seem more connected here, with ocean, ice, and coastlines as a topic connecting both to a tourism, climate change, science topic; as well as to the energy, oil, development & independence topic. | - Indirectly related, but there is a localized conflict in the Wadden Sea area over a proposed heliport development that is needed as part of the support and emergency response infrastructure of the oil sector. There are concerns related to the impact on wildlife (shorebirds), as well as the tourism experience of the Wadden Sea National Park as a space of silence. This is defined more as a case of tourism-government conflict, though, than with the oil sector directly. It’s also a very localized example, involving mobilization by local residents more than by formal ENGOs. | - The No Heliport campaign comes up once via signage and pamphlets about the campaign, which seems very informal/grassroots and not connected to environmental organizations. But it does point to a episodic and localized instance of community conflict between oil operations and the tourism landscape of Wadden Sea National Park. | - Among websites, the main conflict related to oil from Danish ENGOs focuses on the expansion of Arctic oil frontiers, which is framed more through climate change (“global Arctic” discourse) than through tourism per se. | - n/a | - Generally low visibility of direct conflict. There is very localized and episodic conflict (No Heliport campaign) in the Wadden Sea region, where otherwise nature-based tourism and offshore oil co-exist and are viewed as complementary development paths.  - Otherwise, there is an ENGO focus on the expansion of Arctic oil frontiers, framed more through climate change and the “global Arctic” more than direct conflict with tourism per se. |
| **Direct contact:**  **Threat of oil extraction as “envirotisement” for tourism – increasing tourism as strategy for opposition to oil** | - Not present. | - not much here. | - not much here. | - n/a | - n/a | Not much here. |
| **Direct contact:**  **Oil as a tourism attractor** | - Not present. | - not much here. | - This comes up frequently, primarily in relation to the Esbjerg Maritime Museum, where histories of the oil sector are part of the tourist site. More broadly, the city of Esbjerg also links oil development and tourism development as part of promoting the city, and this area enacts a co-existence of oil sector and eco-tourism (Wadden Sea National Park). | - Esbjerg maritime museum enacts coastal environments as sites of oil extraction as part of its tourism narrative of the region.  - Of the oil-tourism interface nodes, the only one that comes up is oil as a tourism attractor, which is found only in the Esbjerg Maritime Museum site, which is the main oil-oriented tourism hub. | - n/a | - The Esbjerg Maritime Museum is a key hub where the historical and contemporary social and economic importance of oil are enacted as a tourism narrative at a tourism site. Oil as tourism attractor appears here and in Esberg more broadly, where histories of oil development fit into tourism narratives of the region. |
| **Direct contact:**  **Oil money supports tourism development** | - Not present. | - Not much here. | - There’s a bit here, with references to the role of Maersk (an oil sector key actor) in funding art & culture that also works in part as a tourism attractor. | - n/a | - n/a | - Not too much here, other than some peripheral references to Maersk as a funder of the arts and culture sector (which works in part as a tourism attractor). |
| **Indirect contact:**  **tourism is carbon intensive** | - Not present in terms of mentions of carbon-intensive tourism mobilities. Notable, perhaps, is that one of the tourism nodes has more of an urban & cycling focus.  - Greenland: one of the tourism topics includes focus on cruise tourism. | - Talk about mobilities focuses on automobility (8 participants) and aeromobility (5 participants). Often this is linked to the limitations of tourism sustainability (i.e. in adopting a “relative” definition of tourism as a sustainable development pathway), noting that these are ways in which tourism contributes to climate change or has an ecological footprint, though this is sometimes discussed in terms of making positive movement, or as an issue that is being grappled with.  - In talk about environmental drawbacks of tourism, there is some reference to the carbon footprint of air travel as part of tourism mobility, though this is not a dominant theme.  - Kind of an interesting outlier, but there is quite a bit of talk as China as an important (and growing) tourism market, which one participant talks about in relation to carbon footprints and travel distance, in contrast to within Denmark, or European (i.e. German) tourism mobility. | - Most material on mobility focuses on automobilities, which shows up in multiple ways: RVs and RV camping, car parking and driving on beaches at Wadden Sea, showing that rural nature-based tourism here is fairly car/RV oriented. Also, the visibility of tour buses within the urban setting of CPH tourism.  - Less frequent is coding for aquamobilities (4 references), focused on ferries for short distance travel (i.e. Fano island in Wadden Sea National Park), and longer-distance travel (ferry lines to Germany, Norway, etc…). | - Automobility comes up across several sites, but often not necessarily in the context of tourism, but rather in terms of climate change & sustainability transitions more broadly. A couple particularly interesting points though: Visit Denmark notes the unavoidability of aeromobility and advocates using SAS as a company that does carbon offsets, while Visit Denmark and Wonderful Copenhagen also promote public transit and cycling as less carbon-intensive tourism mobility options. | - WRT to Greenland, the remoteness of the destination requires a significant travel footprint, but also currently main forms of tourism mobility include cruise ships and helicopter tours. | - Tourism mobility come up frequently (automobility, aeromobility, to a lesser extent aquamobilities) as a limitation or challenge to tourism sustainability in relation to carbon intensity and climate change contributions. There are also indicators of attempts to address this (i.e. VisitDenmark promoting airlines that participate in carbon offsetting). From this perspective, tourism is *relatively sustainable* as a development pathway, and there are steps to be taken to address its dependency on carbon-intensive automobilities and aeromobilities. |
| **Indirect contact:**  **tourism environments impacted by climate change** | - There are two climate-oriented notes, which are linked more to oil, resource extraction, culture, rather than specifically to tourism.  - Greenland: One of the key topics is structured around tourism, climate change, science, and is strongly linked to the topic on ocean, ice, and coastlines. | - Several participants discuss risks and impacts of climate change for coastal (tourism) environments, including flooding, coastal erosion, storms. Talk about climate change risks and impacts is occasionally linked to talk about automobility and aeromobility. | - There are only a couple isolated instances where this comes up, both in the context of environmental education through tourism sites: once at the Copenhagen aquarium, addressing climate change impacts on oceans in general, and once in Ribe on interpretive signage about historic flooding, sea level rise, and climate risk for this the Wadden Sea area. | - There is quite a bit of thematic coding for risks & impacts of climate change, across tourism, ENGO, energy sector, and government sites. Mostly, however, these are framed in global terms around the general global impacts of climate change. Though less visible, there is talk about Danish coastlines as vulnerable to climate change, as a localized impact. | - Sea level rise and coastal erosion are among the most significant climate change impacts for Denmark, which affects tourism landscapes.  - WRT Greenland: Major impacts include melting glaciers, changes to storm intensity. Greenland is seeing significant climate change impacts – glacial ice melt may also contribute to shifting North Atlantic oceanic currents and amplify climate change impacts across the North Atlantic region. | - Danish coastal environments, which are key touristic spaces, (and which are relatively flat and low-lying) are seen as particularly vulnerable to climate change particularly through flooding, coastal erosion and storms.  - Greenland also comes up as a place that experiencing particularly pronounced climate change impacts that may have further reaching (global) effects. |
| **Indirect contact:**  **oil infrastructure supports tourism** | - Not present. | - Sort of, there is some talk about synergies between oil and tourism in terms of regional planning and infrastructure development, insofar as they are seen as complimentary development paths. This mostly comes up in relation to the west coast of Jutland (i.e. Esbjerg, Ribe, Wadden Sea national park). | - Not much here, though the self-promotion of Esbjerg municipality emphasizes the complementarity of the oil sector and tourism development (and offshore wind power development). | - n/a | - n/a | - Not too much here, though there is some material on synergies between oil and tourism in Esbjerg, and both come into the self-promotion of Esbjerg municipality as complimentary forms of regional development and municipal identity. |
| **Culture:**  **Representations of coastal communities & environments as spaces for nature-based tourism and oil extraction** | - Tourism & travel: there are several nodes, none of which are particularly central or dominant. These are structured around: 1) food & culture; 2) urban & design; 3) whales, coastlines, beaches; 4) urban & cycling. This fits the notion that Denmark’s tourism field is characterized by an urban (CPH)-rural divide.  - Oil & energy: there are a few relevant nodes, which mostly don’t connect strongly with the tourism nodes. These include: resource extraction, oil, climate (which is well connected to an “economy” topic); 2) climate, energy, culture; 3) rural & energy.  - Greenland: there are parallel, well connected topics relating to oil (energy, oil, development, independence) and tourism (tourism, cruise ships; tourism, climate change, science). These are both linked through strong connections to the topic on ocean, ice, coastlines. | - The most prominent theme related to tourism landscapes are coastlines, seascapes as the focal point, which is cross-coded with shorebirds, Wadden Sea National Park, the notion that “we have to avoid mass tourism” models of development and maintaining protection for Danish coasts. This is also often linked to talk about Germany as a key source market, and the access to an undeveloped seascape as a major attractor for this market.  - Related to this, the other recurrent theme on tourism landscapes is the notion of being close to nature as a main tourism attractor, which is linked to many of the same themes (Wadden Sea National Park, protected Danish Coasts, avoiding mass tourism), as well as to invocations of sustainability discourse related to tourism.  - Wadden Sea National Park is the most discussed of parks & protected areas (8 participants; not surprising given fieldwork focus in the region). This is often linked to seals, marine life (i.e. shellfish), shorebirds as tourism attractors, as well as the significance of UNESCO status of the site and the Wadden Sea Centre as a key tourism site/organization. Relatedly, coding for Tourism Destination Image (the most prevalent of the media-related themes) also demonstrates a focus on Wadden Sea National park and associated wildlife as a key attractor.  - Relatedly, the other recurring (6 participants) theme for parks and protected areas is a focus on the significance and value of Danish policy to protect coastal environments and maintain them relatively free from “mass tourism” forms of development (i.e. vacation homes or cottages, versus larger hotels or resorts). This is often linked to notions of being close to nature, sustainability discourse, and coastal environments as the focal point, as well as needing to avoid mass tourism forms of development.  - Not a major recurrent theme, but an interesting issue raised by a few (3) participants are concerns related to opening up restrictions on coastal real estate development as something that threatens the value of the tourist experience (i.e. the sense of being close to nature) in coastal Danish tourism landscapes (which links to talk about the need to maintain protections for Danish coastal environments and to avoid mass tourism forms of development). Coastal development is one of the potential environmental drawbacks of tourism.  - The main animals that come up are seals, shorebirds, and other fish & marine life, primarily in relation to the Wadden Sea area, linked to coastlines & seascapes as a focal point, tourism as a space for environmental education (and the national park and UNESCO). Mostly these are animals as tourism attractors. Oysters often come up as an iconic local food as part of the tourism experience. Seals are mostly brought up as a tourism attractor, but also as an object of contention around 1) the local controversy about building a heliport and potential wildlife impacts (which is indirectly linked to the oil sector); and 2) appropriate rules of behaviour for tour operators/tourists around seals.  - In terms of modes of interaction with coastal environments, the few that come up more often are cycling and swimming. Often in relation to the urban coastal environment of CPH, but also in more nature-based regions like the Wadden Sea region, both also connecting with coastlines, seascapes as the focal point.  - Cruise ships also come up repeatedly (4 participants) as a mode of interaction, though viewed less consistently positively than other modes of interaction. Cruise ships are invoked both in terms of positive impacts of tourism, but also in talk about challenges of tourism and environmental drawbacks of tourism.  - The ecological dimensions of oil, in terms of coastal environments, do not come up much in interviews. The main theme is on oil development as a source of ecological risk (3 participants). In these cases, the threat of disaster is invoked, with reference to the BP Gulf of Mexico spill, but then participants note that such disasters haven’t happened and are unlikely in Denmark. This theme is cross-coded with positive social-economic impacts of oil for host communities, oil and tourism as complementary development paths, and renewable energy transitions. | - By far the most prominent theme related to tourism landscapes are coastlines/seascapes as the focal point, which is often linked with Wadden Sea National Park, beach walking, cycling, and seals.  - Interpretations of coastal environments as places of ecological value also comes up repeatedly, mostly in relation to Wadden Sea National Park, tourism as a space for environmental education, seals and shorebirds, and UNESCO as a key actor.  - Sand dunes also come up repeatedly as a defining characteristic of the coastal landscape, linked with beach walking, seals and shorebirds, Wadden Sea National Park, and the coastline/seascape as focal point.  - The animals that come up most frequently are seals and shorebirds, which are often cross-coded with each other. Seals are also often linked with Wadden Sea National Park, the ecological value of coastal areas, sand dune ecologies, coastlines & seascapes as focal points, and beach-walking. Shorebirds are often linked to similar themes, but also to notions of tourism as a space for environmental education, i.e. through exhibitions and interpretive signage that attempts to cultivate ecological literacy about shorebird species.  - In terms of parks and protected areas, Wadden Sea is the main (and only) national park that comes up repeatedly (not surprising given field sites). Material on the park often links to coastlines/seascapes as focal point, seals, shorebirds, the ecological value of coastal areas, and tourism as a space for environmental education.  - History as a tourism attractor comes up frequently, particularly in relation to Vikings as an iconic part of Danish history at museums, historic sites, etc.. Art, craft and culture as tourism attractors also come up repeatedly, and are often linked with history as a tourism attractor. These themes also connect with Wadden Sea National Park, the coastline/seascape as a focal point, and cycling and boat tours as modes of interaction.  - The most frequent theme around modes of interaction with coastal environments is cycling, which is often cross-referenced with history; art, craft & culture as tourism attractors; the coast as focal point, and Wadden Sea National Park.  - Besides cycling, the other most common modes of interaction include beach walking and hiking, both of which often connect with shorebirds, the coast as focal point, and Wadden Sea National Park.  - In terms of offshore oil, the only frequently appearing thematic coding focuses on coastal environments as sites of oil extraction, which comes up repeatedly (7 coding references), but significantly less often than the main tourism-oriented thematic categories. This is mostly in fieldnotes about Esbjerg, specifically the Maritime and Fisheries Museum, which has a significant oil exhibit and describes coastal environments primarily as spaces of oil extraction, and the urban space around Esbjerg harbour. This is often cross-referenced with notions of the co-existence of fossil fuels and renewables, the positive impacts of oil for host communities (especially in terms of oil employment), oil as an important part of history & culture. In this context, Maersk also comes up as a key actor.  - The oil sector as a source of environmental risk or harm only comes up a few times in specific contexts, i.e. a general discussion of oil spills among the potential threats to oceans at the Copenhagen aquarium (without singling out the Danish oil sector). Where social movements orgs focus on oil risk, this is more oriented around Arctic oil exploration, framed more in terms of global environmental issues than specifically around the Danish oil sector. | - One of the most prominent themes related to tourism landscapes is coastlines/seascapes as the focal point, which appears mostly in tourism and ENGO sites, and is often linked to beach walking, and fish and marine life. Where invoked in energy sector and government sites, it is also linked to renewable energy transitions (i.e. offshore wind).  - The other most prominent theme related tourism landscapes is the ecological value of coastal environments, which appears frequently on tourism-oriented and ENGO sites, and is often linked to tourism as a space for environmental education, fish & marine life, and Wadden Sea National Park.  - The main coding for animals are: a) fish/marine life, which appears on tourism-oriented and ENGO sites, and is often linked with coding for seals and the ecological value of coastal areas; b) seals, most often appearing on tourism-oriented sites, but also on an ENGO site (WWF); and c) shorebirds, which appear on tourism-oriented sites and are cross-coded with seals and beach walking.  - The main culture and identity themes that come up are around food & drink as tourism performance (linked with coastal environments, beach walking, hiking, seals); history (often linked to Viking history); and the self-image of Denmark as a green society.  - In terms of modes of interaction with coastal environments, the three main things that come up (often linked with each other) are cycling (which also is often cross-coded with tourism sustainability discourse), hiking, and windsurfing/kiteboarding. These appear most often in tourism sector websites.  - In terms of parks & protected areas, Wadden Sea National Park comes up recurrently, mostly in tourism sector sites. This is linked with tourism as a space for environmental education, the ecological value of coastal areas, and fish and marine life.  - In terms of oil ecologies, the most prominent theme (and only significantly recurring theme) is envisioning coastal environments as sites of oil extraction, which features most prominently on energy sector sites (especially Maersk), but also the Esbjerg maritime museum, and Esbjerg municipality. | - The Danish tourism package is a mix of historical, urban, and nature-based tourism attractors, with the top destination being Copenhagen. Among the main nature-oriented activities are camping, hiking, cycling and sailing. The TDI of Denmark reflects the urban-rural (or, CPH vs. rest of country) split.  - WRT Greenland: there is more of an emphasis on nature-oriented attractors and modes of interaction: northern lights, glaciers, icebergs, wildlife, camping, hiking, kayaking, dogsled tours. Greenlandic tourism is seen as having significant potential, though infrastructure is relatively underdeveloped. | - The fieldwork points primarily to enactments of coastal communities and environments as touristic spaces, framed around being close to nature, coastlines/seascapes as focal point, with iconic animals including shorebirds and seals, and key modes of interaction including cycling, hiking, beach walking. As a nature-based tourism space, there are ideas that Danish coastal environments need to be protected from overdevelopment, as this is a large part of their appeal. The Wadden Sea national park is also particularly important as a tourism & environmental education space. Viking history also comes up as part of the tourism package.  - Extending this to the textual data (netnography, documents) reinforces the idea that there is an urban-rural (or CPH vs. rest of country) divide in terms of tourism flows and tourism destination image, with CPH more focused on urban amenities (arts, culture, history, cycling).  - Tourism-oriented representations of coastal environments & communities are generally more prevalent than oil-oriented representations. Coastal environments are represented as spaces of oil extraction, but particularly in spaces like Esbjerg and the Esbjerg maritime museum, where oil and tourism appear as parallel, non-conflictual development paths, and where we also see notions of offshore oil & renewable energy development. Most points of tension appear to be relatively isolated and minor. An exception is with Danish ENGOs, whose discourse on risks of oil focus more on the extension of Arctic oil frontiers. |
| **Culture:**  **Discourses of positive & negative social-environmental impacts of tourism development** | - Not present. Tourism topics don’t include positive/negative impacts. | - Almost all participants (10) talk about positive social-economic impacts of tourism, highlighting the economic impacts, but also community impacts in terms of pride of showcasing host communities to visitors, and also in terms of how tourism contributes to more liveable/interesting communities. This is sometimes linked to the notion that tourism transforms community identity, but this is phrased as a positive, i.e. helping make Copenhagen a more cosmopolitan and vibrant urban space. This also connects, for some participants (especially in Esbjerg) with the notion of tourism and oil as complementary development paths.  - Conversely, 8 participants also talk about challenges of tourism development, highlighting the uneven terrain of tourism benefits between core host areas (I.e. CPH) and more peripheral emerging regions further from CPH. This speaks to the CPH-rest of Denmark divide, and perceived need to better diffuse the benefits of tourism throughout the country. Talk about challenges of tourism also focuses at times on environmental drawbacks of tourism (discussed below).  - The image as a green society comes up for several (5) participants, often linked to discussions about tourism and sustainability, as well as tourism as a space for environmental education. The notion of Denmark as a green society also connects to ideas of renewable energy transitions, and renewable energy-tourism synergies.  - The notion that tourism is a source of pride for host communities also comes up for a few (3) participants. This is linked specifically to Wadden Sea National park and the notion of receiving international media visibility for this significant protected area. As a Tourism Destination Image is built around an internationally significant anchor (like Wadden Sea), this also contributes to a sense of community pride as a positive impact of tourism development.  - There is a discourse (invoked by 3 participants) about a cultural, political, economic divide between Copenhagen and the rest of the country, which links to ideas about the uneven terrain of benefits of tourism development along urban/rural lines, with Copenhagen as a major tourism hub that “captures” much of the tourism flows and positive impacts.  - Most participants (8) see tourism as a relatively sustainable development pathway, often linked to talk about Wadden Sea National Park, the coastline as focal point, and the importance of the Danish protected coastal environments, this is sometimes contrasted with the notion of needing to avoid mass tourism models, to maintain coastal protections, and to “envision what kind of tourism we would like” going into the future.  - Similarly, most (7) participants also see tourism as a space for environmental education, which is also linked to Wadden Sea National Park, the coastline as focal point, and shorebirds. As in other cases, environmental education is mostly about ecological literacy in relation to local tourism environments, more than specifically about environmental problems.  - Conversely, several (6) participants also point to potential environmental drawbacks of tourism, sometimes linked to the issue/threat of expanding coastal real estate development, but also linked to issues of tourist operator/visitor behaviour around wildlife (i.e. seals), as well as to the carbon footprint of air travel related to tourism mobilities.  - Interestingly, in coding for mobilities a few participants (4) note the role of tourism in helping to facilitate migration to host communities as a positive community impact of tourism development. | - Explicit references to positive impacts of tourism development only comes up a couple times (2 refs) in promotion for the city of Esbjerg, where it is linked with oil development and offshore wind as part of the package used to promote the city. Negative impacts of tourism development are not really visible here.  - Tourism as a space of environmental education comes up frequently. This is primarily in terms of building ecological literacy, more often than about education related to environmental problems or conflicts per se. Also, there is an interesting observation here that the environmental education that is linked to the Wadden Sea National Park positions this area as ecologically distinct and important, but also as part of related global ecological networks of 1) bird migration routes; and 2) UNESCO natural heritage sites that have global, universal significance. The notion of tourism as a site of environmental education is often linked to Wadden Sea National Park, shorebirds, seals, the ecological value of coastal areas, coastlines/seascapes as focal point, and UNESCO as a key actor. | - Explicit reference to the positive impacts of tourism for host communities only comes up in one site (Wonderful Copenhagen) where it is framed in economic terms.  - The notion of tourism as a site of environmental education comes up across 4 sites, mostly tourist, but also ENGO (Danish Ornithological Society), which is cross-referenced with the ecological value of coastal areas, bird & wildlife protection issues, birdwatching. Tourism sustainability discourse also appears in five sites, across tourism, ENGO, and government actors, cross-referenced with themes including cycling, climate change performance and policy, the Danish image as a green society. | - The tourism sector is rapidly growing, and is an important employment engine in terms of direct and indirect jobs. | - The tourism sector is growing, and is generally framed in a positive light in terms of economic and employment impacts, but also in terms of community and social impacts, i.e. sense of pride in increased international visibility of communities, creating amenities and contributing to liveability of communities, etc… Tourism in spaces like Wadden Sea national park also contribute to environmental education and literacy. Generally, tourism development is seen as well-aligned with Danish self-image as a green society and renewable energy transitions.  - Where we see reflection on the negative impacts of tourism development, this tends to focus on risks of potential overdevelopment in coastal areas, but also some reflection about potential impacts on wildlife of tourism practices, or also talk about carbon intensity and footprint of tourism. However, these themes are less prevalent than the broadly positive view of tourism as a sustainable development pathway.  - However, another recurring theme is around the uneven terrain of tourism benefits, which connects to a perceived CPH vs. rest of the country divide, in terms of which communities are most benefitting from and capturing tourism flows. |
| **Culture: Discourses of positive & negative social-environmental impacts of oil extraction** | - Not present, oil and energy not framed explicitly in terms of positive/negative impacts. But, oil and resource extraction is discussed in relation to climate change and environment, linked to topics on climate, energy & culture, and on economy more broadly.  - Greenland: The topic that features oil connects energy with development, independence (from Denmark), nation-building, which may be read as a positive impact of oil development for the region. | - The positive social-economic impacts of oil for host communities are raised by most participants (8) from across sectors, mostly defined through employment and economic benefits. This links to talk about oil as an important part of history and culture, as well as the notions that oil is not a political priority in the public imaginary, and the need to ensure fiscal/tax regimes that support the oil sector. Here, also Maersk comes up as a key actor.  - For a few participants (3) from across government, tourism and oil sectors, there is an emphasis on oil as an important part of community history and culture, linked to talk about oil-government collaboration, the oil sector as a driver of economic development, the positive impacts of oil for host communities. In this context, Maersk comes up as a particularly important key actor. Relatedly, the notion that oil transforms community identity (also invoked by three participants) comes up. This is often linked specifically to talk about Esbjerg changing from a fisheries based community to oil-based. This is also linked to talk about oil and tourism as complementary development paths, oil as an important part of history and culture, and the positive impacts of oil for host communities (with specific reference to oil employment).  - A few (3) participants from government and oil sectors also note that the oil sector has a poor image for many in the Danish public. This is often raised in noting that on one hand there are positive social-economic impacts of oil for host societies, but that on the other, the oil sector is often not a political priority in the public imaginary.  - The ecological risks of oil are invoked, but not frequently (3 participants), and are framed in terms of catastrophic events like the BP Gulf of Mexico spill, the likelihood of which is viewed as very low in the Danish context, and which are linked with talk about the positive social-economic benefits of oil for host communities.  - By contrast, sustainability discourse is used in relation to the oil sector by 4 participants. This relates to notions that oil extraction in Denmark is generally responsible, that risk-mitigation is well done. This also connects to notions of oil cosmopolitanism and that renewable energy transitions are slow enough that oil must be part of the (growing) global energy mix for the foreseeable future.  - In terms of social futures, the main theme (from 11 participants) is renewable energy transitions, which connects to Denmark’s image as a green society, but also to talk about the positive social-economic impacts of oil. There is also some talk about the negative impacts of renewals and contestation over this, as well as talk about renewable energy-tourism synergies.  - Less frequent themes on social futures (which are often linked to talk about renewable energy transitions) are oil-renewable energy co-existence (5 participants, this is linked to notions of a slow transition to renewables, positive social-economic impacts of oil, and technological innovation); and envisioning a post-oil society for Denmark (4 participants). | - The positive social-economic impacts of oil come up recurrently, but mostly in relation to the promotional work of the municipality of Esbjerg, and the Esbjerg maritime museum. Positive impacts are mostly framed here as economic and employment impacts. This is also linked with coding for oil as an important part of history and culture, the coexistence of fossil fuels and renewables, and Maersk as a key actor. A counter-narrative is that most people recognize the oil sector as a significant part of economic wellbeing of Denmark historically, but that it is now perceived by many as a “sunset industry.”  - Ecological risks of oil only come up a few times, but not generally in direct reference to the Danish oil sector. Rather, the focus is more on the issue of Arctic oil exploration, i.e. the global Arctic as site of mobilization and concern, though concerns about Greenlandic oil development are part of this. There is also reference to ecological risks of oil at the Copenhagen aquarium, as part of a suite of ocean environmental issues, but again this is delocalized and not focused explicitly on the Danish sector.  - A recurring theme in the field notes is the co-existence of renewables and fossil fuels, though this comes up primarily in relation to Esbjerg, where this is present in city promotional material, but also at touristic spaces (i.e. Maritime museum). The renewable energy transition is also a recurrent theme, and is perhaps more broadly visible at tourist sites. | - The positive impacts of oil come up in three different sites, energy sector and tourism (Esbjerg Maritime Museum), mostly defined through oil employment and economic benefits. Within the Esbjerg Maritime Museum, we see this linked to notions of oil as an important part of history and culture, enacted as part of oil as a tourism attractor.  - Corporate environmental responsibility comes up in particular on the Maersk website, which sets the company up as a responsible corporate actor in terms of both environmental sustainability and worker safety.  - There is quite a bit of thematic content around climate change, which is included on sites across ENGOs, tourism sector, energy sector and government. The main themes are: a) risks & impacts of climate change, mostly appearing on ENGO and energy sector sites, and often focusing on “global” rather than localized impacts, and also linked to talk about carbon capture and storage as a potential solution; b) government performance and policy, mostly appearing on ENGO sites, and linked to talk about renewable energy transitions and decoupling oil and lifestyles, with a focus on responses at the municipal, national, and international levels; and c) a bit less visible is the theme that the oil industry contributes to climate change, which is often framed in the context of conflicts over Arctic oil frontiers and ENGO-oil sector conflict, and notions of a “global Arctic.” This is not localized to Denmark per se. Though there are also points where this theme is also linked to renewable energy transitions, where this is more connected to the Danish context.  - In terms of social futures, the most prominent theme focuses on renewable energy transitions, which is linked to the coastline, seascape as focal point, government policy & performance re: climate change, transitions away from oil development, and oil industry sustainability discourse. Renewable energy transitions come up on 9 sites, across energy sector, ENGO, government, and tourism sites, suggesting broad based consensus around renewable energy development and transition. | - Oil sector makes significant contributions in terms of income, share of GDP, government royalties, and oil sector employment, as well as spillover economic benefits through employment in associated sectors. There is also a “period of energy self-sufficiency” where Danish production was significantly higher than domestic energy consumption, beginning around 1990 with a projected end ~2020.  - The Danish continental shelf is seen as in decline, with a shift towards tougher forms of oil (i.e. lower EROEI), and declining economic benefits from the sector. Strategies for addressing this include expanded exploration (though with fewer exploration licenses than either Norway or the UK); strategies for working with marginal fields (i.e. by linking them to existing infrastructure; technical improvements to increase recovery rates (which are low compared to Norway & UK).  - Denmark is achieving reduced energy demand and significantly reduced carbon emissions. Relatedly, there is a rapid expansion of multiple forms of renewable energies.  - WRT Greenland, there is potential for oil development, but the projected horizon to actual extraction is 20-50 years. Oil prospectivity seems less significant than minerals or mining. Resource is extraction is envisioned as a positive economic development path for improving standards of living. | - Whereas broadly-positive views of tourism are prevalent, views of oil are perhaps more heterogeneous. Overall, there is a sense that the oil sector makes significant economic and employment contributions, especially historically and within particular regions (i.e. Esbjerg). There is a discourse that the oil sector is an important part of Danish history and culture, but this is particularly evident in Esberg and in key oil-tourism spaces like the Esberg maritime museum.  - Otherwise, there is a perceived tension between oil’s economic significance, but its marginality within much of the public and political imaginary of Denmark (beyond Esbjerg and other particular pockets).  - There is also a relatively prevalent notion that Denmark is well into a renewable energy transition, and that while oil may co-exist with renewables for the time being, the Danish continental shelf is in decline (i.e. post-peak) and is perceived by many as a sunset industry. That said, there are also some points of tension around renewable energy development and its impacts.  - For the most part, Danish oil extraction is not seen as posing significant social or environmental risks, but is seen as generally quite responsible, and has avoided any major episodes of catastrophe. Where concerns are raised, they are quite specific and localized (i.e. No Heliport), or are directed more at concern over the expansion of Arctic oil frontiers (i.e. Danish ENGOs). |
| **Culture:**  **Dominant discourse of relationship between oil & tourism as different development pathways – antagonism, co-existence, or silos (black-boxing)** | - The Danish case has a diffuse range of key topics, which are mostly weakly connected with each other. These include three topics with an oil, resource extract, and energy focus (which are linked to climate change & economy). These include several topics with more of a tourism and travel focus, which cluster around food & culture; urban & design; whales, beaches, coastlines; urban & cycling. Mostly these are co-existing but separate.  - Greenland: there also both oil/resource extraction topics, and more tourism oriented topics. These seem more connected here, with ocean, ice, and coastlines as a topic connecting both to a tourism, climate change, science topic; as well as to the energy, oil, development & independence topic. | - Many participants (8) describe oil and tourism as complementary development paths, primarily in reference to the west coast (Esbjerg, Wadden Sea, Ribe). This is seen primarily in terms of spillover effects that work in both directions. i.e. The oil sector brings in employees (i.e. in terms of migration into the region) and provides well paid jobs and contributes to the affluence in the region, which spills over to the tourism sector. Conversely, the tourism sector contributes to amenities and activities that make a positive impact and create a more interesting and liveable place to live for oil sector employees. In terms of regional planning, there are also synergies in terms of thinking about infrastructure needs. | - The notion of oil and tourism as complementary development paths comes up repeatedly, primarily in relation to the co-existence of Esbjerg as an oil sector hub and tourism sites in the Wadden Sea National Park. Oil is also a tourism attractor at the Esbjerg Maritime Museum, and the Esbjerg beach is both a tourism attractor and window onto the oil sector operations. However, complementarity also comes up in fieldnotes on Copenhagen, where Maersk is often visible as a corporate sponsor of art & culture, which serves partly as a tourism attractor.  - Not related to oil specifically, but the notion of renewable energy transitions – particularly offshore wind – is woven into multiple tourism sites as part of enacting coastal environments for visitors. Relatedly, the notion of fossil fuel-tourism co-existence does come up in tourism-oriented sites, particularly in Esberg, as a discourse for interpreting coastal environments to visitors. | - Mostly silos/black boxing in the websites, with the key exception of the Esberg Maritime Museum, where narratives of oil development are part of this tourism space, and where the co-existence of tourism & oil is enacted. | - n/a | - In the country as a whole, the relationship across sectors seems to be generally black-boxed, with tourism development generally taking up more cultural space within the public imaginary.  - However, within the oil-dependent region of Esbjerg, which sits alongside Wadden Sea national park, the strongest impression is of oil and tourism as complementary development paths, made particularly explicit at the Esbjerg Maritime Museum (oil as a tourism attractor) and in the promotional materials of the city of Esbjerg. They are both seen as making positive economic and community impacts, and as largely co-existing without conflict or tension.  - Other than this physical co-existence and instances of oil-as-tourism attractor within places like Esbjerg, the relationship between sectors appears to be largely siloed, or black-boxed in terms of governance. Though the city of Esbjerg does seem to be thinking about synergies and cross-sectoral planning in terms of infrastructure needs. |
| **Governance:**  **“Connective” dimension - Political spaces for engagement across oil & tourism** | - Not present.  - Greenland: Both tourism and oil are present and connected, but governance focus is more on oil and energy development. | - While many participants talk about oil and tourism as complementary development paths in terms of indirect contact (i.e. positive spillover effects across both sectors), there is less indication of political engagement across sectors in terms of governance. | - Not much here. | - n/a | - n/a | - There is generally not much evidence of connectivity across sectors in terms of governance. While oil and tourism are seen as complimentary by many of the interview participants in terms of indirect contact (particularly in the Esbjerg/Wadden Sea region), there is less sign of political engagement across sectors. |
| **Governance:**  **“vertical” dimension – governance as local, regional, national, international** | - Not present.  - Greenland: The topic of oil and energy development includes a focus on independence, economic development, and keywords around nation and country. | - Among social network themes, collaboration among government actors comes up repeatedly (4 participants), primarily in relation to Wadden Sea national park, look at collaboration that crosses the local/regional/national level and with UNESCO.  - A recurring theme is “building tourism governance” (4 participants), where discussion focuses less on the need to evolve tourism governance (as seen in the Norway and Iceland data, for example), and more giving a narrative of the evolution of tourism governance through the creation of Wadden Sea national park, which involved cross-scalar relationships and collaboration between UNESCO, the national government, local communities, tourism sector actors (i.e. Wadden Sea Centre). The creation of multi-scalar collaboration is important to developing the Wadden Sea as a tourism hub and building a Tourism Destination Image.  - The most prominent theme related to media networks is building Tourism Destination Image, which contains several mentions of inter-governmental collaboration for tourism development (i.e. local-national), as well as UNESCO as a key actor, with Wadden Sea National Park and its associated wildlife as a key tourism attractor. | - UNESCO comes up repeatedly as a key organizational actor, particularly in relationship with the Wadden Sea National Park (and related key themes). An interesting observation is that Wadden Sea is positioned as both ecologically distinct and important, but also part of global ecological (and eco-political) networks of a) bird migration; and b) UNESCO natural heritage sites that have global, universal significance beyond the local context.  - Not major recurring themes, but two of the tourism governance themes (which appear twice each) point to the significance of vertical connectivity: a) beaches identified as EU Blue Flag Beaches, which meet EU quality standards, which are signed for visitors to denote environmental quality; b) transnational collaboration for tourism development, which focuses on the establishment and governance of Wadden Sea national park, which involves collaboration with UNESCO, but where tourist site signage also points to connection across national boundaries in the Wadden Sea area with parallel protected areas in Germany and the Netherlands. | - The Paris COP agreement comes up a couple times in ENGO and tourism sites in reference to climate change & the need to respond. | - WRT Greenland: oil development is part of projections for a resource extraction economy that could improve quality of life and potential help shift towards greater independence in relation to the Kingdom of Denmark. The Denmark-Greenland relationship is complex in terms of the vertical dimension. | - The main focus on the vertical dimension is on tourism development, most prominently around the Wadden Sea national park, its creation, governance and the creation of a Tourism Destination Image, which links local communities, national government and UNESCO. The National Park itself is also both a local space of environmental education and protection, as well as located in a global network of ecologically significant sites.  - In a few instances, ENGO and tourism web content also invokes the Paris COP agreement and the need to respond to climate change as another instance of the vertical dimension of ecological governance.  - The other place the vertical dimension comes up (though less prevalent across data) is around oil prospectivity in Greenland and the relationship between Greenland and the Danish government. |
| **Governance**  **“horizontal” dimension –range of actors involved** | - Government-related terms come up most often in connection with topics related to economy and resource extraction, oil, climate change; not so much in relation to tourism development.  - Greenland: The topic of oil and energy development includes a focus on independence, economic development, and keywords around nation and country. Keywords related to government focus more on energy development than on tourism. | - Among social network themes, oil-government collaboration comes up repeatedly (5 participants), and is linked to oil as an economic driver, the positive social-economic benefits of oil, developing fiscal & tax regimes that support the oil sector. Key actors that come up in this context are the Danish government and Maersk (from the oil sector).  - The main theme that comes up related to oil governance (5 participants) is that the oil sector is not a political priority in the public imaginary, which is often contrasted with talk about the positive social-economic benefits of the oil sector to Danish society and governments.  - Semi-relatedly, the other recurrent theme regarding oil governance (5 participants) focuses on recent collaboration and agreements between government and the oil sector to revisit the fiscal/tax regime to support the oil industry. This is often linked with talk about the positive social-economic impact of the oil sector, but also to talk about renewable energy transitions and the co-existence of renewables and fossil fuels.  - ENGO-government conflict also comes up (4 participants), with the main arenas being environmental assessment processes, and the main issue actually being around negative impacts of renewable energy, more than around oil or tourism issues.  - Within social network themes, there is also a lot of talk (8 participants) about tourism-government collaboration, though less singling out of particularly key actors (relative to the parallel theme for oil-government collaboration). This also connects at a few points with managing the challenges of tourism development.  - The main theme related to tourism governance is “we have to avoid the mass tourism model” (6 participants), which is invoked mostly by tourism sector participants, but also government and ENGO. This points to tensions between coastal development (i.e. real estate) and maintaining the protected Danish coastline as a more “close to nature” space between various interests in government and the tourism sector. The sectoral tensions around the degree and type of coastal development seems more pronounced than the scalar dimension, though this implicitly also seems to have a national-regional-local dimension insofar as development guidelines are set at the national level but coastal development is experienced by the tourism sector at the local/community level.  - There’s not a lot on the social movement related themes, and most of what is there comes from a single ENGO participant, who notes a general lack of engagement in either oil or tourism issues, but high level of interest in issues related to coastal & aquatic environments, particularly around managing coastal development and ensuring the protection of Danish coastlines. The notion that “we have to envision what kind of tourism we would like” also connects here.  - By contrast, one of the oil sector participants talks about interactions with Greenpeace as an environmental movement that “wants to shut down the oil sector” which means they can’t be meaningfully engaged with. By contrast, he points to an environmental think tank, Concito, as a key NGO they are able to engage with. | - There is some coding for the influence/power of key actors in networks, where Maersk and DONG energy (now Ørsted) come up repeatedly as influential corporate actors, both related to the energy sector.  - The evolution of the Danish oil sector since the 1970s is partly a product of public ownership in the sector via DONG energy. As a public company, DONG energy was able to be (and was directed towards) an early adopter in corporate social and environmental responsibility practices (i.e. in contrast to Maersk, the other key private actor in the energy sector).  - Coding for social network dynamics has multiple references to oil-government collaboration, mostly in Esberg in both the tourism narrative of the Maritime Museum, and in promotional materials on Esbjerg as an Energy Metropolis. In these context, there is a narrative of government-oil (esp. Maersk) collaboration and negotiation throughout the history of establishing and developing the Danish oil sector.  - Tourism sector-government collaboration also comes up repeatedly, primarily in relation to Wadden Sea national park, which works as a site of environmental governance that connects both horizontal and vertical dimensions of governance (“diagonal environmental governance?). | - In terms of collaboration networks, oil-government collaboration comes up across a few sites (energy & ENGO), focusing on things like public ownership, changes in government policy & agreements between the oil sector and government. Maersk, Shell, Chevron come up as key actors here.  - In terms of conflict networks, ENGO conflict with oil and with government comes up on a couple ENGO sites each. ENGO-government conflict focuses on protecting Danish coasts from development, and agricultural impacts on the environment, while ENGO-oil conflict focuses more on extra-local issues of Arctic oil frontiers and climate change (and the “global Arctic”). | - Heavy involvement of state participation and owned oil company DONG energy (now Ørsted) in evolution and growth of Danish oil sector, recently partially privatized. | - Oil-government collaboration comes up, with the Danish government, Ørsted (formerly DONG energy) and Maersk appearing as key actors (as well as Shell and Chevron). Talk about collaboration focuses on oil fiscal regimes, but also renewable energy transitions. The importance of state engagement in the energy sector also comes up in terms of driving the sector towards environmental/social responsibility and taking an early leadership role in wind power transitions.  -Tourism-government collaboration is also prevalent, especially in data on the Wadden Sea, which works as a site of governance that connects both horizontal and vertical dimensions.  - There are also tourism-government tensions around ensuring protection of Danish coasts and avoiding opening up for over-development.  - There are also indicators of ENGO-government conflict, around issues of environmental assessment and negative impacts of renewables, also protecting Danish coasts from over-development and agricultural impacts. By contrast, ENGO-oil conflict focuses more on the extension of Arctic oil frontiers and climate change. |
| **Social movements: when does intervention happen** | - Not present. | - The main relevant social network theme is ENGO-government conflict, which more often centres on negative impacts of renewables than on issues specifically related to oil or tourism.  - Interestingly, the negative impacts of renewable energy are brought up frequently in terms of localized conflict between communities (more so than formalized ENGOs) and wind power development.  - The No Heliport campaign is also an interesting moment of localized conflict around oil industry infrastructure, though again this comes more from local residents than institutionalized ENGOs, and targets government more than the oil sector per se.  - From the main ENGO informant, not a lot of direct engagement from social movements on either tourism or oil, but rather concern with issues around coastal development and ensuring the health of aquatic environments. | - Here we also see some evidence (though only 1 coding reference) to the No Heliport campaign, which is a localized moment of community opposition to the expansion of oil sector infrastructure.  - For the most part, the oil industry in Denmark hasn’t been the object of environmental concern or mobilization (other than minor conflicts like the No Heliport issue), though interestingly the city of CPH has divested from fossil fuels (though without the provocation of a strong or highly visible divestment movement). | - Some of the key environmental issues that come up among ENGOs via the netnography, which aren’t necessarily explicitly related to oil or tourism, include agricultural impacts on coastal environments, bird & wildlife protection (which is at points linked to tourism as a space for environmental education), and overfishing. These themes are also linked to notions of the ecological value of coastal areas, nature as fragile and vulnerable, and the need to protect Danish coastal environments.  - In terms of conflict networks, there is ENGO-government conflict around protecting coastal areas from development and environmental impacts of agriculture. While there is ENGO-oil conflict around Arctic oil frontiers and climate change (and the “global Arctic.) | - n/a | - ENGOs are less explicitly engaged in oil or tourism-related issues, but rather have broader concerns around issues of coastal development, bird and wildlife protection, and the wellbeing of aquatic environments.  - Social movement intervention often focuses on negative impacts of renewable energy, more through localized conflict from communities, rather than larger institutionalized ENGOs.  - The No Heliport campaign in the Wadden Sea region is another instance of localized conflict around oil infrastructure, more than a campaign from larger institutionalized ENGOs.  - Where oil comes up as an object of contention for ENGOs, it is more around the expansion of Arctic oil frontiers. |
| **Social movements:**  **Key discourses used to intervene in oil-tourism interface** | - Not present. | - not much here. | - not much here. | - Enviro issues that come up here are mostly not related to oil or tourism explicitly. However, recurring motifs are discourses of nature as fragile and vulnerable, and the need for bird & wildlife protection. | - n/a | - There isn`t a lot here specifically on oil or tourism, but in ENGO web content there are recurring motifs of nature as fragile and vulnerable to human activity, and the need for bird and wildlife protection. |
| **Social movements: repertoire of action, tactics** | - Not present. | - Coding for ENGO-government conflict points to environmental assessment processes as a main arena where engagement takes place.  - Not much here. One participant talks about lobbying the government and “public campaigns” as the major tactics their organization uses, primarily around issues of coastal development and ecological health. | - In the wake of the 2009 COP 15 meetings, where protest was met with a strong, militarized police presence, ENGO action has largely shifted more towards policy-makers and the political sphere, with grassroots and public or media-oriented activism less visible. | - The main things that come up are passive forms of engagement – donations and membership requests.  - Otherwise, the main recurrent theme is environmental education initiatives, which is cross-coded with being close to nature, and key modes of interaction with the environment including cycling, birdwatching, and hiking. | - n/a | - The main tactics seem to be participation in environmental assessment processes, lobbying the government, public environmental education campaigns and initiatives, and requests for donations and memberships.  - There is the notion that in the wake of the 2009 COP meetings, ENGO action shifted away from grassroots and media-oriented activism more towards policy-makers and the political sphere. This interpretation fits with the tactics that are most visible across different modes of data. |
| **Social movements:**  **structure of field** | - Not present. | - Coding for ENGO-government conflict notes WWF and Greenpeace as key ENGO actors.  - The main social movement organizations that come up (each invoked by 3 participants) are the Danish Nature Conservation Association, Danish Ornithological Society, and Greenpeace, two of which are national, and the third international. | - Not a lot on ENGOs in the fieldnotes, but those that do come up include: Danish Nature Conservation Association (2 refs), Danish Ornithological Society (1 ref), Greenpeace (1 ref), Oceanic Wildlife Conservation (1 ref), and WWF (1 ref). This is a mix of national and international organizations.  - The COP15 meetings (2009) were something of a tipping point, with a decline in grassroots environmental activism in the aftermath, and environmental movements working more through larger national/international organizations since then, which tend to be more professionalized and orient around policy-makers/discussion more than around public/media debate. | - ENGO-government conflict comes up on the Danish Nature Conservation Association and Danish Ornithological Society sites.  - ENGO-oil conflict comes up on the Greenpeace Denmark and Danish Nature Conservation Association sites. | - n/a | - Key ENGO actors include the WWF, Greenpeace, Danish Nature Conservation Association, and Danish Ornithological Society. The field is structured around key national and international organizations. Note, though, that there are episodes of localized contention around renewable energy and oil infrastructure that are driven more by local communities than by these larger, more institutionalized organizations, which tend to focus on coastal environments more broadly.  - Note also the COP 15 meetings as a critical event that shifted the structure of the field towards more institutionalized, professionalized ENGOs that orient more towards the policy sphere. |
| **Social movements:**  **Collaboration & conflict networks** | - Not present. | - The main social network theme is ENGO-government conflict (4 participants), mostly around renewable energy issues and participation in environmental assessment processes.  - Several participants note localized conflicts between rural community residents and government around negative impacts of renewable energy, mostly focused on on-shore windfarms. This is an interesting issue in terms of broader issues of climate change and low-carbon transitions, renewable energy transitions. Here, we see talk about ENGO (though, primarily local residents groups, rather than more formal institutionalized ENGOS)-government conflict.  - An oil sector participant notes Greenpeace as a key actor that wants to “shut down the oil industry” in Denmark, and contrasts this with an environmental think-tank called Concito, whom he sees as more reasonable and open to engagement. | - ENGO-tourism collaboration comes up a couple times in the fieldnotes, in relation to the participation of NGOs (more leisure/nature-oriented) in Wadden Sea National Park.  - By contrast, there are a couple specific references to ENGO-oil conflict. Most of this conflict is from Danish groups that are participating in campaigns that target Arctic oil expansion (exploration & extraction) that is generally extra-local | - Not collaboration per se, but tourism and ENGO websites both circulate tourism sustainability discourse, and notion of tourism as a site of environmental education.  - Conflict networks focus on government around issues of protecting Danish coasts & agriculture impacts on environment; and on oil around issues of Arctic oil frontiers and climate change (i.e. the “global Arctic”). | - n/a | - ENGO collaboration around tourism come up a few times, mostly around tourism as a site of environmental education and ENGO involvement in Wadden Sea National park.  - Here we see conflict networks mostly between ENGOs and government around things like renewable energy issues (mostly localized and community groups, rather than larger ENGOs), environmental assessment processes, protecting coastal environments from overdevelopment and negative agricultural impacts.  - There are also instances of ENGO-oil conflict networks, but more around the extension of Arctic oil frontiers and climate change. |

Discourse network: key categories for discourse network analysis

CULTURE & COLLECTIVE IDENTITY

* Art, craft & culture as tourism attractor
* Denmark\_CPH vs. rest of country cultural divide
* Food & drink as perfomance
* History as a tourism attractor
  + Vikings
* Image as a green society
* Oil is an important part of history & culture
* Oil sector has poor reputation
* Oil transforms community identity
* Tourism is a source of pride for host communities

ECOLOGICAL NETWORKS

* Other fish, marine life
* Seals
* Shorebirds
* Government performance and policy re: climate change
* Oil industry contributes to climate change
* Risks and impacts of climate change
* Being close to nature
* Coastline\_seascape as focal point
* Ecological value of coastal areas
* Sand dunes
* Agricultural impacts on environment
* Bird & wildlife protection
* Coastal real estate development
* Negative impacts of renewable energy
* No heliport
* overfishing
* Beach walking
* Cruise ships
* Cycling
* Hiking
* Swimming
* Windsurfing, kiteboarding
* Coast as site of oil extraction
* Offshore oil creates environmental risks
* Protected Danish coasts
* Wadden Sea national park
* Corporate environmental responsibility
* Environmental drawbacks of tourism
* Oil industry\_sustainability discourse
* Tourism is space for environmental education
* Tourism sustainability discourse

MEDIA COMMUNICATION NETWORKS

* Photography as tourist practice
* Tourism Destination Image

MOBILITY NETWORKS

* Aeromobility
* Aquamobility
* Automobility
* Tourism structures migration

NETWORK POWER

* Age
* Gender
* Global region
  + China
  + Germany
* Race & ethnicity
* Rules that structure network

POLITICAL NETWORKS

* Fiscal\_tax regime supports oil industry
* Oil sector is not political priority in public imaginary
* 2015 Paris COP agreement
* Donations
* Environmental education initiatives
* Membership requests
* Building tourism governance
* Envisioning what kind of tourism we would like
* We have to avoid mass tourism model
* Blue Flag program
* Transnational Collaboration for tourism development

SOCIAL FUTURES

* Co-existence of fossil fuels and renewables
* Envisioning post-oil society
* Renewable energy transitions

SOCIAL NETWORK DYNAMICS

* Inter-government collaboration for tourism development
* Oil-government collaboration
* Tourism-ENGO collaboration
* Tourism-government collaboration
* ENGO-government conflict
* Oil-ENGO conflict
* Cross-case linkages

SOCIAL-ECONOMIC NETWORKS

* Positive social-economic benefits of oil for host communities
  + Economic benefits
  + Oil employment
* Oil is a tourism attractor
* Oil-tourism interface\_complementary development paths
* Challenges of tourism for host communities
* Positive social-economic impacts of tourism for host communities

KEY ORGANIZATIONAL ACTORS (for two-mode analysis)

Energy sector

* DONG Energy (now Orsted)
* Maersk
* Shell

ENGOs

* Danish Nature Conservation Association
* Danish Ornithological Society
* Greenpeace
* WWF

Government

* Danish Government
* Esbjerg Municipality

International Agencies

* UNESCO

Media sector

* Facebook
* Instagram
* Twitter
* YouTube

Tourism Sector

* Den Bla Planet (Blue Planet) Copenhagen Aquarium
* Esbjerg Maritime & Fisheries Museum
* Mando Event
* Ribe Viking Centre
* Trip Advisor
* Visit Denmark
* Visit Esbjerg
* Wadden Sea Centre