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1. Problem formulation

The entertainment industry serves as a strong driver for tourism, where video games, films, TV shows, and documentaries can influence the amount of tourism a place gets (Florido-Benitez, 2023). So, having been asked to create a project to leverage the coming documentary made by SVT called the “Österöd Woman”, where the Lysekil municipality has appointed us to ascertain the extent of the possible tourism impact, and what stakeholders should be incorporated for destination development.

Therefore it is our task to find the optimal strategy for the municipality in order to capture the various opportunities as well as deal with challenges presented with a destination development project. These include aspects such as the limit of how many tourists the town can handle as well as interest groups that can be leveraged for the best experience which will benefit the municipality. The plan's success hinges on convincing the people who have seen the documentary to want to visit Lysekil, and there are various ways to achieve that end. According to Gomez-Morales et al. (2022), tourist locations that get the most visited are dictated by the narrative significance of the TV show. Aspects such as especially significant moments from a TV show or recurring places that are filmed tend to be the most visited in real life where people are able to relive some of their favorite moments. Holbrook and Hirschman (1982) emphasize that an often neglected part of consumer behavior is the more experiential aspects such as the feelings associated with consumption where aspects such as symbolic meaning, hedonic responses, and creativity can be just as important or more than just the utility of a product or service. Furthermore, apart from what happens on screen, the implementation of strategies in this endeavor would be effective when different regional stakeholders are involved and collaborate (Lundberg et al., 2018). And, as Hudson and Ritchie (2006) suggest, film-induced tourism is not seasonal, so it can be beneficial for the regions where they usually experience seasonal tourism (Domínguez-Azcue et al., 2021).

On the other hand, one of the core issues with attracting a new wave of tourists is that there is a fine line between excessive tourism and the right amount. The TV show Game of Thrones did wonders for tourism in numerous places whilst some cities like Dubrovnik suffered from an excess in tourism which negatively affected the native populace (Gomez-Morales et al., 2022; Peaslee and Vasquez, 2020). This highlights the point that there are various stakeholders to consider when creating a destination development project. Having been tasked to develop such a plan means it requires a project that makes the most out of the Österöd Woman documentary so it can boost tourism, but also suggest methods that can limit negative externalities, such as over-tourism and lack of stakeholder involvement.

2. Decision Criteria

2.1 Key Stakeholders

Sustainable tourism initiatives, such as the Österöd Woman Tourism Initiative in Lysekil, Sweden, rely on key stakeholders for success. Lysekil Municipality holds a pivotal role as the local government responsible for decision-making and resource allocation. Tourist Guides are instrumental in enhancing the visitor experience by offering insights into the Österöd Woman's history and leading informative tours (Fuchs et al., 2014). Local Businesses, including restaurants, hotels, and shops, play a crucial role in providing services to tourists (Waligo et al., 2013). Moreover, the perspectives of Lysekil's residents and those from nearby

areas should be considered. Residents' concerns and recommendations can impact the initiative's success (Kotoua & İlkan, 2017).

2.2 Over-tourism

Tourism is growing to be a vital part of our economy all over the world. With the growing popularity of travel and tourism, however, there came a pushing of infrastructural boundaries. According to Singh (2018), over-tourism describes the phenomenon where the stakeholders, the locals and even the tourists, feel overwhelmed by the sheer number of visitors at the location. Tourism is vital in generating local wealth, with it being responsible for 9.8% of global GDP and even supporting around 277 million jobs globally. It stands to reason, however, that every tourist location needs to be supported, with stakeholders and locals as well as the service industry being equipped with the tools and space required to support the number of visitors flocking in. In addition, not every location has developed the infrastructure required to support tourists equally. Keeping this in mind, it is important that any location has plans and contingencies to ensure they can limit and manage the number of tourists that try to come in. Failing to do so might cause disruption to local lives, giving rise to negative attitudes towards tourism. This phenomenon, known as anti-tourism, is usually seen in locations where the quality of life of the locals is being negatively affected by over-tourism, highlighting another important problem. Tourism is not completely sustainable, and we can see it being negatively impacted when local infrastructure is pushed beyond its limits (Seraphin et al., 2018).

To combat this, responsible tourism must be promoted, negating many of the negative aspects of over-tourism like pollution, landscape damage, and creating animosity among the locals (Singh, 2018). In addition, over-tourism might also be self-destructive in nature. Most travelers and tourists want to have a tranquil experience when they visit a new location, happy to be able to relax (Jacobsen et al., 2019). So it becomes essential, even self-serving, to have plans in place to limit and manage how many tourists can visit at any given time. To achieve this goal all actors involved must come together in order to come up with the necessary solutions needed to limit tourism to the optimal level.

According to Seraphin et al. (2018), in order to achieve a long-term sustainable solution, it is vital that a location considers an ambidextrous solution involving both public and private sectors coming together to work towards a common goal. This involves taking into consideration the role that stakeholders want Lysekil to play in promoting local tourism plans. By narrowing down what the municipality should mean for the industry, plans can be better made to narrow down potential tourists and better plan for population control strategies so as to keep the local actors from getting overwhelmed.

With Lysekil having just around 14,000 people living in it (City Population, 2022), it is vital that we avoid an over-burdening of local infrastructure and life in a bid to bring in tourist revenue. Importantly, tourists taking up what limited offerings the municipality could have might cause locals to feel inconvenienced and lower their own quality of life. It is important that we develop plans to avoid this, as it could push locals to form a negative opinion on tourism. According to Oklevik et al. (2019), one solution here might be the development of transportation strategies through promoting longer LOS (Length of Stay), which also serves to lower emissions related to transportation through fewer arrivals.

2.3 Target Group

The primary demographic of interest in Lysekil's tourism campaign comprises individuals aged 60 and older. This choice is underpinned by scholarly insights indicating that older individuals tend to exhibit a heightened interest in historical and cultural attractions. According to the Myndigheten för press, Radio och TV (2022), where they have established that the ages of 40 to 60 spend in the region of 120-272 minutes a day watching television whilst people aged 15-24 only spend 22 minutes. This gives us indications that the optimal demographic that should be emphasized is the older generation since they are more likely to be watching SVT and see the Österöd Woman. These have implications for the strategy and means of reaching the tourists. Additionally, research by Uysal & Jurowski (1994) suggests that understanding the push and pull factors influencing this demographic can be crucial for effective tourism development.

In this context, the demographic includes people aged 60 and above, who often possess more leisure time and a profound interest in cultural exploration. Their historical curiosity and cultural appreciation make them a pertinent focus for the campaign (Kim et al., 2017). Moreover, this demographic seeks travel experiences that are serene, less crowded, and educationally enriching. In the case of Lysekil's tourism campaign, the target demographic primarily consists of individuals, with a focus on attracting visitors from Scandinavia, including Sweden and Norway, as well as additional interest from Germany and the Netherlands.

2.4 Seasonality Challenges

The seasonal preferences of the target demographic present notable challenges for Lysekil's tourism development. Research has shown that older individuals often lean towards visiting destinations during specific seasons, such as spring or winter, to evade the bustling crowds often associated with the summer months (Kim et al., 2013). This preference aligns with their desire for serene and less crowded travel experiences. Moreover, older tourists tend to exhibit sensitivity to weather conditions, which can significantly influence their choice of travel timing.

Additionally, the target group's inclination toward cultural and educational experiences is a key consideration. They may seek out activities or events that align with their historical and cultural interests, which can further affect the timing of their visits. To effectively address these seasonality challenges, Lysekil must ensure year-round accessibility and the availability of tourist infrastructure capable of catering to the varying preferences and needs of this demographic (Cuccia & Rizzo, 2011).

3. Alternative Solutions

3.1 Guided tours

Travel decisions will be primarily motivated by new tourism products offering specific or complex experiences. Increasingly, tourism service providers are relying on experience-centric strategies and strive to generate the WOW-factor (Zátori, 2016). This is where a guided tour can not only mediate the myths about destination, but also enhance and create the experience associated with the destination, as (Ooi, 2005) suggests. Particularly,

Zátori, 2016 states that among three types of guided tours: big-group tours, small group tours, and alternative tours, the latter two have the greatest emphasis on the experience-centric approach. For those who participate in small-group tours, the quality of experience is well preserved as the attention to experience involvement is higher. And those who participate in alternative tours will gain knowledge of the city, its history, and its people from the past and learn that era's personal stories.

3.1.1 Authenticity

When creating a guided tour there are numerous themes that become important. Camporubi and Gali (2022) list everything from historical, religious, literary, and character, where each of these can be attractive to a specific target audience. Considering our focus on the Österöd woman, the historical theme will be most applicable for our guided tour. When it comes to historical guided tours there is the question of authenticity which is a recurrent theme in the literature. Wang (1999) describes authenticity in tourism as the degree of adherence to local customs, however, there is a strong discourse about what constitutes authenticity and whether or to what degree authenticity is a defining factor in the mind of the tourists. Some argue that authenticity in a guided tour is the fundamental hallmark of a good tour.

Dueholm and Smed (2014) suggest that in heritage tourism, interpretation conveys extensive knowledge about cultures and artifacts to make it understandable to tourists. They go on to say that one aspect that is inherently appealing in heritage tourism is the view of authenticity, where there is a desire to learn and be temporarily ingratiate in that piece of history. Whilst others like Wang (1999, p. 366) argue that "what tourists seek are their own authentic selves and intersubjective authenticity, and the issue of whether the toured objects are authentic is irrelevant or less relevant". The selling point of the Österöd Woman is to some extent its authenticity, but as is also argued by Li and Li (2022) sometimes tourists don't necessarily value authenticity at the expense of a genuinely good experience. What we can draw from the discussion is that it is important for Lysekil to consider both aspects.

3.1.2 Role of guides

Tour guides play a very crucial role in shaping tourists' experiences and perceptions of a destination. It's therefore essential to choose a reputable and knowledgeable guide to ensure a positive experience. Training tour guides to be critically reflective practitioners can lead to more enriching and transformative tourist experiences. This suggests that tour guiding should not be limited to simply conveying facts and information but should instead be a transformative experience that challenges tourists' assumptions and encourages them to think critically about the places they visit (Christie and Mason, 2003).

Hwang et al. (2019) explores how senior tourists perceive the professional competencies of tour guides and provides insights into how tour guide competencies, rapport, and satisfaction levels contribute to overall tour satisfaction and word-of-mouth recommendations among senior tourists. The professional competencies include the tour guide's knowledge about the destination, communication skills, leadership abilities, and other attributes that contribute to their effectiveness while rapport refers to the quality of the relationship or connection between senior tourists and their tour guides. González et al. (2021) also agrees that professional competencies of tour guides influences older individuals' participation in social tourism programs.

Free guided tours that engage local storytellers or guides who are passionate about their history and culture, their anecdotes and insights can make the tour more authentic and captivating because they combine the rich narratives of local history, culture, and heritage with the goal to promote cross-cultural understanding and appreciation of a destination (Nilsson & Zillinger, 2020). Because older tourists often have a keen interest in guided tours, they may be motivated to explore new cultures such as the Österöd Woman historical site. (Ragavan et al., 2014).

3.1.3 Benefits

Quiroga, 1990 research shows that tourists over the age of 46 are more likely to take a package tour, as they find it the best way to maximize their experience, where different concerns like safety and decision-making are minimized. Moreover, guided tours are embedded in the daily lives of Scandinavians and are an integral part of it, argues Zillinger et al., 2012. Lysekil Municipality's adoption of small-group and alternative tours can offer immersive experiences tailored to the preferences of older tourists while effectively managing visitor numbers. Also, in-process collaboration with local stakeholders like businesses, guides, artists, SVT, and Telia can create a sustainable tourism ecosystem. By offering guided tours year-round, Lysekil can mitigate seasonality concerns, ensuring a serene and less crowded environment for visitors. This approach aligns with responsible tourism principles and supports preserving the Österöd Woman site while benefiting local communities.

3.1.4 Risks

While guided excursions are intended to improve the visitor experience, they do contain certain inherent hazards. One significant danger is the restricted flexibility inherent in these trips as a result of their planned itineraries, which may prevent visitors from discovering sites at their own leisure (Quiroga, 1990). Furthermore, the dynamics of the tour group might have an impact on the whole experience, with incompatible or disruptive fellow travelers detracting from the pleasure of the excursion. Furthermore, the quality and skill of tour guides might vary, which may have an influence on the depth and accuracy of information delivered throughout the trip (Zátori, 2016). These dangers highlight the significance of carefully weighing the trade-offs when choosing guided tours as a mode of tourist discovery.

3.2 Exhibitions

Based on the above a potential solution is that Lysekil create exhibitions around the Österöd woman. Exhibitions fall under the umbrella of meetings, incentives, conventions, and exhibitions (MICE) and they consist of people traveling from other places to see a specific place and meet other people (Kim et al., 2022). Endanhyani (2020) argues that exhibitions can serve as a way of bringing focus to a place's cultural heritage, and increase the attractiveness as a tourist destination. Further, it is mentioned that exhibitions are a good way of incorporating stakeholders in the process where everyone can contribute to the exhibition. Part of the objective of the Österöd woman is to ensure interests are met on all fronts, Jin and Weber (2013) argue that an exhibition will create opportunities involving the local community to its full extent. According to Meng and Liu (2021), the reason tourists seek cultural tourism activities is due to the fact they can provide a novel experience as well as a nostalgic feeling. Further, exhibitions are a potential way to influence tourists emotionally which in turn leads to the preservation of the cultural heritage. Ding et al. (2021) found in their study that there is a positive correlation between experiential value in an exhibition and

the tendency to revisit and promote the location. In the case of the Österöd Woman, this can create an experience that in turn can create a long-lasting effect on the tourists which will help cement the Österöd Woman as a mainstay in Lysekil.

Another important aspect of exhibitions is the fact that they can address both the seasonality issue and the over-tourism problem. According to Butler and Dodds (2021), the reason for over-tourism stems in large part from a lack of stakeholder involvement, which means that they are rarely part of the planning aspect of tourism development. Considering that the essential piece of the exhibition is its emphasis on stakeholder involvement, Lysekil could coordinate not only the exhibition but also its tourism development which could ensure alignment and at the same time could alleviate some of the over-tourism concerns. In terms of the seasonality issue, Zhang et al. (2022) emphasize that cultural tourism is less affected by seasonality as opposed to more nature-based tourism, which indicates that Lysekil could effectively design the exhibitions in parts of the year to avoid peak seasons of tourists without the risk of people not showing up.

3.2.1 Risks

The risks with exhibitions lie in achieving the desired outcome, there is a risk that exhibitions can become lacking from an experiential point of view. King et al. (2022) argue that exhibitions can be difficult to get right, and therefore they might not meet the tourists' expectation of producing a rich, meaningful, and adequate learning experience. Further, they argue that in order to increase a tourist's perceived satisfaction from an exhibition, it is dependent on several factors, such as personal, social, and physical, all of which require careful consideration and are not easy to get right. This also highlights that it might be necessary for Lysekil to have excess coordination from a multitude of stakeholders. According to Li et al. (2017), there is an inherent power difference between stakeholders which can become an issue when everyone expects equal input, as we established an exhibition might require a lot of collaboration, this can become an issue. Li et al. (2017) go on to say that excessive stakeholder involvement can lead to indecisiveness due to the various opinions, which could affect how the Österöd would be presented in an exhibition which could lead to a poor end-product.

3.2.2 Benefits

Exhibitions enable more involvement from stakeholders, according to Mathew and Nimmi (2021) involvement of stakeholders can complement the planning aspects, ensuring all interests are considered. Further, cultural tourism is an effective method for economic development, and it is one of the fastest-growing types of tourism. It is also said that using museums as a partner can enhance the tourist's experience due to a museum's inherent connection to the cultural heritage of the place (Calinao and Lin, 2017). We established earlier that the most likely audience that would see the Österöd Woman were going to be older people. According to The Audience Agency (2018), people over 55 represent 41% of museum visitors. If Lysekil could place these exhibitions around the Österöd Woman in local museums they could benefit from this by using a medium in which older people are already overrepresented.

4. Preferred Solution

Based on the decision criteria, the preferred solution for Lysekil Municipality's destination development focused on the Österöd woman should be “guided tours”. On one hand, this choice better aligns with the interests of key stakeholders and facilitates a cohesive and data-informed approach to tourism development. But in the case of choosing exhibitions, extensive stakeholder involvement would be needed, which can lead to indecisiveness. On the other hand, guided tours can offer an authentic exploration of the historical theme, addressing authenticity concerns. Furthermore, properly trained tour guides can provide educational and transformative experiences, which are particularly appealing to our target group interests. In contrast, exhibitions can fall short of delivering the desired experiential value and not meeting tourists' expectations. Moreover, guided tours also allow for better control of visitor numbers to combat over-tourism and promote responsible tourism practices. Considering the seasonality challenges and the preferences of the target group, who seek educational and less crowded experiences, guided tours appear to be the most suitable and comprehensive solution for Lysekil's campaign.

5. Strategic implementation plan

5.1 Stakeholders Management

Langridge and Michaud (2023) emphasize that sustainable tourism involves three key aspects: responsiveness to issues, accountability, and responsibility toward one's stakeholders. With the objective of centering it around guided tours of the Österöd Woman, stakeholder involvement will be essential for Lysekil to get right. One approach to ensuring comprehensive stakeholder involvement is conducting stakeholder mapping and analysis (Waligo et al., 2013). By categorizing stakeholders into primary, secondary, and latent groups, Lysekil can prioritize its engagement efforts and tailor communication strategies accordingly. For instance, primary stakeholders may include local community members, archaeologists, historians, and tourism operators, while secondary stakeholders could be regional tourism authorities, media partners, and educational institutions (Waligo et al., 2013). Understanding the interests and influence of each group can guide Lysekil in crafting effective collaboration strategies. Haukeland (2011) asserts that stakeholders play two roles: as an end for equity and empowerment, and at the same time essential for management outcomes, which suggest the importance of various interest groups and their role when devising long-term strategies.

In order to ensure adequate stakeholder input Waligo et al. (2013) suggest implementing the Multi-Stakeholder Involvement Management (MSIM) framework. This framework focuses on giving the Destination Management Organisations the tools to adequately control and integrate the various types of stakeholders. We believe that it would benefit Lysekil to have focus groups where discussions between the primary stakeholders would take place with the objective of finding a common aim and through those discussions developing the guided tours in order to ensure everyone's input has been considered. Furthermore, to address potential conflicts and foster cooperation, Lysekil should also explore the possibility of setting up a formal stakeholder advisory board or committee. This body can serve as a platform for ongoing dialogue, decision-making, and conflict resolution (Jamal & Getz, 1999). Regular meetings and updates can keep stakeholders informed and engaged throughout the destination development process. In addition to enabling better decision making, having an established structure enables transparency in policy planning and

evaluating the after-effects of decisions. In addition, such a structure can be expanded to evaluate and help tourist experiences.

5.2 Avoiding over-tourism and anti-tourism

The recent trend of low-cost travel options have resulted in an increase in tourism numbers to where destinations are unable to support them, causing a state of ‘over-tourism’ (Bertocchi et al., 2020). To meet with this surge in demand, places have taken to attempting multiple solutions like promoting B&B’s (Bed and Breakfasts) and providing new services, which leads to problems like crowding, localized inflation, and increase in rental prices (Oklevik et al., 2019). These sentiments also extend to the so-called gentrification of cities, associating new structures or buildings, built for supporting tourist infrastructure, with those same negative traits (Bel et al., 2021; Olya et al., 2017). To tackle this, multiple cities around the globe have suggested new solutions. Barcelona, for example, has increased barriers to entry of businesses and set lodging & departure taxes in order to stem over-tourism (Bel et al., 2021). This has the effect of incentivizing longer Length-of-Stays (LOS) as people are less likely to want to pay a tax for just a short duration, improving tourism profit margins and sustainability by reducing tourist numbers and crowding. Longer LOSs can lower incoming traffic by controlling the number of people that can visit and stay in a city, giving local businesses a sustained boost while keeping tourist numbers limited. The tax is under local government control, which gives the location a degree of flexibility that can help stem unsustainability and negative local attitudes (Olya et al., 2017).

It is important that we recognize that tourism and its effects can vary based on location, with Lysekil being far different than big cities like Barcelona. While rural locations might not demand the same fanfare large cities do, tourism is just as vital to these places, with it being vital to sustainable development. Income from tourism is important to secure the finances required to ensure this (Ronizi et al., 2023). To be able to achieve this, there must be a planned approach to tourism, taking into account stakeholder concerns and ensuring over-tourism isn’t a prominent risk. Gato et al. (2020) states that, for a rural municipality like Lysekil, it is important to diversify the local economy and livelihood options to ensure tourists have more to do during their visit. The Österöd woman allows this to some extent with new jobs dedicated to this industry. This allows tourists to safely prolong their LOS while still keeping over-tourism in check.

5.3 Addressing seasonality concerns

Using guided tours to address the seasonality challenge in tourism is a viable strategy that can help distribute tourist traffic more evenly throughout the year. Study therefore suggests that organizers launch a targeted marketing campaign website specifically designed to promote travel during off-peak times and highlight the unique experiences and advantages of visiting Lysekil municipality during the off-season. These can include smaller crowds and a more authentic local experience such as seasonal celebrations as argued by Karamustafa and Ulama (2010). Moreover, through collaboration between local stakeholders such as hotels, restaurants, and tour operators the municipality can offer off-season discounts and packages to attract more off-peak tourists. The aim of this is to create and control a more balanced flow of tourists throughout the year, which can reduce unnecessary strain on limited infrastructure during peak seasons while providing a more stable economy (Khartishvili et al., 2020; Goulding et al., 2005; Aall, 2014).

The influx during hectic peak periods such as summer weeks can be controlled through several capacity management strategies. Tuan et al., (2017) categorized these into a laissez-faire approach, a relaxed approach, and a strict approach. The strict approach is strictly controlling the number of tourists to ensure a balanced carrying capacity of a destination. This can be done through reservation systems, real-time monitoring, time slot tickets and flexible pricing. Implementing online reservation systems that allow visitors to book tickets in advance can ensure that the maximum capacity is not exceeded. This is possible when a maximum tourist cap is set based on the carrying capacity of the destination and once the cap is reached, booking is automatically restricted until space becomes available on the system. These capacity limits and reservation requirements can be clearly communicated through signage, websites and social media channels to manage the tourists' expectations.

Also, implementing sustainable tourism practices make tourism destinations more appealing to conscientious tourist groups which reduces the negative impacts on resources and extend tourism beyond peak seasons because visitors interested in cultural and natural experiences are less deterred by seasonality (Cisneros-Martínez & Morales, 2013). The study concludes by saying, collaboration and flexibility among all stakeholders are essential to achieving a more balanced all year round tourism industry because one complements the weakness of the other.

5.4 Tour Creation

A heritage site tour must be designed to address multiple factors, including participation, knowledge, and local culture. And, it is critical to balance tourist participation with the guide's contribution of meaning and knowledge about local culture to facilitate interaction (Crespi-Vallbona, 2020). The intended interaction would be achieved, if companies provide the context for consumers to co-create the experience (Carù & Cova, 2003; Zatori, 2013); meaning tourists collaborate with tourism providers to create the experience alongside each other, instead of being passive. In a co-creation process, value is developed not only for the tourist but also for the tour guide and the tourist provider. In addition, the experience-centric approach would be more successful if the experience co-creation concept is applied (Zatori, 2013). Furthermore, customization can be added to this combination, to create an optimal degree of experience involvement. In this setup, the consumer can decide how much and in which way they want to be involved (Zátori, 2016). Alternative tours illustrate how co-creation works, in which the concept of experience co-creation governs. Tour guides ask tourists for feedback, provide additional information, and suggest activities. The tours are communicated before, during, and after through online (website, newsletters, social media) and/or offline (questionnaire) means (Zatori, 2013).

The majority of visitors to heritage attractions during peak season arrive without first contacting the provider (Bezova & Azara, 2021). While social media interaction and online presence, paired with online booking systems, are essential tools for engaging with heritage visitors, most visitors prefer to communicate and book experiences by telephone or e-mail (Bezova & Azara, 2021; Lee, 2016). This is especially relevant for visitors new to the area and those looking for information and a chance to discuss tour customization (Bezova & Azara, 2021). To avoid it, all the information channels of relatable stakeholders of Österöd Woman site should publish clear and synchronized information. Moreover, the physical settings of the tour, like the destination where a guided tour would happen and the means of transportation to get there, should also be managed effectively as they affect the guiding experience and interaction between guests and guides (Zillinger & Nilsson, 2022). However,

tour guides are not usually involved in itinerary design of tours (Cetin & Yarcan, 2017; Karamustafa & Çeşmeci, 2006). A collaborative approach between the guide and tour operator is ideal, including sharing information, such as the profile of tour groups, during itinerary design and tour operation processes (Cetin & Yarcan, 2017; Yarcan, 2007). However, as we see a bigger circle of stakeholders in this study, we can consider other interested parties to be involved in the process of tour design in relevant aspects.

The main quality indicator of a tour is its uniqueness and memorable experience. A variety of methods can be used to ensure uniqueness, including innovative product development, innovative tour package ideas, and partnerships. In order to make the presentation memorable, Zatori (2013) stresses the need for surprise factors, group photos, sensory stimulations, and reading quotes during the visits. Furthermore, a modern-day tourist needs to experience existential authenticity (Zatori, 2013), which derives from the perception of reaching an authentic state of being and is formed by personal feelings arising during consumption (Wang, 1999; Zatori, 2013). Involvement in a certain experience positively impacts its authenticity, especially in the guiding process where first-hand knowledge and memories can be utilized (Zatori, 2013). Thus, authenticity can be achieved in the mentioned setup. Culture-wise, authenticity can also attract other demographics of local consumers, as Chhabra (2010) argues that students visit heritage sites primarily for the sake of learning history and authenticity. The Lysekil municipality can take advantage of this opportunity to promote community involvement, including students from immigrant backgrounds, which can eventually lead to integration into the local culture. Last but not least, bringing all these qualities to the guided tour would result in the WOW-factor, resulting in Österöd Woman site becoming a popular destination, particularly among new and old generations of Sweden inhabitants.

6. Evaluation

With tourism inevitably affecting local lives and businesses, it is essential to always evaluate tourism projects to ensure their success and long-term sustainability. However, this can be done by gathering comprehensive data which forms the foundation for assessing various aspects of the tourism project such as visitor numbers, revenue, and feedback from stakeholders involved (Hatipoglu et al., 2020). The study suggests surveys and interviews to be conducted based on the project objectives with the key stakeholders to assess their experience and satisfaction levels, identify areas of improvement and make data-driven decisions to enhance the project's impact and value to the community as conceded by Adebayo and Butcher (2022). Meanwhile, Jeremy et al., (2008) also emphasized that the Email-based Delphi consultation Approach to tourism program evaluation involving stakeholders is one of the best ways of increasing the relevance of the outcomes to stakeholders. The study proposes that this method of data collection can result in reaching a wider range of stakeholders' participation in the shortest possible time and at a minimum cost. However, tourism operators should prepare to invest in appropriate technology, analytical tools, and well-trained personnel who can interpret the data and use it to make informed decisions that benefit both the local community and visitors.

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