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New Urban Tourism: an On-Site Analysis of City Tourism's New Trend in Selected Spots in the Destination of Munich, Germany

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Abstract: A shift in travel behavior is taking place within urban tourism. Experienced repeat visitors want to discover cities away from tourist centers and traditional attractions. They want to gain insights into everyday life in the city and explore it off the beaten track. This phenomenon is called New Urban Tourism (NUT).

This paper aims to determine whether NUT is a noteworthy phenomenon in Munich. For this purpose, three research questions were formulated.

A qualitative content analysis of travel blog entries about insider tips in Munich was conducted to answer the research questions. The goal was to identify the two insider tips that were most often mentioned. Here, face-to-face interviews with tourists and residents were conducted. The tourists were asked questions about their travel and information behavior to determine whether they could be classified as New Urban Tourists. The residents, in contrast, were asked to indicate whether they notice the presence of tourists and how this influences their perception of the neighborhood.

NUT can be described as a notable phenomenon in the city of Munich. Recommendations for future research include examining the impact of NUT on Munich and identifying the specific aspects of urban ordinariness that New Urban Tourists deem worth experiencing.

Keywords: New Urban Tourism (NUT); sophisticated tourist; off the beaten track (OTBT); sophisticated travel.

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1 Introduction

Urban tourism is undergoing a significant transformation, characterized by a shift in traveler behavior and preferences. Traditionally, city tourists have focused on visiting well-known landmarks and attractions, often following a well-trodden path designed for mass tourism. However, a new trend known as New Urban Tourism (NUT) has emerged, driven by the desires of experienced and repeat visitors seeking more authentic and immersive experiences.

The term NUT describes one of the latest developments in city tourism, as examined by Maitland (2010) and Füller and Michel (2014), among others. The starting point is a change in needs in the visitor segment of experienced repeat travelers who are leaving the 'tourist bubble' – where the 'classic' tourists move from attraction to attraction – to visit places off the beaten track (OTBT) and linger there. Those who travel in this way are NUTs. These tourists are looking for insider tips in new city districts in the hope of getting an authentic impression of the life of the inhabitants (Kagermeier, Stors, & Erdmenger, 2021). It is no longer the extraordinary that fascinates, but the ordinary and everyday – the moments and situations "that are considered typical of the everyday life of a city or [are] perceived as such" (Sommer, Stoltenberg, Frisch, & Stors, 2019b, p. 21).

However, 'old' urban tourism, where tourists visit the classic sights and stay within the 'tourism bubble' (Judd, 1999) of a city, still exists. Therefore, NUT is a (albeit growing) niche phenomenon of city tourism.

This paper examines whether NUT is a phenomenon in Munich. The choice of Munich as the place of investigation is based on two considerations. On the one hand, the extent to which Munich has an affinity for NUT has – as far as it is known to the authors – not yet been researched. On the other hand, the choice of Munich enables a practical research approach. There is the possibility of an on-site investigation. This also resulted in the formulation of the research hypothesis and questions and the choice of research methodology.

Formulating a hypothesis in this study is a strategic decision that provides a clear focus for the research, guiding both data collection and analysis. This approach ensures that the investigation remains coherent and targets specific tourist behaviors and resident perceptions. Using qualitative content analysis and interviews, the researcher gathers rich, detailed data, capturing the authentic voices of tourists and residents, which validates the hypothesis that some tourists are seeking insider tips for a more authentic city experience. This method aligns with best practices in qualitative research, enhancing the credibility and reliability of the findings (Hammarberg, Kirkman, & Lacey, 2016).

The main research objective is based on the following consideration:

"Tourists in Munich increasingly prefer insider tips and therefore explore other districts in addition to the old town to better experience everyday life."

The main research objective in this context is following three questions:

1. *Which places in Munich are most often marketed as insider tips?*
2. *Are there tourists there and are they specifically looking for insider tips?*
3. *Do Munich residents have the impression that tourists are out and about at these locations?*

The structure of this paper systematically explores the phenomenon of NUT in Munich, Germany, ensuring a comprehensive examination of the topic. The literature review provides an extensive overview of existing research on NUT. This section delves into theoretical frameworks and key concepts, discussing the behavior and preferences of New Urban Tourists while examining related studies conducted in various global cities. It establishes a foundation for understanding the current state of knowledge in this field.

The paper then presents its research hypothesis, which posits that some tourists in Munich are moving away from classic sights and seeking insider tips to gain insights into everyday life in the city. To test this hypothesis, three specific research questions are formulated, guiding the direction of the study. A detailed methodology section follows, outlining the mixed methods approach used in this research. It describes the qualitative content analysis of travel blogs to identify popular insider tips in Munich and the subsequent face-to-face interviews conducted with tourists and residents. The selection criteria for travel blogs and the process of coding and analyzing blog content using MAXQDA software are also explained, ensuring transparency and replicability of the research. The results section presents the findings from both the content analysis and the interviews. It identifies the most frequently mentioned insider tips and discusses the behaviors of tourists and the perceptions of residents in these locations. Quantitative data from survey responses and qualitative insights from open-ended questions are provided to offer a well-rounded understanding of the phenomenon. In the discussion section, the results are interpreted in the context of the research hypothesis and existing literature. This section explores the implications of NUT in Munich, including its impact on local neighborhoods and the interactions between tourists and residents.

The findings are contextualized within broader academic discussions and practical implications for urban tourism management. Recommendations for future research are offered to expand on the current findings. Suggestions include examining the long-term effects of NUT and exploring similar phenomena in other cities. This forward-looking section aims to inspire further studies that can build on the insights gained from this research. Finally, the conclusion summarizes the key findings and their significance, reaffirming the presence of NUT in Munich and its

implications. This section ties together the various elements of the paper, providing a coherent and comprehensive understanding of NUT and its impact on the city of Munich.

2 Literature review

NUT describes the travel behavior of generally younger, experienced city tourists who prefer to walk through the city and gain insights into the local culture rather than visit the famous sights of their destination.

2.1 OTBT in the World Tourism Cities

According to Maitland and Newman (2009b), World Tourism Cities (WTC) offer potential for the development of tourism off the beaten track (OTBT). WTCs are large, polycentric, multifunctional cities, "[…] attracting large flows of visitors, well located in global circuits with substantial historical assets, iconic buildings and […] centers of cultural excellence" (Maitland & Newman, 2009a, p. 4). Due to its polycentric character, tourism does not necessarily develop in a central location or district, but also in other, less well-known, and less frequented parts of the city. WTCs are global cities – business locations that have an important influence on the globalized world. These cities attract large numbers of visitors, new residents, and international investors. Tourism therefore plays an important role in WTCs, as they attract millions of visitors every year. Yet it only represents one of many other activities embedded in the city's economy (Edwards, Griffin, & Hayllar, 2008; Maxim, 2019). WTCs exhibit various characteristics that influence tourism development in these destinations: they have world-class attractions (Law, 2002), they are a showplace of business and cultural excellence (Maxim, 2019, p. 1009) and they offer visitors several benefits. They are easily accessible through well-connected airports, they have better scheduled tourism services, several, diverse accommodations and many entertainment options (Edwards et al., 2008; Maxim, 2019).

2.2 Cities are changing – The result: standardization

Cities are undergoing significant transformations, driven primarily by globalization, which has resulted in their consumption by a global audience. This phenomenon has led to the standardization of urban spaces as cities strive to attract tourists

and investors through similar strategies. Gilbert and Hancock (2006) explain this shift by attributing the desire to explore abandoned or undiscovered places to the city being transformed into an object being consumed globally. They argue that the search for undiscovered places is a reaction to the commodification of urban paths.

Maitland (2010, 2013) adds that cities in the 21st century are consumed globally, and to appeal to a global (tourist) public, they often pursue innovative yet similar strategies, resulting in a standardized urban product. This standardization creates 'placeless' environments that lack a unique connection to the city or culture in which they are developed (Maitland, 2013). Richards and Wilson (2006) describe this as 'serial reproduction,' where cities implement similar revitalized districts and cultural projects, leading to interchangeable cityscapes. Ritzer (2014) likens this process to 'McDonaldization,' where urban spaces become predictable and standardized in their efforts to stand out.

However, it would be wrong to claim that all cities are the same. What is important is that the behavior and needs of city tourists are changing. Tourists want to discover what cities have to offer in addition to their sights, museums, and harbor districts.

2.3 Sophisticated city tourists in standardized cities

The result of interchangeable cityscapes is their commodification, leading to a declining appeal for a certain group of city tourists, specifically, the "increasingly sophisticated tourists" (Maitland, 2013, p. 13). According to the author, it is ineffective to create more attractions if the needs and habits of tourists are changing. This statement rests on two key observations: the activity of 'tourism' cannot be distinctly separated from other forms of mobility in the city, and the needs of tourists are not markedly different from those of other city users.

2.3.1 Tourism as one of many mobilities

Tourism is seen as part of a continuum of mobilities that range from short-term visits to permanent stays (Maitland, 2010). This phenomenon is rooted in globalization, which brings various types of city users into urban spaces, including classic tourists, business travelers, exchange students, and doctoral candidates. Maxim (2019) also mentions the visiting-friends-and-relatives (VFR) market. These many individuals, although in the city for different reasons, may engage in activities that have tourist components. Stors and Stoltenberg (2023, p. 389) argue that "all moments, routines,

situations of everyday urban life can have tourism value". Therefore, tourism and everyday life are not easily distinguishable.

"As the difference between tourism and other mobilities blurs, so does the difference between touristic and non-touristic behaviors" (Maitland, 2013, p. 14). Residents can act like tourists, and tourists can behave like residents. For instance, residents, especially in larger cities, might explore neighborhoods they have never visited, switching to a tourist mode without leaving their city (Sommer et al., 2019b). Maxim (2019) calls them 'internal tourists'. This can apply to newcomers, short-term residents such as students, and long-term residents unfamiliar with certain areas. Stors and Stoltenberg (2023, p. 389) state that "urban life can hold 'tourist moments' for everyone in a city – regardless of their length of stay or origin". Conversely, the central feature of NUT is tourists' desire to behave like locals, seeking authentic experiences within the ordinary urban fabric.

Parallel to the "interdependencies between city tourism and everyday urban life" (Sommer et al., 2019b, p. 16), another change is emerging: city visitors no longer want to passively consume attractions, but actively immerse themselves in city life, participate in city events and thereby influence them (Maitland, 2010, 2013; Sommer et al., 2019b). Tourists want to look behind the superimposed backdrop of the "clearly demarcated tourist precincts within cities" (Füller & Michel, 2014, p. 1306). They do this OTBT in the hope of gaining insights into everyday urban life.

2.3.2 Who are the sophisticated city tourists?

The trends and changing needs described do not, of course, affect all tourists. Especially in established world cities such as London or Paris, 'classic' tourism continues to be practiced: "First time visitors still arrive in Istanbul in organized groups, consume iconic attractions like the […] Hagia Sophia […], then […] move on to their next destination" (Maitland, 2010, p. 178).

According to Maitland (2010, 2013), many tourists are increasingly experienced travelers. They travel a lot, often and visit a destination more than once. Their needs change with each visit. On a second visit, they may visit the sights they did not visit on their first trip. Once they have seen the most important attractions, however, new expectations arise. Travel experience also plays a role: if the tourist has already been on many city trips, there is a high probability that the range of museums and bus tours through the city center designed primarily for 'classic' tourists will lose their appeal. This is an important starting point for NUT. Tourists want to see something new and, to do so, they go exploring OTBT.

Although the rigid separation between (exciting, eventful) tourism and (boring, routine) everyday life has long been disputed, it would be wrong to claim that

tourism therefore has no exciting or eventful component. Human curiosity is one of the driving forces behind travel. Accordingly, people are also looking for something interesting, exciting, perhaps even exotic on a city break. This is also the case with sophisticated tourists – even if they look for the exotic somewhere else than the 'classic' city tourist does: "experienced travelers may find the exotic in the everyday" (Maitland, 2010, p. 179).

2.4 New Urban Tourism

NUT is the "[…] phenomenon of leaving the established and classic tourist areas […]" (Kagermeier et al., 2021, p. 58). NUT and OTBT tourism are interwoven, as NUT takes place OTBT (Maitland, 2010; Maitland & Newman, 2009b; Stors & Stoltenberg, 2023). However, NUT is not a homogeneous phenomenon that takes place in the same way in every city: "New Urban Tourism [is] dependent on the local conditions, [on] the history […] of a city" (Sommer et al., 2019b, p. 26), which is why it is difficult to define it in a uniform way. However, Sommer et al. (2019b) list three aspects that fundamentally define NUT:

1) The extraordinary mundane.
Although tourism and everyday life are becoming increasingly intertwined, tourists are not to be found in all districts, and not all districts are designed for tourism. A certain spatial division between tourists and residents is therefore possible and still exists. It is typical of NUT that tourists search for the everyday moments in the city they are visiting. NUT focuses on the "specific circumstances, actions and moments" that "allow everyday life to be experienced as an extraordinary experience" (Sommer et al., 2019b, p. 21). This raises the question of how everyday situations can be distinguished from non-everyday situations and which everyday situations appear attractive to NUTs. Overall, it is about a mixture of impressions that a city tourist gains. Situations that seem commonplace to the tourist, but which are considered unusual for a city, accumulate here.

2) Encounters and contact zones.
NUT is also characterized by the idea that, on the one hand, various city users – long-term and short-term residents and tourists – can come together. On the other hand, it is suggested that this can only happen away from the tourist center. The 'real life' of a city therefore only takes place OTBT: "Only away from popular sights […] do opportunities open up […] to gain 'authentic' impressions of a city through encounters with other city users" (Sommer et al., 2019b, p. 22). As Sommer et al.,

2019b describe, their potentiality is more important than the actual encounters. For New Urban Tourists, it is enough to imagine places as everyday places or to perceive them as such to engage with them without having to encounter locals.

3) Urban co-production.
"Everyone who spends time in the city [will] also help to shape it" (Sommer et al., 2019b, p. 25). All city users have an influence on the city and help to shape it. Producing a city means changing it by using it. This applies to residents and visitors alike, but they change the city to different degree, yet both influence the city atmosphere and its dynamics. For example, a neighborhood can change when a street or a square is very popular and is becoming known to a growing audience. Examples of this are 'hangout commons' (Sommer & Kip, 2019a) such as the *Admiralbrücke* in Berlin-Kreuzberg, where residents and tourists alike spend time. The residents create the infrastructure of the district – bars, stores, restaurants, and apartments. If these places are marketed as insider tips on travel blogs or online portals, exchange students and tourists will also be attracted at some point.

2.4.1 The New Urban Tourist

Previous studies have repeatedly shown how difficult it is to clearly distinguish between classic tourists and New Urban Tourists. Kagermeier and Gronau (2017) found in Munich that the movement patterns of first-time and repeat visitors cannot necessarily be distinguished from one another. Similarly, a study by Kagermeier et al. (2021) in Berlin showed that some tourists surveyed for insider tips had visited or wanted to visit classic sights. It therefore is not true that NUTs only seek out particularly authentic places.

Nevertheless, the profile of NUTs can be narrowed down: Kagermeier et al. (2021) describe them as younger, travel-experienced repeat-visitors. Ba et al. (2021) furthermore describe them as tourists "[…] interested in a destination's […] many small places to eat, drink and shop, … everyday culture and local atmosphere, in interacting with the locals …" (Ba et al., 2021, p. 4). The idea of the passive, consuming tourist is being replaced by that of an experience-oriented traveler. New Urban Tourists prefer the active "being with the locals" to the passive "having a holiday" or "doing the sights[eeing]" (Maitland, 2010, p. 178). They are looking for "[…] new and unusual personal experiences […]" and want to be "[…] part of the visited place and [its] lifestyle […]" (Füller & Michel, 2014, p. 1306). Their need to leave the 'tourist bubble' (Judd, 1999) in the hope of discovering something new increases, especially on a second or third visit.

NUTs' orientation is reflected in their travel motives. They want to immerse themselves in the host community, participate in everyday life and not engage in 'sightseeing tourism'. As far as their information behavior is concerned, personal recommendations and digital media dominate (Kagermeier et al., 2021; Mederle, 2021).

Not every district that is not a tourist city center attracts New Urban Tourists. NUT Areas are defined as districts with "overlapping activities of tourism and leisure" (Maitland, 2010, p. 176). "They usually have no significant cultural-historical buildings or cultural facilities that traditionally attract out-of-town visitors, such as museums or major exhibitions" (Kagermeier et al., 2021, p. 59). Füller and Michel (2014) describe NUTAs as former working-class districts located in the inner-city area. They are often gentrified and "often functionally as well as ethnically mixed and characterized by a wide range of small retail and gastronomy" (Füller & Michel, 2014, p. 1306).

3 Methods

The research hypothesis required a two-stage investigation. First, the Munich insider tips had to be identified; the qualitative content analysis (QIA) by Mayring was chosen for this. This involved analyzing travel blog posts in Munich and listing the places in the city that are marketed as insider tips (OTBT places). Of these, the two most frequently mentioned insider tips were then chosen as the location for the survey of residents and tourists. Due to limited time resources[1], only two insider tips were chosen. The survey was based on a semi-standardized questionnaire. An attempt was made to determine whether and to what extent the visitors exhibited behavioral patterns characteristic of New Urban Tourists, while Munich residents were asked about their perceptions of tourism at these locations.

3.1 The qualitative content analysis of selected travel blogs

The qualitative content analysis is a systematic, rule-based, and category-supported evaluation and interpretation method for texts and other communication content. The procedure is strictly rule-based, ensuring high intersubjectivity and verifiability of the results. The analysis is conducted in several steps, where categories are either developed inductively from the material or deduced theoretically in advance and

1 Only three months were available to write the bachelor thesis on which this paper is based.

then assigned to text passages. According to Mayring and Fenzl (2019), text coding is a rule-based process where categories are developed inductively or deduced theoretically in advance and assigned to text passages. His model integrates inductive and deductive approaches, including steps like category definition, formulation of the coding guideline, application, and review. Each category is defined, with typical text passages and rules for distinguishing categories, refined during a pilot phase. For this study, an inductive approach was chosen.

To answer the first question – *which places in Munich are most frequently marketed as insider tips by travel blogs?* the first step was to analyze the selected travel literature. For this purpose, the material to be analyzed was selected. Travel guides were excluded for financial reasons, which is why the choice fell on travel blogs. The blog posts had to fulfill the selection criteria listed in Table 1.

Table 1: Selection criteria of travel blogs for the QIA

Selection criterion	Reason
The focus on insider and secret tips is clear from them	This provides a broader selection of insider tips for choosing an interview location
They contain a wide selection of insider tips that do not cover a specific topic	This will appeal to a broader target group
The author himself was a tourist in Munich	This also addresses the broader target group of tourists who want to get a general impression of Munich
The author is a person and not a company	A reader can identify better with a blogger, as they can talk about their experiences and thus create a more authentic narrative
Written in German	The DACH market has the largest market share for Munich Tourism (München Tourismus, 2022). In addition, due to the geographical distances involved, repeat visits to Munich from German-speaking countries are more likely
Available in written form (no video or photo reports)	Written texts are better suited to QIA

A Google search was carried out using the keywords 'insider tips Munich'. From the broad selection of search results, four posts were selected for the QIA; all others did not meet the selection criteria, albeit to varying degrees. The following blog posts were selected:

1. Munich with a difference: top tips for a cool weekend
2. Munich insider tips: 18 insider tips off the beaten track

3. Hey *Minga*[2] – with Thies through Munich
4. SECRET TIPS FOR MUNICH: 11 alternative sights & insider tips

The actual rules of the QIA are not defined until the analysis technique exact steps are defined. It must be decided which analysis technique is to be selected, then a concrete process model for the QIA with individual interpretation steps of the analysis is defined. The summary technique was chosen. The basic principle of a summarizing QIA is the precise definition of its level of abstraction: the material must be reduced to its 'rough outlines' so that it can still be recognized as a reflection of the basic material at this level (Mayring, 2015). The abstraction was reduced to identifying the insider tips in Munich and filtering out the tips that were mentioned most frequently.

The QIA of the selected travel blogs was limited to reading the texts carefully and coding them when selected keywords appeared. The categories were formed inductively. The blog posts were uploaded to the MAXQDA software, which was used for the coding. The software was chosen due to its ease of use and because it enabled a clear, professional content analysis. After the initial coding, the blog posts were analyzed again to delete any superfluous categories, merge repetitive categories, or create new ones. After the entire material had been reviewed, the evaluation and the listing of insider tips followed. After the coding was completed, the blog content was reduced to eight categories and 224 coded segments. The specific resulting categories will now be presented using exemplary quotes. First, NUT-related words that refer to a special, alternative tourist experience OTBT, such as 'off the (tourist) beaten track', 'discover' or 'like the locals', were looked for. Three categories emerged from the search: K1) Reference to alternative, special, unique, unknown; K2) Stroll, discover, explore, experience; K3) Local offer/participation in the life of the locals.

Some examples are:

> *K1: "Even in Munich, there are still **hidden corners, unknown neighborhoods** or tours that are **off the beaten track**"*
> *K1 and K2: "So if you fancy **experiencing** the curiosity of surfers [...] **without the big tourist crowds**"*
> *K2 and K3: "Munich **individually, personally & authentically** – [I] **experience** [...] Munich **with other smart locals**. **Different** from the **usual sightseeing** tours, of course. I see the Bavarian metropolis from an **alternative perspective**."*

2 'Minga' is the Bavarian name for Munich

The individual insider tips were coded as a separate category, to which the same tip was assigned again if it was suggested by other bloggers. These categories were combined to form the top category 'Alternative places of interest', to which a total of 67 coded segments for 33 insider tips were assigned.

The places in Munich that are considered insider tips and should still be free of tourism are spread across the entire city area, as Figure 1 shows. This covers a broad spectrum of places and facilities: Museums, parks and gardens, cemeteries, castles, individual streets, and entire neighborhoods are all represented.

As explained, NUT Areas are gentrified districts that do not have any significant museums or facilities that traditionally attract visitors from outside. Retail stores and a wide range of restaurants are also typical. Although this description does not apply to all the insider tips mentioned, this is the case for some of the insider tips that were mentioned most frequently, including the *Glockenbach* and *Gärtnerplatz* districts, the *Werksviertel-Mitte* and the *Viehhof* area.

Once the insider tips had been identified and the first research question was answered, it was necessary to decide where the interviews should take place. However, due to certain characteristics of the insider tips, it was not sufficient to simply select the two places that were mentioned most frequently. For example, the Café *Vorhoelzer Forum* on the roof terrace of the Technical University Munich was excluded because the roof terrace and the café were closed at the time of research (Vorhoelzer Forum, n.d.). In addition, it was necessary to consider some general conditions of the survey locations. Ideally, a constant flow of people should be guaranteed, for example by being close to a train or subway station. For these reasons, the *Viehhof* area, the *Endless Staircase*, the *Isar* meadows including the *Flaucher*,

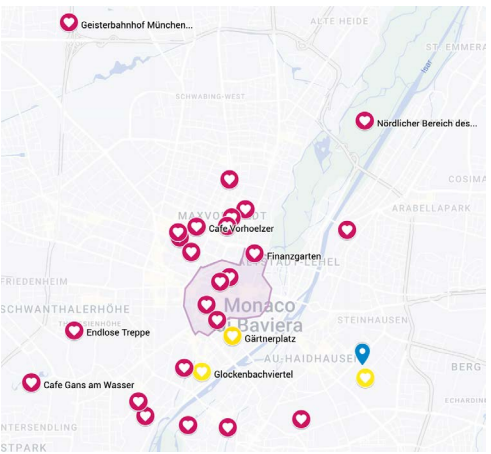

Figure 1: The insider tips in Munich according to the analyzed travel blogs. Source: the authors

the *Rosengarten*, the *East-West and North-South Passages*, the MUCA[3] and Tram 19[4] were eliminated from the selection. This left the *Werksviertel-Mitte* and the *Glockenbach* and *Gärtnerplatz* districts, where the surveys took place on June 16th and 17th, 2022.

3.2 The semi-standardized questionnaire

To answer the further research questions – '*Are tourists actually visiting these locations and are they specifically looking for insider tips?*' and '*Do Munich residents have the impression that tourists are visiting these locations?*' – two semi-standardized questionnaires were created, which were used in interviews in the *Glockenbach* and *Gärtnerplatz* districts and in the *Werksviertel-Mitte*. Randomly selected residents and visitors to Munich who were in or near the two insider tips at the time of the survey period were interviewed to determine the extent to which NUT-affine behaviors can be recorded in Munich. As the survey locations were chosen based on German-language travel blogs, the respondents had to be German-speaking.

The questionnaires differ according to the survey group. Visitors had to answer questions about their stay, their plans in Munich and their information behavior. An attempt was made to identify correlations between the number of visits and the travel behavior on site (for example: Does the intention on site change with an increasing number of visits to Munich?). Finally, some questions were asked about destination perceptions and travel priorities to trace some NUT-affine characteristics, including the relevance of insider tips for city trips, their personal definition of authenticity and their perception of the places where the survey took place. The visitor questionnaire contains 22 questions, of which 18 are closed and four are open. The questions were developed based on the literature and the resulting knowledge, to investigate the typical behavior of NUT.

For the residents, on the other hand, the questions focused on the perception of tourism at the survey locations in order to understand whether NUT is also reflected in the perception of the residents. Did the residents think that the district was touristy? Could they name a specific place that might attract out-of-town visitors? Can they recognize tourists? It was also determined which places they would show their guests and whether they themselves are interested in insider tips. The resident questionnaire contains 16 questions.

3 Museum of Urban and Contemporary Art

4 The tram line 19 passes several sightseeing spots in the city of Munich

The age was asked for both survey groups, as this could be particularly relevant in the case of visitors, since according to Kagermeier et al. (2021) age is a characteristic feature of New Urban Tourists.

A total of 49 people were surveyed, 28 of whom were residents (14 per survey location) and 21 visitors, twelve of whom were in the *Glockenbach* and *Gärtnerplatz* districts and nine in the *Werksviertel-Mitte*. The interviewees were chosen at random; passers-by were approached and asked if they had time for a short survey.

4 Results

Werksviertel-Mitte (WVM) is an ultra-modern urban quarter in the immediate vicinity of Munich's East train station. The former factory site is now an innovation hub – large companies, start-ups, gyms, hotels, and a hostel can be found here alongside restaurants, clubs, and event locations. The 'umadum' Ferris wheel has been on the site since 2019. The wide range of offerings, the Ferris wheel, and the sheer sight of *Werksviertel-Mitte* itself are just a few aspects that contribute to the *Werksviertel*'s appeal.

Things are different in the *Glockenbach* and *Gärtnerplatz* district (GGV). This is a residential area in the middle of Munich, bordering the old town and right next to the river *Isar*. Cafés, convenience stores, and restaurants are lined up here, students and theater fans mingle in the evenings at the fountain in front of the *Gärtnerplatztheater*, while others come from or walk to the *Isar*. It could be assumed that both districts have a certain appeal for New Urban Tourists.

Below are some quotes from the interviews, which were anonymously coded. These are quoted as follows: BES[5] stands for visitors, BEW[6] for residents.

4.1 Visitor survey

Most respondents (15 out of 21) were between 20 and 29 years old. Only four respondents were first-time visitors. The repeat visitors had all been to Munich more than twice. In terms of the reason for the visit, nine were visiting friends/family (VFR); the remaining eleven were there either for work, to look for accommodation, for an event or because of a general interest in the city. Of the VFR visitors, only four also stayed overnight with friends or family; the remaining five had only made a

5 *Besucher* means visitor in German.

6 *Bewohner* means resident in German.

day trip and returned home in the evening. Five of the GGV respondents stayed in a hotel, while five of the WVM respondents stayed in a hostel. Six WVM interviewees stayed nearby, five of them directly in the *Werksviertel-Mitte*; in the GGV, only two slept in the surrounding area. Regardless of the survey location, the most common trip duration was the short trip (3–4 days).

4.2 Travel and information behavior

When asked about the reason the respondents were in the neighborhoods, the first notable differences between the survey locations became apparent: 'Stroll and discover' was the most popular answer in both districts. In the GGV, however 'Sightseeing' was in second place and 'Exploring the city' in third place. One possible explanation for this is that the *Glockenbach* and *Gärtnerplatz* districts border on the old town with its many attractions. In the WVM, on the other hand, 'going out' and 'relaxing' came second and 'sightseeing' and 'exploring the city' came third. The likeliest explanation for this is the many clubs and bars in the *Werksviertel-Mitte* district. The fact that 'sightseeing' only came in third place was probably because there are no sights in the vicinity of the WVM or that they had already been visited during the day.

Two questions were used to investigate the travelers' information behavior: How did they find out about Munich and the survey locations? For Munich, personal recommendations were the most popular source of information, followed by internet searches for specific categories, e. g., breakfast offers. Seven interviewees had not searched for information, albeit for different reasons, such as the many previous visits or the fact that other aspects of the stay were in the foreground (events, work, etc.). Local guides such as *Mit Vergnügen München* and classic travel guides were each mentioned by three respondents. Travel blogs and Munich Tourism channels were mentioned by one person each.

In contrast, the information behavior for the respective survey locations was different: personal recommendations were still the most frequent source of information for the GGV, but local guides followed in second place, and travel blogs and Google Maps searches in third place. One visitor had not done any research but had discovered the GGV; another was already familiar with it. Except for two people, all of them were visiting the *Glockenbach* and *Gärtnerplatz* district for the first time. Of the two repeat visitors, one was there on business and the other was there again because he found the district 'particularly authentic'.

At WVM, on the other hand, two respondents had found out about the *Werksviertel-Mitte* by booking their accommodation. Two others were there because of personal recommendations and two participants had not searched for information;

other sources of information were YouTube or Google. All respondents were visiting the *Werksviertel-Mitte* for the first time.

When asked about the reason why the participants had chosen the survey location or what brought them there, the most common answer in the GGV was 'It feels authentic'. The wide range of things on offer in the district and the answer 'never been there before' came in second place, followed by the motives 'going out' and 'spending the night' and 'eating and drinking'. Participants also stated that they wanted to stroll through the district or had happened to pass by or that they were there because of its proximity to the river *Isar*. Five out of nine respondents were attracted to the *Werksviertel-Mitte* by the wide range of offers, followed by gastronomic motives ('food and drink'), their accommodation and that they had 'never been there before'. Two respondents mentioned the atmosphere of the district. Another mentioned the neighborhood as such *("it's an insanely cool project!"* WVM BES04) and one respondent said that it had not been an active decision. One interviewee was there to go out. Only one person stated that the *Werksviertel-Mitte* was authentic.

Respondents were then asked to comment on their perception of the districts: Did they think that there were many Munich residents in the respective neighborhoods and that the neighborhoods were particularly authentic? See Figure 2 and 3 for the respective answers.

They were then asked to comment on their personal definition of authenticity and to explain what they based their impressions on. Most of the interviewees made this clear from people's appearance, for example:

> *"[Locals have a] relaxed demeanor, [are] charming, dressed hip […]. Tourists probably wouldn't do that" [GGV BES06]*
> *"Heard a lot of Bavarian. Also, how people walk around, what they say" [GGV BES12]*

No one gave a clear definition of authenticity, although two interviewees pointed out the difficulty of this very definition:

> *"I don't know, it's difficult to say or put into words" [GGV BES04].*
> *"It is more of an assumption. Authenticity is difficult to define" [GGV BES11].*

A WVM interviewee said that although many Munich residents were there, the Werksviertel-Mitte was not authentic: *"I have the impression that there are many Munich residents visiting – it seems like a place that Munich residents show their friends. It's not authentic" [WVM BES09]*

The three participants from the GGV who said that the district was not particularly authentic argued their statement by saying that they had heard a lot of English. This suggests that language is perceived as an elementary characteristic of

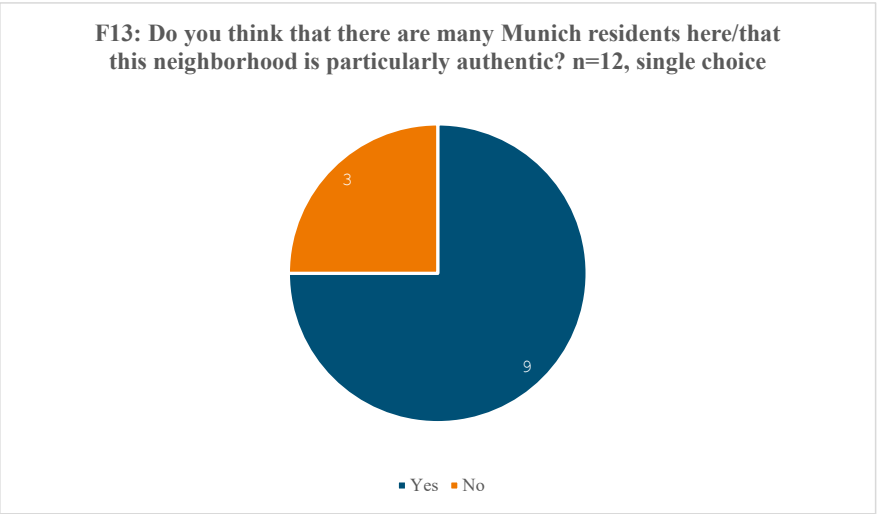

Figure 2: Assessment of Glockenbach- and Gärtnerplatzviertel's authenticity by tourists in Munich

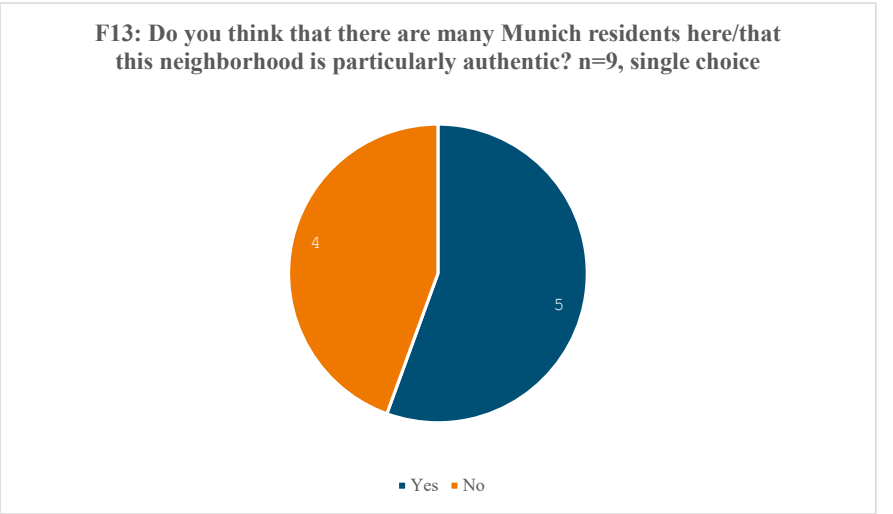

Figure 3: Assessment of Werksviertel-Mitte's authenticity by tourists in Munich

authenticity – as also confirmed by respondent 'BES12' in the GGV, who had heard a lot of Bavarian and therefore perceived the district as authentic. 16 out of 21 visitors said that the presence of locals was important to them when choosing places to visit on city breaks. This was for different reasons – the most prominent being that locals

are seen as a bridge to the local culture with their presence and that they guarantee that the places visited are not a 'tourist trap' and are not 'designed for tourists'; 50 % of the respondents expressed negative opinions about tourism. For example, it is important that locals are there (references in bold) ...

> *... " so that I know that they are not places **designed for tourists** [emphasis added]" [GGV BES01]*
> *... because "they [create] a **different atmosphere** [emphasis added] than in places where [only] tourists are around" [GGV BES11]*
> *... "when I travel, I do it to get to know other places. The stranger the place, the more important it is to **look behind the scenes** [emphasis added]" [VWM BES03]*

Building on this, it was investigated whether respondents specifically look for insider tips in the hope of meeting locals rather than tourists. Only five out of 21 respondents said they did not do this. When asked about their sources of information for insider tips, personal recommendations were the clear favorite, followed by city local guides, travel blogs and social media. YouTube and Google were also mentioned.

4.3 General information about the residents

As with the visitors, the majority (21 out of 28) of the residents surveyed were between 20 and 29 years old. 70 % did not live in the area.

Of those who do not live in the GGV, most had traveled from the *Maxvorstadt* and *Schwabing* districts either by bicycle or by public transport. Their plans show that most respondents had traveled to the *Glockenbach* and *Gärtnerplatz* districts specifically to do something outside of work – the most common answer was 'meeting friends', followed by 'swimming in the Isar'. In the *Werksviertel-Mitte*, on the other hand, respondents came from all over the city and had either traveled by public transport, bicycle, or car. This greater distance can also be explained by the fact that six out of 14 interviewees came to work in the district. Other plans included attending an event – there was a gin festival on the day of the survey (Werksviertel-Mitte, n.d.) – or meeting friends.

4.4 The tourist assessment of the district

The following questions attempted to understand how the residents of Munich assessed tourism in the respective neighborhoods. First, they were asked whether they thought the neighborhoods were touristy. See Figures 4 and 5 for the respective answers.

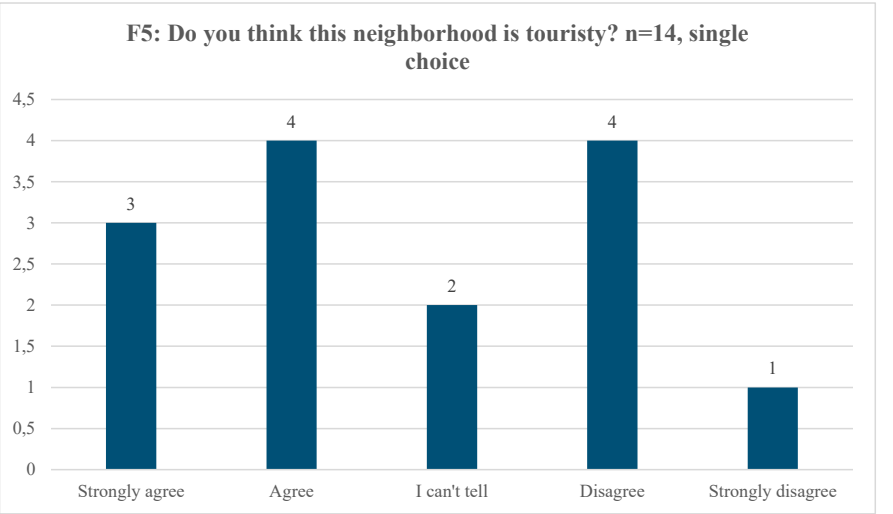

Figure 4: Assessment of Glockenbach- and Gärtnerplatzviertel's tourism attractiveness potential by Munich residents

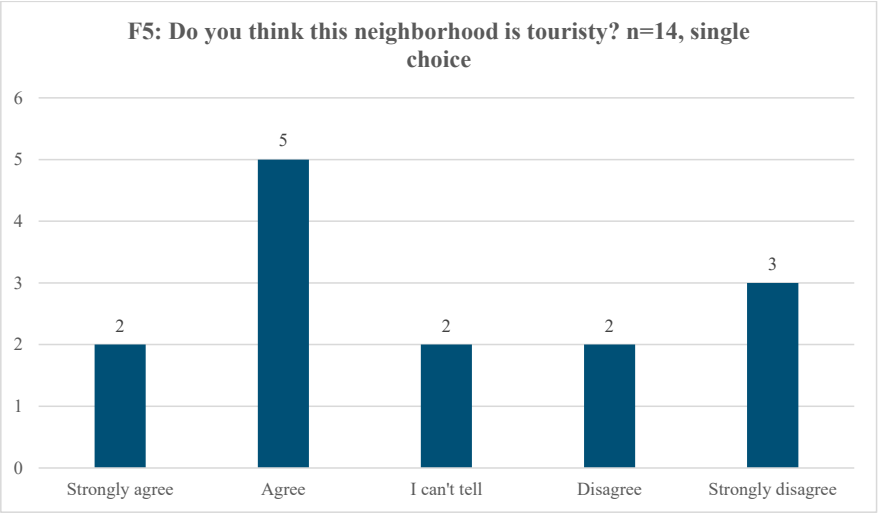

Figure 5: Assessment of Werksviertel-Mitte's tourism attractiveness potential by Munich residents

Those who agreed were asked to justify their answer. As was already the case with the tourists, the residents also interpreted the language and appearance of certain people as an indication that they were tourists. The agreement of some residents was also based on a logical or geographical component – e. g., the proximity to the old town. After all, you would inevitably have to walk through the *Glockenbach* and *Gärtnerplatz* districts if you wanted to go from the *Altstadt* to the *Isar* or vice versa. Other residents argued that the district is touristy because of the clubs and bars on offer. One 'totally' approving resident claimed that *Gärtnerplatz* in particular *"is in every travel guide. And it's also on the route of those double-decker buses!"* [GGV BEW12].

With her statement, she indicated that the GGV was well-known. However, the question arises as to which tourists it attracts if it is considered an insider tip but is also listed in travel guides. GGV BEW01]: *"The district is becoming increasingly well-known due to its atmosphere […]. The typical tourist, who has no social media and tends to walk around in the city center, will probably still not notice anything about Glockenbach".*

It was not explained who the 'typical tourist' was. However, he could belong to the 'classic city tourists' who prefer sightseeing tourism to discovering Munich's insider tips.

The *Werksviertel-Mitte* was also perceived as touristy by 50 % of those surveyed. One reason for this was the *Werksviertel-Mitte* itself: *"Because of the concept, which is very varied, it definitely has the potential to be touristy"* [WVM BEW04]. The range of offers specifically designed for tourists was also mentioned – including, for example, the many hotels, the Ferris wheel and the two tourist guide offices whose offices are in the *Werksviertel-Mitte*.

The next questions inquired whether there were places in the neighborhoods that could potentially attract tourists. For both locations, the majority said that there were such places. The specific places named in the *Werksviertel-Mitte* were the Ferris wheel, the *Werksviertel-Mitte* itself or the clubs and bars, and the residential area *Haidhausen*. In the *Glockenbach* and *Gärtnerplatz* districts, on the other hand, *Gärtnerplatz* was mentioned, the range of cafés, clubs and bars, and the nearby *Reichenbachbrücke* and the *Reichenbachkiosk*.

Furthermore, it was investigated whether the respondents thought or had observed that there were tourists at the locations. The range of answers was similar to that of the previous question, with four respondents in the *Glockenbach* and *Gärtnerplatz* districts answering, 'I can't say'. In the *Werksviertel-Mitte* district, on the other hand, opinions were split exactly – 50 % agreed 'yes' or 'completely agree' and 50 % 'not at all' or 'disagree'. For both districts, residents most frequently stated that tourists strolled, followed in second place by either 'sitting in cafés' (GGV) or 'going out to party' and 'attending events' (WVM) [F7.1BEW].

Half of the respondents were unsure whether they could recognize tourists [F8BEW]. Some respondents added to their answer:

> *"Not every tourist [I can recognize]! But sometimes I can recognize them by the way they move" [WVM BEW12].*
> *"They behave very differently from locals […] But above all they have time and don't run purposefully towards something" [WVMBEW01].*

4.5 Own tourist behavior

Two further questions were used to investigate which places the respective respondents show their guests when they have visitors. 13 residents indicated a mixture of sights and personal highlights. Seven participants chose only the classic sights and four only the 'personal highlights and insider tips'.

There were also additions here, such as *"Depending on [who is visiting]. If they are friends, I also show them the clubs"* [WVM BEW10] or "*Depending on the duration of the visit, I don't just show them the classics*" [GGV BEW14]. The Old Town and the sights in the Old Town were mentioned most frequently among the places that residents show their guests. In second place came the English Garden and the Olympic Park.

The last question examined the behavior of residents on their city trips: Do they also look for places that they perceive as authentic? Only six out of 28 respondents stated that they do not do this. Of the 22 respondents who were looking for insider tips, seven added something to their answer, for example: *"Yes, [I do this] to avoid the big tourism. If there are locals there, it means the place is cool!"* [WVM BEW10].

One interviewee explained that although he would like to find insider tips, such places "*are sometimes not as accessible as I would like them to be. You would have to know locals for that"* [GGV BEW01].

For others, the discovery of insider tips was more of a side effect of their way of traveling: "*I walk […] a lot, and as a result I discover […] a lot*" [GGV BEW02] and "*Because I like […] strolling on city trips, a side effect of this is often that I discover places that are not in the travel guide. But I don't actively google [them]*" [GGV BEW11].

5 Discussion

In summary, it can be said that Munich is very popular with repeat visitors. Among the reasons for a return visit, respondents primarily cited visits from friends and family and specific purposes such as work or house hunting. Visitors strolled around Munich a lot: Some interviewees spoke of walks through the city during which they had explored several districts of Munich. There were no noticeable differences between first-time and repeat visitors in terms of their plans for the city. Both stated that they wanted to go sightseeing, but also to stroll and discover. Sightseeing often took the form of passing the sights without visiting them, especially as it remained unknown to what extent their plans ultimately resembled the activities they carried out.

Most visitors preferred personal recommendations to all other sources of information. This indicates that they presumably perceive the opinions and experiences of their circle of acquaintances as more trustworthy than other sources. In addition, it was important to them to stay in places where there are also locals, as these are seen as a guarantee for authentic experiences or for an insight into the local culture. Most respondents also stated that they specifically look for insider tips when traveling to cities. The *Glockenbach* and *Gärtnerplatz* districts had been personally recommended to most visitors. Others had discovered it by strolling past it. More respondents had the feeling that there were a lot of locals there than in the *Werksviertel-Mitte*. The *Glockenbach* and *Gärtnerplatz* districts were also perceived as more authentic.

This meant that the question *Are tourists actually traveling to the places most frequently suggested by travel bloggers and are they specifically looking for insider tips*? could be answered positively.

Most respondents exhibited some characteristics that can be attributed to NUT. With an average age of 28 years, the visitors belonged to the younger visitor segment, which is also the case for NUTs, as stated by Kagermeier et al. (2021). Most of them were already familiar with Munich as a destination from previous visits. They wanted to experience the city in a personal, individual way, looking for insider tips and asking friends for information. Strolling around and exploring was more important to them than pure 'sightseeing tourism'. They strolled through residential areas such as *Schwabing*, *Maxvorstadt* and the *Glockenbach* and *Gärtnerplatz* districts as well as through the old town. They did not reject sightseeing in principle, but the attractions were not the focus of their visit. The high visit rate suggests that the attractions had already been visited on previous visits.

When traveling to cities, it is generally important to the interviewees to find places where locals are, because their presence gives a place an authentic atmosphere. Respondents cited this as a contrast to the 'tourist traps' where many tourists

stay. It was not specifically determined whether the participants wanted to experience 'everyday moments', but some pointed out that they wanted to immerse themselves in the local culture during city trips. This is made possible by the presence of residents. For the GGV and the WVM, however, it was easy to guess whether they were residents. The visitors determined whether someone was a local by their appearance. Accordingly, it was enough for them to imagine that they were meeting potential residents and spending time in the same place as them.

Both districts can be described as NUT Areas as defined by Füller and Michel (2014), Kagermeier et al. (2021) and Maitland (2010). They are both located outside the tourist center. Except for the *Gärtnerplatztheater*, there are no sights or attractions that traditionally attract tourists. In the GGV, the many small stores, cafés and bars mix white-collar workers with neighborhood residents going about their daily routines. Munich residents can also be found in their free time for a visit to the hairdresser. Due to its proximity to the old town and the *Isar*, tourists also stroll through and fall for the 'everyday fascination'.

The situation in the WVM is somewhat different. The first apartments are being built, yet the *Werksviertel-Mitte* itself is not densely populated. Here, too, locals mix with each other, but they are here for a specific purpose such as work or sport. Locals only spend their free time here later in the day or during the weekend, when they take advantage of the wide range of restaurants, bars, and clubs. For New Urban Tourists, the *Werksviertel-Mitte* only becomes interesting in the evening, as it is far away from many sights, except for the Ferris Wheel. The probability of NUTs passing by chance is lower there than in the GGV. In addition to tourists, the neighborhoods also attracted residents: In the GGV, most people went out with their friends or went swimming in the *Isar*. In *Werksviertel-Mitte*, on the other hand, most respondents were there for work; others were there for the gin festival. Half of the residents perceived the districts as touristy and had observed tourists, although just as many were unsure whether they could really recognize tourists. However, if they did notice any, it was because of the languages spoken and their appearance. They took photos, strolled, looked around and did not walk purposefully towards anything.

Although the residents' own assessment says little about whether the people they observed were actually tourists, it was still possible to answer *Do Munich residents have the impression that there are tourists at these locations*? positively.

Most residents would show visiting friends and family a mixture of classic sights and insider tips – the latter included *Gärtnerplatz*, the *Glockenbach* and *Gärtnerplatz* districts and the *Werksviertel-Mitte* with its overall offering. Some places that the travel bloggers liked to market as insider tips were also mentioned by Munich residents: These included the *Bahnwärter Thiel*, the *Café Vorhoelzer Forum* and the *Flaucher*. According to their statements, tourist behavior can be attributed to the residents, for example when they visit the *Werksviertel-Mitte* for the first

time, when they take city tours in Munich or when they show their guests the city. The residents also stated that they look for insider tips when traveling.

Both residents and visitors identified a person as a local or a tourist based on their appearance. Accordingly, it is enough to assume who you are sharing the space with, to make a judgment. If New Urban Tourists think that the people in their surroundings look like locals, they will describe the environment as authentic and possibly stay there. If, on the other hand, they think that there are many tourists around, they may describe the place as a 'tourist trap' and label it as inauthentic.

The results of this study confirm and expand upon the theoretical discussions on NUT. Maitland (2010) and Füller and Michel (2014) described that experienced repeat visitors leave the tourist 'bubble' and seek out places OTBT. This is reflected in the surveys, where many tourists specifically sought insider tips in Munich and avoided classic attractions. The high number of young, travel-experienced repeat visitors in alternative neighborhoods such as *Glockenbach*, *Gärtnerplatz*, and *Werksviertel-Mitte* corresponds to the characteristics of NUTs as described by Kagermeier et al. (2021) and Ba et al. (2021). The de-differentiation between tourism and everyday life, as discussed by Maitland (2013) and Stors and Stoltenberg (2023), was also evident: tourists and locals engaged in similar activities, such as walking and dining in local restaurants, blurring the distinction between touristic and everyday behavior.

Furthermore, tourists' choice of authentic experiences and personal recommendations illustrates a reaction to the standardization of urban spaces, as described by Maitland (2010, 2013) and Ritzer (2014). Finally, the presence of NUTs in areas like *Werksviertel-Mitte* and *Glockenbach/Gärtnerplatz* supports the theory of urban co-production by Sommer et al. (2019b), as tourists contribute to the local dynamics and atmosphere of these neighborhoods through their activities and presence. Overall, these findings indicate that NUT is a significant and growing phenomenon in Munich, confirming and expanding upon existing theoretical concepts.

6 Conclusion and outlook

This study aimed to investigate whether NUT is a note worthy phenomenon in Munich. To confirm the research hypothesis, three research questions were formulated, which required a two-stage research approach. The first research question used a qualitative content analysis according to Mayring to identify the places in Munich that are most frequently marketed as insider tips by travel bloggers. To this end, seven criteria were established to facilitate the selection of travel blogs. Four travel blogs were selected, which were then coded and analyzed using MAXQDA

software. A list of the suggested insider tips was drawn up and the tips were sorted according to the frequency with which they were mentioned.

Two insider tips were selected for the next stage of the research – the interviews: The Werksviertel-Mitte and the Glockenbach und Gärtnerplatz district. Both districts are located outside Munich's Old Town. They also have no museums or historical buildings and can therefore be described as New Urban Tourist Areas.

The second research question was answered positively in the visitor survey. Tourists were on the move in both districts. These tourists could be described as New Urban Tourists based on the information they provided about their travel and information behavior. They also stated that they were specifically looking for insider tips on city trips. The Munich residents surveyed were aware of the presence of tourists and described both the Werksviertel-Mitte and the Glockenbach and Gärtnerplatz districts as touristy. Thus, the third research question was also answered positively.

NUT can therefore be described as a noteworthy phenomenon in Munich.

The research methods used had several limitations. For example, the self-defined criteria for the selection of blog posts deliberately limited the material to be analyzed. A larger number of blog posts might have led to a broader selection of insider tips. This could have resulted in more locations for the interviews. Reference has already been made to the limited resources available for the surveys. It might have been possible to survey more visitors and residents over a longer period. Other methods such as the use of GPS trackers or mobile phone data would also be suitable for future studies in order to gain further insights into the individual movement patterns of the probands. This would have provided more meaningful results. The results of these surveys also show limitations. Mainly people aged between 20 and 30 were surveyed. It is unknown how older tourists would have commented on their travel behavior. It is also uncertain whether older Munich residents would have perceived tourism differently in the districts surveyed. In addition, certain aspects of NUT were not considered, although it can be assumed that they would have confirmed the extent to which the NUT is a phenomenon in Munich. For example, it remains unknown how the activity patterns of visitors differ between previous and current visits. It would have been possible to determine whether sightseeing was more relevant on previous visits than on the current visit – this could only be assumed. The tourists were also not asked what relevance the three characteristic features of the NUT had for them during their stay in Munich. It also remains unknown which moments of everyday life are relevant to tourism, and which are not. Last but not least, only 49 people could be surveyed, who in turn were divided into two groups (residents and visitors). Especially in view of the survey period of only one week, more time should be allowed for a more extensive study to gain a bigger sample.

As an outlook, the applied research approach can be understood as a scalable model that can deliver more reliable results on a larger scale and with more extensive resources.

Based on this study's findings, future research should include larger and more diverse samples, incorporating different age groups and socioeconomic backgrounds for a comprehensive understanding of NUT. Longitudinal studies can provide insights into the evolution of NUT trends, while comparative research across multiple cities can identify common patterns and unique differences. Assessing the long-term impacts of NUT on local neighborhoods, such as economic, social, and environmental effects, is crucial. This involves studying changes in property values, business revenues, and community sentiment. Additionally, research should explore the role of digital media in shaping NUT, analyzing the influence of social media, travel blogs, and review sites on tourist behavior and preferences. Detailed studies on the specific activities and routines of NUTs, potentially through ethnographic methods or activity diaries, will further illuminate what tourists find appealing in ordinary urban settings.

From a managerial perspective, tourism boards and city marketers should emphasize off-the-beaten-track experiences, promoting authentic local experiences and insider tips to attract NUTs. Engaging local communities in tourism planning is essential, with community-led tours and local guides offering genuine insights and immersive experiences. Developing infrastructure in lesser-known areas can distribute tourist traffic more evenly, preventing overcrowding in traditional hotspots and stimulating economic growth in under-visited neighborhoods. Developing digital tools and applications that guide tourists to local attractions with real-time information and personalized recommendations can enhance their experience.

These strategies will help manage NUT effectively, benefiting both tourists and local communities. By integrating these research and managerial approaches, cities can cater to modern tourists' evolving preferences while preserving local neighborhoods' authenticity and vibrancy, promoting sustainable urban tourism development.

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