

Appendix

Main questions for the semi-structured interviews:

- Could you tell me something about your region?
- Could you tell me something about your work? (Only professionals)
- Are there features which you consider as typical for your region?
- Do you know regional features, of which people from another region would envy you?
- What would you show a friend from Southern Germany who has never been in this region before and now comes for a one-day visit? (Professionals were asked this question also with a person from a comparable organization; 'Southern Germany' was used as a proxy for a person from the same country but a completely different region)
- What would you do on a nice summer day if you do not like to stay at home?
- What would you miss from your region in times of longer absence?
- Are there any regional features which make you feel proud?