

The 21<sup>th</sup> Nordic Symposium in Tourism and Hospitality Research

# **Developing Tourism – Sustaining Regions**

## **Book of Abstracts**

Edited by

Marcus Ednarsson, Fredrik Hoppstadius, Linda Lundmark, Roger Marjavaara, Dieter Müller, Kati Pitkänen and Ulrika Åkerlund

Umeå University

Umeå 2012

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## Foreword

It is a great pleasure to welcome you to the 21<sup>st</sup> Nordic Symposium in Tourism and Hospitality Research and to Umeå University and Umeå.

Being located in the North, tourism and hospitality are expected to play important roles for the development of the city and the region. These expectations are shared with many other regions within the Nordic countries and elsewhere in the world. Hence, the topic of this year's conference *Developing Tourism – Sustaining Regions* addresses a core question of tourism research, i.e. how tourism can contribute to create employment opportunities and other desired local and regional development. This is particularly pertinent in peripheral regions that recently have been characterized by economic decline, out-migration and ageing populations.

Umeå municipality is one of the fastest growing municipalities in Sweden and has today 117,000 inhabitants among those more than 20,000 students. The city has a long history of promoting development through culture. Currently, vibrant activity can be seen all over the city in order to prepare for 2014 when the city will be the European Capital of Culture. Hence, it has been a self-evident choice to open the conference at Norrlandsoperan (The opera) and the social program during the conference should give you a taste of the variety of cultural life already available.

Umeå University founded in 1965 is with around 35 000 enrolled students the largest university in northern Sweden. Hospitality and tourism education have been introduced during the 1990s and 2000s, respectively. Today the Umeå School of Restaurant and Culinary Arts and the Department of Geography and Economic History offer undergraduate and graduate programs in gastronomy and tourism. However even tourism research has grown in importance during the last decade and researchers from Umeå are published widely and maintain networks reaching beyond the local and national realm.

Against this background we hope that you share our belief that Umeå is a great venue for taking the Nordic symposia into their third decade. We hope that the conference will be an excellent platform for exchanging ideas and for progressing research into tourism and hospitality!

Welcome!

Dieter K. Müller

Chair, Conference Organizing Committee

# **Organisers**

## **Congress Organising Committee**

Professor Dieter K. Müller

Assistant Professor Roger Marjavaara

Associate Professor Linda Lundmark

Ulrika Åkerlund

Fredrik Hoppstadius

## **Content**

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# Programme at a glance

## Wednesday 7 November

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PhD-seminar (Special programme to be released – start 7 November, 13.00)

## Thursday 8 November

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17.00 Registration at the Norrlands Opera (see map)

18.00 Welcome and keynote address

Keynote theme: European Capital of Culture

Keynote 1: Reidar Johan Mykletun – Stavanger 2008: Experiences from a year as European Capital of Culture

Plenary presentation: Jan Björinge, CEO, European Capital of Culture 2014

19.30 "A night at the opera"

## Friday, 9 November 2012

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08.00 Registration, Universum, University Campus

08.30 Opening of the Nordic Symposium 2012

08.45 Keynote

Keynote theme: Tourism and Regional Development

Keynote 2: Jarkko Saarinen – Tourism and Regional Development

Plenary presentation: Annika Sandström, Project leader, Västerbotten Turism – Västerbotten welcomes European guests

09.45 Coffee/tea break

10.15-12.15 Session I

Room N420	Room N430	Room N450	Room N360	Room N320
A1:	B1:	C1:	D1:	E1:

12.15 Lunch at Universum, University Campus

13.15-15.15 Session II

Room N420	Room N430	Room N450	Room N360
A2:	B2:	C2:	D2:

15.15 Coffee/tea break

15.45-17.15 Session III

Room N420	Room N430	Room N450	Room N360	Room N320
A3:	B3:	C3:	D3:	E3:

17.15 End

19.30 Conference dinner – Sävangården (see map)

## Saturday, 10 November 2012

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09.00 Keynote

Keynote theme: Resort development

Keynote 3: Alison Gill – Pathways from Growth to Sustainability: Reflections on the development of Whistler, British Columbia, Canada

Plenary presentation: Per-Åke Nilsson, Holar University College – Twenty Years of Scientification: The Nordic Symposium for Hospitality and Tourism research 1992-2011

10.00 Coffee/tea break

10.30-12.30 Session IV

Room N420	Room N430	Room N450	Room N360	Room N320
A4:	B4:	C4:	D4:	E4:

12.30 Lunch at Corona

13.30-15.30 Session V

Room N420	Room N430	Room N450	Room N360	Room N320
A5:	B5:	C5:	D5:	E5:

15.30 Coffee/tea break

16.00-17.30 Session VI

Room N420	Room N430	Room N450	Room N360	Room N320
A6:	B6:	C6:	D6:	E6:

17.30 Closing session

17.45 End of conference

18.45 Bus departs from Vasaplan (see map)

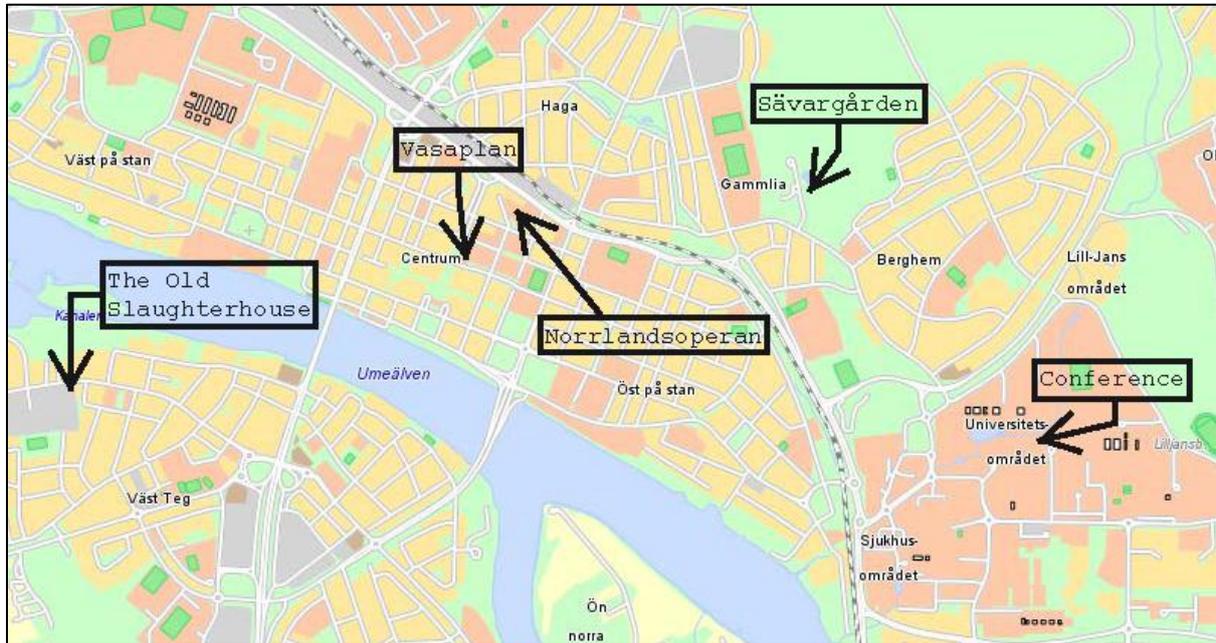
19.00 A night at the Slaughterhouse (see map)

23.00 Bus 1 departs back to city centre

00.00 Bus 2 departs back to city centre

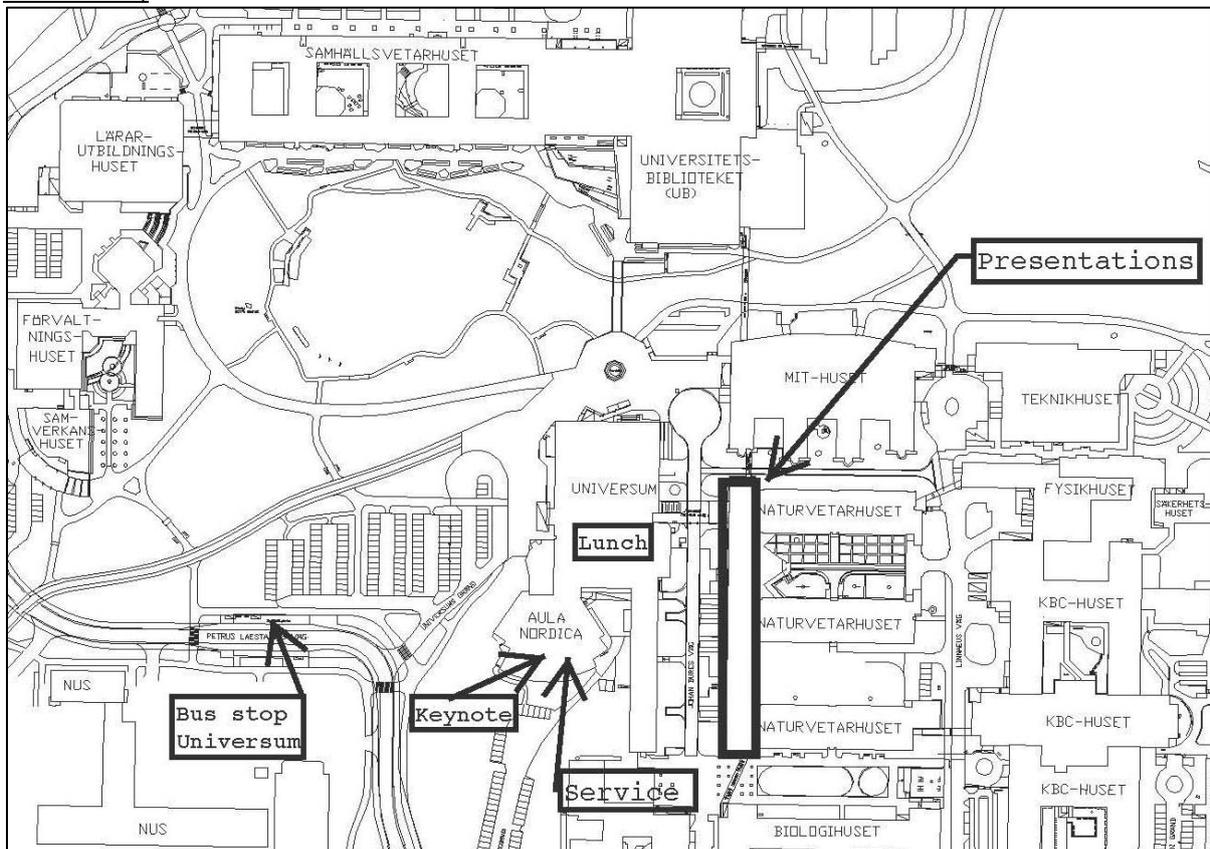
# Maps

## Umeå



The bus stop Universum is located close to Aula Nordica where Keynotes will be held, Universum where lunch will be served and Naturvetarhuset wherein presentations will be held.

## Umeå University



# Programme

## Wednesday 7 November

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PhD-seminar (Special programme to be released – start 7 November, 13.00)

## Thursday 8 November

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### 09.45 Coffee/tea break

10.15-12.15 Parallel sessions I

#### Session A1 Second home tourism and change in rural destinations

**Chair: Roger Marjavaara**

**Room: N420**

- A1.1 Leisure practices and rural space: Valuation and use of rural space among permanent residents and second home owners  
Czeslaw Adamiak & Kati Pitkänen
- A1.2 Location factors influencing spatial distribution of second homes in rural areas of Poland  
Adam Czarnecki
- A1.3 Second Generation Rural Tourism  
Agnes Brudvik Engeset & Bernard Lane
- A1.4 Service Provision Centres at Winter Tourism Destinations in the Mountain Areas of Southern Norway. A discussion of land use patterns and service provision challenges.  
Thor Flognfeldt

**Session B1 Tourism mobilities and labour market dynamics**

**Chair: Linda Lundmark**

**Room: N430**

- B1.1 Customers, workers, neighbours or friends? Negotiating social relationships in the rural lifestyle market  
Erika Andersson Cederholm
- B1.2 Mining Boom and Tourism Bust: The Changing Nature of Tourist Flows and Tourism Employment in Australia's remote mining regions.  
Doris Carson & Dean Carson
- B1.3 Tourism entrepreneurship as livelihood strategy among foreign-born people in rural Sweden. A new destination for rural areas?  
Marcus Ednarsson & Svante Karlsson
- B1.4 Service in the air. A historical perspective on hospitality development in aviation  
Jan Henrik Nilsson
- B1.5 New rural residents or working tourists? Place attachment of mobile tourism workers in Finnish Lapland and in North Norway  
Seija Tuulentie & Bente Heimtun

**Session C1 Advancing Research Methodologies for Sustaining Regional Tourism**

**Chair: Outi Rantala**

**Room: N450**

- C1.1 Urban Restructuring Policies in Consolidated Tourism Destinations: An Evolutionary Approach  
Salvador Anton Clavé & Julie Wilson
- C1.2 Approaches to measure an economic value of recreation  
Michaela Antouskova
- C1.3 Multi-dimensional Interaction between Academy and Tourism Business: A Case Study on Tourism Foresight Project  
Maria Hakkarainen, Sanna Kyyrä, Jaana Ojuva & Teija Tekoniemi-Selkälä
- C1.4 Creating shared meaning(s) in sustainable tourism: the use of semiotics  
Nadia Sorokina

**Session D1 Food and tourism: Consumption, stakeholder relations and marketing**

**Chair: Henrik Halkier and Anette Therkelsen**

**Room: N360**

- D1.1 Destination marketing and development through storytelling and local food  
Lena Mossberg & Dorthe Eide
- D1.2 Staff perceptions of effective hotel leadership  
Reidar J Mykletun & Yulia Kolesnikova
- D1.3 Delicate Destinations. Branding destinations on food - cross-sectoral processes and outcomes  
Anette Therkelsen & Henrik Halkier

- D1.4 Dimensions of food experience; local food as a tourism resource  
Peter Björk & Hannele Kauppinen-Räsänen
- D1.5 The role of the physical Environment as a driver of restaurant customers' service experiences  
Ute Walter & Bo Edvardsson

**Session E1 Panel Session - Post-Graduate Programmes in Tourism– A Critical Discussion of Disciplinary and Curricular Aspects**  
**Chair: Matthias Fuchs & Peter Fredman**  
**Room: N320**

**12.15 Lunch at Universum, University Campus**

13.15-15.15 Parallel sessions II

**Session A2 Second home tourism and change in rural destinations**  
**Chair: Dieter K. Müller**  
**Room: N420**

- A2.1 The meanings of Finnish expatriates - Holidays in Finland  
Marjo Hänninen & Soile Veijola
- A2.2 Second homes and retirement migration - the case of Germany  
Melanie Kappler
- A2.3 Does second home ownership trigger migration in later life?  
Emma Lundholm & Roger Marjavaara
- A2.4 Regional typologies of second home countryside  
Antti Rehunen, Mervi J. Hiltunen, Leena Kopperoinen, Riikka Paloniemi & Janne Rinne
- A2.5 Lifestyle investment: tailoring a lifestyle mobility package  
Ulrika Åkerlund

**Session B2 Tourism mobilities and labour market dynamics**  
**Chair: Doris Carson**  
**Room: N430**

- B2.1 Low-cost aviation and tourism dynamics in the Baltic Sea Area  
Jan Henrik Nilsson
- B2.2 What is the potential need for a mobile repairing service for E-Bikes as an ancillary service in regions in Germany with a developed bike road network?  
Tobias Gerhardt & Klaes Eringa
- B2.3 In-migration and labour markets in tourism dominated rural areas  
Maria Thulemark, Mats Lundmark & Susanna Heldt-Cassel
- B2.4 Tourism Mobilities and Cross Border Regional Innovation Systems  
Adi Weidenfeld (Peter Björk)

**Session C2 Coastal and marine tourism**

**Chair: Øystein Normann**

**Room: N450**

- C2.1 A multichannel segmentation study of Lofoten tourists  
Kåre Skallerud
- C2.2 Driving forces for sustainable destination development - a Nordic study based on maritime culture and inland sea-regions  
Anna Karin Olsson, Kristina Lindh, Leif Berndtsson & Martin Gellerstedt
- C2.3 Tourism as reembedding of coastal communities  
Carina Olufsen
- C2.4 Russian Arctic ports: problems with the development and management of tourist flows  
Albina Pashkevich

**Session D2 Advancements in Tourism and Hospitality Human Resource Research**

**Chair: Olga Gjerald & Trude Furunes**

**Room: N360**

- D2.1 Work values among young potential employees in the hospitality and tourism industries  
Åse Helene Bakkevig Dagsland & Reidar Mykletun
- D2.2 Tourism leaders in extreme contexts  
Olga Gjerald
- D2.3 The supply of nature-based tourism activities in Iceland  
Halla Hafbergdottir

**15.15 Coffee/tea break**

15.45-17.15 Parallel sessions III

**Session A3 Second home tourism and change in rural destinations**

**Chair: Kati Pitkänen**

**Room: N420**

- A3.1 The Seasonal Buzz: Knowledge Transfer in a Temporal Setting  
Roger Marjavaara & Louise Robertsson
- A3.2 Do borders matter? Norwegian and Russian second home owners? relation to their leisure places in Finland.  
Seija Tuulentie, Olga Lipkina & Kati Pitkänen
- A3.3 Foundations of Cottage Culture: Reflections on environmental impacts by cottage owners at Norman Lake, British Columbia, Canada.  
Greg Halseth
- A3.4 Second homes: curse or blessing? A review 36 years later  
Dieter K. Müller & Gijsbert Hoogendoorn

A3.5 Rural re-development in question. Second homes as a solution?  
Martin Nouza

**Session B3 Advancing Research Methodologies for Sustaining Regional Tourism**  
**Chair: Jose Carlos García-Rosell and Minni Haanpää**  
**Room: N430**

B3.1 Why stakeholders' perceptions matter in tourism sustainable development and evolution? An exploratory study using Delphi technique.  
Cinta Sanz Ibáñez & Salvador Anton Clavé

B3.2 The Measurement of the Destination Image Perception: Combining a Motivational Profile Approach with a Sketch Map Technique  
Anais Mestre Sáez & Salvador Anton Clavé

B3.3 A theme-presentation-oriented model of managed visitor attractions  
Øystein Jensen

B3.4 Why are many talking about it, but very few acting: Insights from two field experiments on tourists perception of environmental concern  
Rouven Doran & Svein Larsen

**Session C3 Planning for the 'Bust' while in the 'Boom': Economic diversification...**  
**Chair: Suzanne de la Barre**  
**Room: N450**

C3.1 "Arctic Futures; Growth in Arctic Tourism - comparing sustainability strategies"  
Merete Kvamme Fabritius & Audun Sandberg

C3.2 Defining Region: The intersection of tourism, networks and resource-based peripheries  
Rhonda Koster

C3.3 Riding the Boom: Entrepreneurs and their role in sustaining tourism development in Arctic regions during intense mining investment periods  
Suzanne de la Barre

C3.4 Different strategies in different arenas: Indigenous entrepreneurship, economic diversification and regional development  
Judith Miggelbrink & Peter Koch

C3.5 Planning for the Boom - while creating the Bust: How national sectoral organization of policy leads to a fragmented local tourism management system and community marginalization.  
Eivind Brendehaug

**Session D3 The materiality of tourist spaces: emerging destinations**  
**Chair: Katrín Anna Lund & Gunnar Þór Jóhannesson**  
**Room: N360**

D3.1 The Brand Cooperation in tourism between Lapland and Municipality of Kuusamo? discourse analysis  
Heidi Tiensuu, Sini Jäntti and Rauno Rusko

D3.2 Organizational change from three to one DMO: Challenges and opportunities in the formal decision processes

- Anneke Leenheer & Dorthe Eide
- D3.3 ¡Otra cerveza por favor!\* Sun, alcohol, sex, and sports; exploring the resilience of irresponsible seaside tourism  
Ana Maria Munar & Can Seng Ooi
- D3.4 Destination Branding and Constructing Symbolic Capital in World Heritage Sites  
Aleksandr Michelson
- D3.5 Earthly substances and narrative encounters: Poetics of making a tourism destination  
Katrín Anna Lund & Gunnar Þór Jóhannesson

**Session E3 Nature Based Tourism**  
**Chair: Peter Fredman**  
**Room: N320**

- E3.1 Mapping Nature Based Tourism Supply in Norway  
Anne Marte Eikrem, Cees Apon, Ida Grubben & Stian Stensland
- E3.2 Reciprocity in nature based tourism – how do we pay for common goods?  
Gaute Svensson
- E3.3 The use of nature in tourism: A comparative case study in Norway and Australia  
Sølvi Lyngnes & Nina Prebensen
- E3.4 Differences in norms and attitudes regarding catch and release angling by salmon angling tourists  
Stian Stensland & Øystein Aas
- E3.5 Mediating the Wildlife Tourism Experience  
Carl Cater, Brian Garrod

**17.15 End**

**19.30 Conference dinner – Sävangården (see map)**

**Saturday, 10 November 2012**

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09.00 Keynote

Keynote theme: Resort development

Keynote 3: Alison Gill – Pathways from Growth to Sustainability: Reflections on the development of Whistler, British Columbia, Canada

Plenary presentation: Per-Åke Nilsson, Holar University College – Twenty Years of Scientification: The Nordic Symposium for Hospitality and Tourism research 1992-2011

**10.00 Coffee/tea break**

10.30-12.30 Parallel sessions IV

**Session A4 Advancements in Festival Management Research**  
**Chair: Reidar Mykletun, Szilvia Gyimothy and Tommy D Andersson**  
**Room: N420**

- A4.1 Volunteering at events - motives, costs and benefits: A Peace & Love case study  
Tobias Heldt & Anna Klerby

- A4.2 CO-CREATING PLACES THROUGH EVENTS. Tourists and locals as event producers in Finnish Lapland  
José-Carlos García-Rosell, Seija Tuulentie & Minni Haanpää
- A4.3 Events in peripheral areas; Do they affect place consumption and satisfaction?  
Mikkel Ravn
- A4.4 Event Sponsorship: True Love and Necessary Evils  
Reidar J Mykletun, Päivi Anita Seland
- A4.5 When a festival goes veggie: Environmental and communication impacts of a vegetarian strategy by a music festival  
Tommy D. Andersson, Henrik Jutbring & Erik Lundberg

**Session B4 The materiality of tourist spaces: emerging destinations**  
**Chair: Katrín Anna Lund & Gunnar Þór Jóhannesson**  
**Room: N430**

- B4.1 Automobile destinations: An earthly take on modes of travel and destination development.  
Edward H. Huijbens
- B4.2 Iconic vs. flagship attractions - insight sought  
Adi Weidenfeld, Peter Björk & Yael Ram
- B4.3 Weaving with witchcraft – the making of a destination  
Gunnar Thór Jóhannesson & Guðrún Þóra Gunnarsdóttir
- B4.4 Transforming Transportation: Reuse as a Cultural Innovation Strategy on the Hostel Market  
Per Strömberg

**Session C4 Advancing Research Methodologies for Sustaining Regional Tourism**  
**Chair: Maria Hakkarainen**  
**Room: N450**

- C4.1 Applying Action research and ethnography in tourism development  
José-Carlos García-Rosell & Maria Hakkarainen
- C4.2 Reflections on qualitative research as a basis for regional tourism development in Finnish Lapland  
Minni Haanpää & Outi Rantala
- C4.3 Tourism resources and behavior insight: the missing link  
Peter Björk
- C4.4 Critical Pedagogy in Participatory Tourism Development  
Emily Höckert
- C4.5 Iceland - a hot spot for geotourism development?  
Rannveig Ólafsdóttir

**Session D4 Social media monitoring and management**  
**Chair: Lena Mossberg**  
**Room: N360**

- D4.1 Comparing social media users and non-users in rural tourism  
Juho Pesonen
- D4.2 Measuring the Performance of Social Media Marketing in Tourism and Hospitality  
Anastasia Mariussen
- D4.3 Comparative study of wellbeing tourism performance on the webpages of Finnish and Latvian national tourism organizations  
Anja Tuohino, Iveta Druva-Druvaskalne & Lelde Caune
- D4.4 Co-enacting festival Communities on Social Media  
Szilvia Gyimóthy

**Session E4 Miscellaneous**  
**Chair: Marcus Ednarsson**  
**Room: N320**

- E4.1 Preliminary Findings from the CLIVUS Project  
O. Cenk Demiroglu
- E4.2 As seen through the eyes of central management authorities: The prospects for tourism developments in Norwegian national parks  
Jan Vidar Haukeland, Odd Inge Vistad & Knut Bjørn Stokke
- E4.3 Private local co-funding of arts and culture  
Anna Klerby
- E4.4 Wind Farms and Tourism: conflict or complementary?  
Greg Dash & Carl Cater
- E4.5 Sisyphus's stroll back - leisure as condition of humanity  
Hans Wessblad

**12.30 Lunch at Corona**

13.30-15.30 Parallel sessions V

**Session A5 Aspects of Culture in Tourism**  
**Chair: Henrik Halkier**  
**Room: N420**

- A5.1 Culture tourism and value creation: An economic analysis of Vara Concert Hall and the Nordic Watercolour Museum  
John Armbrecht & Tommy D. Andersson
- A5.2 World Heritage Sites: Sustaining a Future Past  
Shevren Lai & Can Seng Ooi
- A5.3 Is tourism a threat or an opportunity for Sámi emancipation? The case of Ammarnäs, Sweden  
Fredrik Hoppstadius

- A5.4 The weight of tourism in national park discourse - a Danish case of discursive constructions  
Lulu Anne Hansen
- A5.5 Lilyhammer - Testing the impacts of the TV-products on local tourism demand.  
Hans Holmengen

**Session B5 Entrepreneurship in Tourism**  
**Chair: Erika Andersson Cederholm**  
**Room: N430**

- B5.1 Entrepreneurs in the experience-based tourist industry: their identity and the way they run their enterprises  
Randi Bredvold
- B5.2 Rural tourism - the development of knowledge bases as a prerequisite of the firm's innovation capacity  
Helene Kvarberg Tolstad, Martin Rønningen
- B5.3 Farm tourism in Dalarna - gender, entrepreneurship and rural identities  
Susanna Heldt Cassel & Katarina Pettersson
- B5.4 Are tourism firms innovative or not?  
Martin Rønningen

**Session C5 Borders, Tourism and Transnational Learning**  
**Chair: Peter Björk**  
**Room: N450**

- C5.1 An entrepreneurial perspective on cross-border tourism cooperation in peripheral regions - the case of Finnish Lapland  
Heli Ilola, José-Carlos García-Rosell, Maria Hakkarainen & Mira Koskinen
- C5.2 Cross-border regions as destinations  
Arvid Viken & Aileen Espíritu
- C5.3 Difference between locals' and second home owners' perception of New Rural Goods and Services in the World Heritage Kvarken Archipelago  
Kristina Svelds
- C5.4 The view of knowledge in rural destination development  
Kajsa G. Åberg

**Session D5 Organizing Tourism**  
**Chair: Susanna Heldt Cassel**  
**Room: N360**

- D5.1 The framework for research on collaborative tourist organizations  
Solveig Garnes
- D5.2 MICE tourism development in Swedish Lapland and the Barents Region – perspectives from tourism actors in Swedish Lapland  
Hans Gelter, Elisabeth Hellmér, Jennie Gelter

D5.3 Data needs and research structures supporting national policies in outdoor recreation and nature-based tourism  
Peter Fredman & Klas Sandell

**Session E5 Sustainable Tourism Development**  
**Chair: Jan Vidar Haukeland**  
**Room: N320**

E5.1 The Interests of Tourism Stakeholders: an approach to facilitate planning for Sustainable Tourism Development  
Erik Lundberg

E5.2 The Limits to Ecotourism and the Green Economy: Reassessing the contribution of ecotourism to the sustainability of peripheral areas  
C. Michael Hall

E5.3 Waste, tourism development and environmental justice. The waste related impacts of a community-based ecotourism project in Nicaragua.  
Maria Jose Zapata Campos

E5.4 Establishing the Connections between the Goals of Sustainable Development Creative Tourism  
Solene Prince

E5.5 Commensurability and sustainability: Triple impact assessments of a music event  
Tommy D. Andersson, Erik Lundberg

**15.30 Coffee/tea break**

16.00-17.30 Parallel sessions VI

**Session A6 Sensual dinner – enhancing customers’ meal experiences by focusing on different senses**  
**Chair: Kai Victor Hansen**  
**Room: N420**

A6.1 Sensual dinner – enhancing customers’ meal experiences by focusing on different senses  
Kai Victor Hansen & Hilde Kraggerud

A6.2 Consuming Stories: Placing Food in the Arctic Tourism Experience  
Suzanne de la Barre & Patrick Brouder

**Session B6 Safety in Tourism**  
**Chair: C. Michael Hall**  
**Room: N430**

B6.1 Intercultural Communication and Customer Safety in Tourism  
Niina Syrjälä, Pekka Iivari, Sisko Häikiö & Ulla Kangasniemi

B6.2 July 22: Effects of the Utøya and Oslo terror on tourists’ risk judgments - some preliminary findings  
Svein Larsen, Katharina Wolff & Rouven Doran

**Session C6 NORTHORS BOARD MEETING**

**Chair:**

**Room: N450**

**Session D6 Education and Knowledge in Tourism**

**Chair: Hans Holmengen**

**Room: N360**

D6.1 Faculty Members' Perceptions of Entrepreneurship in Norwegian Hospitality Education  
Mona Anita K. Olsen

D6.2 Presence of sustainable, intercultural, and experiential guiding issues in European  
tourist guide training?  
Ester Pereira & Reidar J. Mykletun

**Session E6 Coastal and marine tourism**

**Chair: Albina Pashkevich**

**Room: N320**

E6.1 Professionalization through cooperation - cross-scale quality development via  
Norwegian cruise operations  
Trude Borch & Magnar Forbord

E6.2 Revitalizing tourism places  
Christer Foghagen

E6.3 Modelling attraction visitor numbers in the Danish provinces  
Carl Marcussen

E6.4 Whale-watching tourists in Northern Norway  
Øystein Normann

**17.30 Closing session – NORTHORS annual meeting**

**17.45 End of conference**

18.45 Bus departs from Vasaplan (see map)

19.00 A night at the Slaughterhouse (see map)

23.00 Bus 1 departs back to city centre

00.00 Bus 2 departs back to city centre

<b>Day &amp; time</b>	<b>Session A (N420)</b>	<b>Session B (N430)</b>	<b>Session C (N450)</b>	<b>Session D (N360)</b>	<b>Session E (N320)</b>
Friday, 9 <sup>th</sup> 10.15-12.15 Parallel sessions I	Session A1 Second home tourism and change in rural destinations	Session B1 Tourism mobilities and labour market dynamics	Session C1 Advancing Research Methodologies for Sustaining Regional Tourism	Session D1 Food and tourism: Consumption, stakeholder relations and marketing	Panel Session E1 Post-Graduate Programmes in Tourism – A Critical Discussion of Disciplinary and Curricular Aspects
Friday, 9 <sup>th</sup> 13.15-15.15 Parallel sessions II	Session A2 Second home tourism and change in rural destinations	Session B2 Tourism mobilities and labour market dynamics	Session C2 Coastal and marine tourism	Session D2 Advancements in Tourism and Hospitality Human Resource Research	Session E2
Friday, 9 <sup>th</sup> 15.45-17.15 Parallel sessions III	Session A3 Second home tourism and change in rural destinations	Session B3 Advancing Research Methodologies for Sustaining Regional Tourism	Session C3 Planning for the 'Bust' while in the 'Boom': Economic diversification...	Session D3 The materiality of tourist spaces: emerging destinations	Session E3 Nature Based Tourism
Saturday 10 <sup>th</sup> 10.30-12.30 Parallel sessions IV	Session A4 Advancements in Festival Management Research	Session B4 The materiality of tourist spaces: emerging destinations	Session C4 Advancing Research Methodologies for Sustaining Regional Tourism	Session D4 Social media monitoring and management	Session E4 Miscellaneous
Saturday 10 <sup>th</sup> 13.30-15.30 Parallel sessions V	Session A5 Aspects of Culture in Tourism	Session B5 Entrepreneurship in Tourism	Session C5 Borders, tourism and transnational learning	Session D5 Organizing Tourism	Session E5 Sustainable tourism development
Saturday 10 <sup>th</sup> 16.00-17.30 Parallel sessions VI	Session A6 Sensual dinner – enhancing customers' meal experiences by focusing on different	Session B6 Safety in Tourism	Session C6 NORTHOR Board Meeting	Session D6 Education and knowledge in tourism	Session E6 Coastal and marine tourism

## **Keynote Presentations**

## **Keynote 1: European Capital of Culture**

### **Stavanger 2008 – experiences from a year as European Capital of Culture**

**Reidar Mykletun**

*Norwegian School of Hotel Management, University of Stavanger, Stavanger, Norway*

In 1985 the European Union established the European Capital of Culture, at the outset called European City of Culture, and abbreviated ECOC. It was intended as a series of cultural mega event to assist in bringing people of the member states closer together. Hence it deserved the title: “Europe’s most ambitious collaborative project both in scope and scale” (EU, 2009). It continues until 2019. Increased participation in cultural activities and consumption has been a dominating goal for most events to date. Moreover, new dimensions have been added, like growing and expanding the local audience and social cohesion / community development. Mobilisation and participation of large sections of the population, lasting beyond the actual event year, are also intended, as is the development of interest both in the event region but also abroad. These high-level goals were compatible with on tourism development, at least as a side effect.

In 2002 Stavanger in Norway applied to the European Union to host this cultural mega event for 2008, and they succeeded with their application. The other ECOC in 2008 was Liverpool. While the latter based their event bid on economical re-generation, Stavanger’s bid focused firmly on culture. They emphasised cultural openness and transparency, promised to mobilise the population so as raise participation from large sections of the population, and contribute to a larger cultural diversification.

A research project followed the event; however, tourism focus was not explicitly included. The research concludes that participation levels were generally high, and only small, if any differences in participation rates were found across gender, age groups, level of education, and income levels. Differences are shown for cultural interests and participation of “high-brow” activities (Fitjar et al., 2011). Moreover; the larger and most institutionalised producers of culture gained most from the event, and only one fifth of all the regional cultural institutions, centres, or artists were actually involved in the production of the mega event. Establishing of national and especially international networks and increased bases for cultural innovation was the most pronounced outcome for the cultural establishments involved. Lasting effects have been observed, and support programs developed to sustain them.

Obviously the cultural event itself brought performers and audience to Stavanger, thus increasing tourism under the event year. Although we lack precise insights in the volume of tourism created by the mega event itself, it did contribute to the image of Stavanger and to its capacities to produce cultural events that future tourism may “vegetate” on and stimulate for future developments. Consequently, the tourism sector has benefited from the ECOC, and will do so in the future.

## **Keynote 2: Tourism and Regional Development**

### **Tourism and Regional Development**

**Jarkko Saarinen**

*Department of Geography, University of Oulu*

Introducing and promoting tourism for regional development and the impacts of tourism for regional economies have been core issues in tourism studies for a long period of time. The tourism industry is still increasingly conceived as a viable tool for regional development and many governments and various regional development agencies are supporting the industry by planning and constructing tourism infrastructures for purposes of catalyzing regional development. Especially in peripheral areas the promotion of tourism has been regarded as highly beneficial for the goals of regional development. Emphasis on sustainability in tourism has further highlighted the role of tourism as a viable 'soft' tool for using regional resources for development. However, due to intensification of globalization, neo-liberalization of regional policies, high mobility and creation of 'global regions', among other issues, the traditional approaches in tourism and regional development nexus have become partially challenged. In addition, the processes linking development, sustainability and climate change are currently influencing the tourism and regional development discourses.

This presentation aims to overview the basic approaches and issues in tourism and regional development nexus. The paper is interested in the underlying development thinking in tourism studies and how regions and destinations as 'developmental units' are understood: what it is we aim to develop and how we tend to measure it. In addition, the aim is to identify connections and misconnections between current regional development thinking and conceptualizations in tourism research and 'hard core' regional studies. While tourism is clearly underrepresented in general regional development discourses, the tourism studies focus has also its limitations. However, the strong emphasis of tourism as a tool for regional development in peripheries questions the potential of studying 'latte-sipping creatives', for example, as a route to successful regional development and innovations in future.

Keywords: Regional development, regional economy, growth, sustainability, global regions

## **Plenary Presentation: Tourism and Regional Development**

### **Västerbotten welcomes European guests**

#### **Annika Sandström**

*Project leader, Västerbotten Tourist Board*

Västerbotten Tourist Board is a regional tourist board working to create opportunities for the tourism industry to grow in our county. We are a part of Region Västerbotten, an organization focused on development and growth.

Our mission is to enable and encourage tourism companies and destinations to develop. Our main areas are service and product development, national and international marketing and also to analyze tourism statistics and tourism trends.

Since 2007 charter flights from Switzerland and Germany fly in to Umeå every summer. We cooperate with Visit Sweden and a number of travel agents in Switzerland and Germany to develop this market.

We have explored the conditions for expansion to an international market and from that we have focused on a few areas of sustainable development for the tourism companies that include service training, product development and marketing skills.

The results so far include three separate direct flights from Europe with feeder flights from 8 countries, product and destination marketing in Europe by 'our' travel agents and more than 7 000 guest nights to Västerbotten over 8 summer weeks.

## **Keynote 3: Resort Development**

### **Pathways from Growth to Sustainability: Reflections on the development of Whistler, British Columbia, Canada**

**Alison M. Gill**

*Department of Geography, Simon Fraser University, Vancouver, British Columbia, Canada*

Whistler is a very successful comprehensively planned, four-season mountain resort, north of Vancouver, British Columbia that was initially conceived as a tool for regional economic development. My intent is not to give a comprehensive chronological history of Whistler's development but rather, by focusing on core concepts, highlight aspects that may be relevant to the development of other tourism destinations. In tracing Whistler's development path I first reflect on key growth concepts relating to resort planning and design; growth management approaches; and path dependency. I then consider issues of innovation and policy transfer as new paths to sustainability are being created through such mechanisms as the Natural Step approach and a new governance approach based on principles of sustainability. In turn, the "Whistler model" is now being transferred to other newly designated resort communities in British Columbia as an agent of regional development.

## **Plenary Presentation: Resort Development**

### **Twenty Years Of Scientification: The Nordic Symposium for Hospitality and Tourism research 1992-2011**

**Per Åke Nilsson**

*Hólar University College, Hólar, Iceland*

Since tourism has become a global economic force, tourism studies have also become important and have gradually been regarded as an academic subject within different disciplines. This reveals a need for a scientification process of the studies with recognized theory, definitions and methodology.

This paper covers the history of the hitherto 20 Nordic symposia for tourism and hospitality research. It shows how the symposia have facilitated this scientification process and helped to move tourism research from small centres and university colleges to the big recognized universities and business schools. They have established a meeting point where informal networks have grown and thereby spread research knowledge and thereby established a scientification process.

Keywords: tourism research, scientification, informal networks, Nordic context, symposium.

**Panel session / Workshop**

## **Post-Graduate Programmes in Tourism– A Critical Discussion of Disciplinary and Curricular Aspects**

**Session organizers: Professor Matthias Fuchs ([matthias.fuchs@miun.se](mailto:matthias.fuchs@miun.se)); Professor Peter Fredman ([peter.fredman@miun.se](mailto:peter.fredman@miun.se)) and Professor Dimitri Ioannides ([dimitri.ioannides@miun.se](mailto:dimitri.ioannides@miun.se)).**

*The European Tourism Research Institute (ETOUR), Mid-Sweden University, 831 25 Östersund, Sweden.*

In recent years, a boom of recently established PhD programmes in the field of tourism has been observed internationally. Topics typically covered are *destination management & strategic planning, operations at tourism organisations, organisation studies, responsible tourism, outdoor recreation and special-interest tourism*. The aim of this panel workshop at the 21<sup>st</sup> Nordic Symposium in Tourism and Hospitality Research is to critically discuss major challenges and needs in curriculum development of PhD programmes in tourism *vis-à-vis* industry needs and ongoing academic debates on tourism disciplinarity and paradigmatic alignment. The recently established PhD programme in Tourism Studies at Mid-Sweden University will be taken as a point of departure for the session. In addition to discussing practical issues such as curriculum design, panellists will grapple with issues such as the pedagogy of a doctoral degree in tourism, the rhetoric of tourism studies, and the overriding problem that an interdisciplinary program may find in establishing a presence in academe. The expected outcome of the panel workshop is a set of pedagogical design principles for post-graduate programmes in tourism, based on a synthesis of disciplinary constraints and societal requirements.

## **Abstracts**

**Session: Second home tourism and change in rural destinations**

**Leisure practices and rural space: Valuation and use of rural space among permanent residents and second home owners**

**Czeslaw Adamiak<sup>1</sup>, Kati Pitkänen<sup>2</sup>**

*<sup>1</sup>Nicolaus Copernicus University, Toruń, Poland, <sup>2</sup>Umeå University, Umeå, Sweden*

This article investigates female entrepreneurship within experience industries in the Swedish municipalities Degerfors and Gotland. Nine businesswomen and eight practitioners have been interviewed. The women go into business as a result of their eagerness to experience the process of running a business by them. They come armed with concepts and ideas they wish to develop in the form of an experience-oriented business, or through which they search for new meaning or pursue a new lifestyle. The obstacles and opportunities that the women encounter in the two investigated regions have much to do with the different business climates and also, to a certain degree, their natural preconditions. This in turn affects local labour markets and the chances women have of obtaining gainful employment. The general business climate in Gotland is much better than in Degerfors, and women in Gotland have access to numerous organisations, associations and societies.

Keywords: second home owners, locals/permanent residents, rural leisure activities

## **Commensurability and sustainability: Triple impact assessments of a music event**

**Tommy D. Andersson, Erik Lundberg**

*University of Gothenburg, Gothenburg, Sweden*

Impacts of a music festival may appear in many forms and research in the area of impact assessments is at present developing wider perspectives rather than being limited to economic impact assessments. Concepts like social and cultural capital, environmental care, "footprint analysis" and "triple bottom line" are now appropriate.

The purpose of this article is first to discuss impacts of a music festival in terms of economic, socio-cultural, and environmental impacts and second, to develop a model to measure impacts with a common measurement unit to achieve commensurability in assessments of sustainability. Finally, the measurement model is critically examined and discussed with a particular focus on measurement issues and implications for further research.

The results illustrate the possibility of producing an impact analysis with a sustainability perspective and in a uniform metric. Social-cultural impacts carry weight as economic impacts do whereas ecological impacts have little importance for the final result. This illustrates that low market values of emission rights makes environmental concerns negligible in an economic perspective.

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**Session: Advancements in Festival Management Research**

**When a festival goes veggie: Environmental and communication impacts of a vegetarian strategy by a music festival**

**Tommy D. Andersson, Henrik Jutbring, Erik Lundberg**

*School of Business, Economics and Law at University of Gothenburg, Gothenburg, Sweden*

The aim of the study is first to describe and discuss an innovative strategy to reduce the environmental impact. The strategy of allowing only vegetarian food in the festival area was pursued by a music festival. A second aim is to assess the reduction in environmental impact of the festival from the vegetarian food strategy. A third aim is to discuss the effects of the vegetarian strategy for the festival in terms of branding and communication impacts.

An analysis of the environmental impact of the vegetarian strategy indicates a remarkable drop in terms of global hectares as well as in tons of carbon dioxide equivalents. For the festival, the vegetarian strategy proved to be extremely successful in terms of media attention and an enhanced “green” image of the festival. The reduction of environmental impact is large enough to recommend the strategic innovation to other festivals aiming for reduced environmental impacts as well as an enhanced “green” image.

**Session: Tourism mobilities and labour market dynamics**

## **Customers, workers, neighbors or friends? Negotiating social relationships in the rural lifestyle market**

**Erika Andersson Cederholm**

*Lund University, Lund, Sweden*

The paper discusses boundaries between personal and professional relationships, and the relationship between mobilities and moorings among Swedish rural entrepreneurs in the tourism and hospitality businesses. The paper builds on a study of small lifestyle-oriented service businesses such as B&B's and horse-farms, focusing on the entrepreneurs' narratives of work, life, family, community, and mobility versus non-mobility. Included in the study are both so called lifestyle migrants and entrepreneurs who by tradition are rooted in the local community. Through the notion of boundary negotiation between home and work, personal lifestyle and business, the paper discusses how boundaries between family, friendship and professional relationships (with customers/guests and employees/volunteers) are both blurred and demarcated. In particular, the paper discusses notions of mobility in relation to both lifestyle and business, as well as temporal aspects of social relationships, such as notions of stewardship, old and new relationships, and experiences and practices of endurance and evanescence.

Keywords: lifestyle entrepreneurship, service relationships, boundary work, mobility, endurance

## **Urban Restructuring Policies in Consolidated Tourism Destinations: An Evolutionary Approach**

**Salvador Anton Clavé, Julie Wilson**

*Rovira i Virgili University, Tarragona, Spain*

The Southern European coastline (and in particular that of the Spanish Mediterranean), has undergone profound changes during the last 50 years which have been accelerated, intensified and consolidated as of the 1980s. These developments are characterised by changes in the production systems towards a predominantly service economy. However, recent Spanish tourism dynamics indicate that, since reaching maturity, coastal tourism destinations have evolved considerably during the last decade in many different ways. In response to these trends at destination level, reactive processes of adaptation and improvement have emerged, generating innovative dynamics associated with the progressive incorporation of - in some cases emerging and in others already more consolidated - specific products and situations of transition in which the 'touristic' can give way to the 'urban' and 'metropolitan' via the creation of new economic pathways out of a dependency such as tourism. Taking an evolutionary approach, we focus on the case of Vila-seca, on Catalonia's Costa Daurada, by examining the evolution of the tourism restructuring process via a chronology of events and the impacts of the various strategies that have been implemented. We consider some fundamental questions from the perspective of the evolution of consolidated coastal tourist destinations in terms of transforming the current model of tourism, improving destination competitiveness and the performance of firms located there. All of the above represents a fundamental axis of political intervention, in terms of the development of a specific, functional and urban (rather than solely tourism) model. As such, we conclude that rather than opting for political short-termism, the success of the destination reinvention process in this case is due to having correctly designed the long-term urban transformation model specifically with the destination's characteristics in mind.

Keywords: Tourism development, urban restructuring policy, evolutionary economic geography

## **Session: Advancing Research Methodologies for Sustaining Regional Tourism**

### **Approaches to measure an economic value of recreation**

**Michaela Antouskova**

*Czech University of Life Sciences, Prague, the Czech Republic*

The knowledge of economic value of recreation is important for sustainable planning of every destination. Besides analysing the tourists' expenditures in the destination, the indirect economic value using contingent valuation methods is commonly used. The proposed contribution focuses on measuring indirect economic value by using willingness to pay. It aims to compare different types of elicitation format, and their influence on final interpretation of indirect economic value of recreation.

Keywords: willingness to pay, consumer surplus, recreation, logistic regression

## **Culture tourism and value creation: An economic analysis of Vara Concert Hall and the Nordic Watercolour Museum**

**John Armbrecht, Tommy D. Andersson**

*University of Gothenburg, Gothenburg, Sweden*

This study adopts an economic approach in which the cost of utilised resources has to be set against the value of what is created. Cultural policy and cultural tourism usually entails a careful assessment of costs and financial needs, but lack an understanding of the economic value created by culture. The principal argument is therefore that rational cultural tourism is not feasible without a better knowledge of the economic value created by culture.

The aim of this study is to use and develop economic methods to measure the value created by Vara Concert Hall and the Nordic Watercolour Museum. These methods distinguish between, on the one hand, use value experienced by a visitor and, on the other, non-use value from which all of society benefits, disregarding whether they actually visit the cultural institution. The valuations are based on surveys of visitors and a random selection of the population.

The study is based on more than 1900 interviews. The results show that use value dominates at the municipal level. The most important non-use value is bequest value, i.e. the willingness to pay for future generations' opportunities to grow up in a society with culture. Although use value dominates the municipal calculation, most use value goes to visitors from surrounding municipalities.

At regional level, non-use value dominates through bequest value and option value. The regional economic value of these cultural institutions is substantially greater than the financial resources invested in running them. There is no statistically significant difference between the values created by the two cultural institutions. The study shows that there is a balance between municipal value creation and municipal funding. At regional level, on the other hand, inhabitants' valuation and willingness-to-pay for culture are substantially greater than the sum of municipal and regional cultural support.

## **Dimensions of food experience; local food as a tourism resource**

**Peter Björk, Hannele Kauppinen-Räsänen**

*Hanken School of Economics, Vaasa, Finland*

Nature and culture are most often discussed as reasons for tourists to traveling to peripheral destinations. Therefore, it is most important that these multidimensional concepts are thoroughly explored. Culture, for example, unfold into dimensions; architecture, design, household articles, histories, stories, myths, rites and behavior, not to forget, food and eating traditions. The influence of food and food experiences on tourist satisfaction have been repetitively documented as important in previous studies. Still, an unanswered question is what influences food experiences on a destination? The aim of this study was to explore eating and food experiences by using a quantitative research approach. The focus was on detecting what dimensions these experiences hold. We asked people in the process of planning their next leisure trip, by the means of a survey, how important seventeen items were for eating and food experiences on a destination. We conclude, based on an explorative factor analysis applying Varimax rotation, that eating and food experiences consist of three dimensions; the food, the eating process, and the atmosphere. These are findings which can be linked to the theory of service quality and service-scape discussed in the paper.

Keywords: Food experience, local food, perceived quality, destination development

## **Tourism resources and behavior insight, the missing link**

**Peter Björk**

*Hanken School of Economics, Vaasa, Finland*

We argue in this paper for a more accurate customer oriented analysis of nature and culture resources, and an extended focus on tourists' behavior. Insight in tourists' resource deployment on a destination is deemed crucial for regional tourism development. Therefore, we claim that there is an urgent need to tighten up the discussion of nature and cultural resources as tourism resources, and make a distinction between these two. Furthermore, the links between resources, behavior and tourist satisfaction have to be monitored as causal relationships on an individual level. Few researchers have critically assessed the usefulness of visitor surveys in the context of destination development. The aim of this study is to explore how nature and culture, two strong motives for visiting peripheral areas, are measured in empirical studies, and how visitor surveys are deployed in the context of destination development. This is done by analyzing information collected by the means of visitor surveys, and discussing how survey information is integrated in the tourism development processes. Central tourism actors responsible for tourism development in the region of Vaasa, Finland were approached. A qualitative research approach was applied and the data was collected by the means of personal interviews in May 2012.

Keywords: Destination development, visitor surveys, strategic tourism planning

## **Professionalization through cooperation - cross-scale quality development via Norwegian cruise operations**

**Trude Borch<sup>1</sup>, Magnar Forbord<sup>2</sup>**

*<sup>1</sup>Nofima, Norway, <sup>2</sup>Norwegian Centre for Rural Research, Trondheim, Norway*

Tourism is often presented as ‘the last resort’ for rural communities in coastal areas that experience employment and settlement decline due to restructuring of primary industries. However, due to long distances to central tourism markets and less access to competence and capital, coastal tourism development in rural areas is often small-scale with tourism enterprises struggling to obtain volume in their operations. From this situation follows low profitability and few resources to invest in infrastructure, competence and product quality. For small scale tourism enterprises cooperation with larger tourism operators can be one solution to this challenge. In this paper we use the cruise operator ‘Hurtigruten’ in Norway as a case study to illuminate the role that cross-scale cooperation can play in building competence, quality and profitability in small tourism enterprises. When ‘Hurtigruten’ offer their cruise guests a range of land-based activities they do this through utilizing other tourism enterprises as sub-contractors. As ‘Hurtigruten’ is a highly professional tourism enterprise, this cross-scale cooperation does not only result in more experience options for the travellers with ‘Hurtigruten’ and more customers to the land based enterprises. Through a rigid quality-assurance program in ‘Hurtigruten’ this cooperation also build competence and enhances professionalization in the small enterprises.

Keywords: tourism cooperation, cruise tourism, land-based experience providers, quality assurance, Hurtigruten, Norway

## **Session: Entrepreneurship in Tourism**

# **Entrepreneurs in the experience-based tourist industry: their identity and the way they run their enterprises**

**Randi Bredvold**

*Lillehammer University College, Lillehammer, Norway*

Although the concept of an experiential economy appeared at the end of the 1990s, the production of experiences has a long tradition in the tourist industry. Norwegian tourism has faced an uphill struggle for several decades, which worries both the authorities and the industry itself. In recent decades the focus has been directed more and more on the dimension of experience. One hopes that the creation of new and attractive adventures will help to reverse the negative trend in the industry. Effecting this reversal places a heavy responsibility on the entrepreneurs since they are to be the driving force in this process. Tourist adventures have been one of several core themes within the field of research in tourism for decades, but this focus has mainly been on the perspective of the consumer. In contrast, this study concentrates on the producers, a group about whom we know much less. The purpose for this research work is to learn more about these entrepreneurs and with a narrative approach, they will give answer to the question; Who am I who establishes my own experience-enterprise? I have chosen an identity study in which the entrepreneurs were invited to tell about their life journey to establish an enterprise. Through telling about their life, the entrepreneurs create stories, which both reveal how they feel about themselves and who they wish to be. Who I am & my identities - are created contextually; therefore, the stories will also reflect the cultural context of which they are part. The analysis of the entrepreneur's life stories point out a connection between the way they understand them self (ontological positions) and their condition to creating and offering experience, and their way to run the enterprise.

Keywords: Entrepreneur, experience-based tourist industry, life story, identity, way to run the enterprise

**Planning for the Boom - while creating the Bust: How national sectoral organisation of policy leads to a fragmented local tourism management system and community marginalisation.**

**Eivind Brendehaug**

*Western Norway Research Institute, Sogndal, Norway*

Community planning tries to overcome the governance challenges involving natural and human systems by taking a holistic management approach, but do not always fully succeed. This is because the management model applied in most cases is based on administrative borders and the sectoral organisation of society. The research question in this paper is how organizational and management model influences the governance of tourism, and in turn the consequences for the local community. The study is based on data from a tourism destination in the fjords of Norway, Aurland municipality, with large scale tourism traffic. The findings show that the local optimistic view of tourism development has turned into critique of the mass tourism approach. One explanation is that the different resource regimes, on land and on sea areas, creates a very different framework for local tourism development. While the local people living along the fjord have limited possibilities to construct tourism facilities on land, the national and international commercial ship companies have free access into the heart of the fjord area. The challenge for integrated management derives not only from common lack of coordination between different levels and sectors of management, but even more from the way in which the national sectoral model of policy pervades the municipality organisation and tourism management model at the local level.

Keywords: Destination tourism development, fragmentation, marginalisation

**Mining Boom and Tourism Bust: The Changing Nature of Tourist Flows and Tourism Employment in Australia's remote mining regions.**

**Doris Carson<sup>1</sup>, Dean Carson<sup>2</sup>**

*<sup>1</sup>University of South Australia, Adelaide, Australia, <sup>2</sup>Flinders University, Adelaide, Australia*

Mining and tourism are both important private sector economies in remote 'Outback' Australia. However, the recent increase in mining activity has raised a number of concerns about the potential negative impacts on tourism in remote areas. These include concerns about growing competition for land, infrastructure and labour, as well as claims of 'crowding-out' of traditional tourist markets caused by an influx of temporary mining workers. While there is evidence that leisure tourism to Outback Australia has continuously declined since the start of the mining boom in the mid-2000s, very little is currently known about how this phenomenon has impacted on tourism employment. This paper discusses the impact of the recent mining boom on tourism and hospitality labour trends in Outback Australia. The research analyses Australian census data (2006-2011) to identify if mining and tourism compete for labour in remote areas or if there are particular labour synergies that both industries can take advantage of. Specifically, the study examines the extent to which the mining boom has 1) replaced or created new tourism jobs in Outback Australia; 2) affected tourism salaries in remote areas; and 3) changed geo-spatial patterns of labour mobility in the tourism sector.

Keywords: mining boom, tourism labour mobility, remote tourism, Outback

## **Location factors influencing spatial distribution of second homes in rural areas of Poland**

**Adam Czarnecki**

*Karelian Institute, University of Eastern Finland, Joensuu, Finland*

In recent years, the second homes phenomenon has gained increasing popularity in Poland. Inconveniences of urban life, consequences of dense population, existing industry, intense motor traffic, criminality etc. make people need to reside and rest in different conditions, in the environment that is free from many problems of every-day urban life and in the close contact with nature. Strong growth dynamics of second homes were observed particularly in the 90's and in the early 2000's during the so-called housing boom in the country (before the economic crisis). With regard to spatial and sustainable development policies for rural areas, questions of second homes location and concentration are of particular importance. Numerous studies and research have shown differential impact of the second homes phenomenon, in terms of scale and character, on various developmental aspects of Polish rural space: local society, local economy and natural environment. Pointing out the key-drivers can create substantial opportunity to moderate impact of the second homes phenomenon on rural areas. Thus, its positive effects could be strengthened, while its downsides could be avoided or at least mitigated. In this study, an attempt to identify main determinants of second homes location was undertaken. In order to achieve this objective, factorial analysis method was applied as the most suitable approach to examine the real impact of numerous various factors on spatial distribution of second homes. More than twenty variables were taken into consideration, describing different aspects of rural space, i.e. physical landscape and natural environment; demographic - population density, changes in population size and in demographic structures; functional - functional types; agriculture - predominant type of farming, farm size structure; spatial and time accessibility - distance to (large) urban centres and work commuting; infrastructural equipment and access to the services and facilities.

Keywords: Second homes, location factors, spatial distribution, rural areas

## **Work values among young potential employees in the hospitality and tourism industries**

**Åse Helene Bakkevig Dagsland, Reidar Mykletun**

*University of Stavanger, NHS, Stavanger, Norway*

This paper presents research on work values among Norwegian 16 year old students facing choices among different streams in higher education, among these, also streams leading to apprenticeships in the hotel and restaurant industries. Data were collected by means of questionnaires filled in during school hours in 2002 and 2011 (n=1863 and 1842, respectively). These data show a clear difference in potential interest in work in the hospitality and tourism industries between the two samples, the latter being (significantly) less interested. Work values were measured by 18 items. Comparisons between the value structures of the two samples were first made by factor analysis (Maximum likelihood, Varimax rotation). Six factors appeared in both samples, however the amount of explained variance was low (38 % and 36 %, respectively), and the factor structures showed moderate cross sample similarities. Work values were then compared on the 18 items by mean-values, showing cross sample work value stability. Values weighted high/low on the item-level were quite similar in the two samples. The five work values showing the highest means were correlated with interest in different work positions in the hospitality and tourism industries and showed only low and scattered significant correlations. Hence it was concluded that this age group holds values that seems to be stable over time, but the relationships between the values are only vaguely set. The work values further have only low and scattered significant correlations to interest in work positions in the hospitality and tourism industries, which might indicate that the age group still is doubtful about future work; or that they do not find these positions to be in accordance with their work value preferences.

Keywords: work values, potential workforce, hospitality, tourism, Norwegian

**Session: Miscellaneous**

## **Wind Farms and Tourism: conflict or complementary?**

**Greg Dash, Carl Cater**

*Aberystwyth University, Aberystwyth, United Kingdom*

In Wales, the landscape is the second most quoted reason for visiting. This has led to concern that the recently proposed renewable energy developments will have a significant impact on the visitor economy. This represents a major resource of the area - in Ceredigion alone, a third of individuals are employed by the tourism industry. Some initial research in this area has been undertaken for the Wales Tourist Board (NFO WorldGroup, 2003) with 33% of participants in this study stating that wind farms will spoil the scenery and landscape. Despite this, research has highlighted the potential for wind turbines to be linked with historic wind mills, developing a strategic continuum with the past (Frantál and Kunc, 2011) and creating an opportunity for a perceived reestablished material connection to the energy we use (Pasqualetti, 2000). The initial phase of study will begin this summer with semi-structured qualitative interviews conducted with tourists. This pilot study will also include the opportunity to include some research techniques utilising computer-generated images and potentially some innovative use of tablet computers should the funding permit. The paper to be presented will discuss some the results of the initial study and the environmental policy background to the research.

Keywords: Wind Energy, Renewable Energy, Tourism, Wales, Climate, Ecotourism

## **Riding the Boom: Entrepreneurs and their role in sustaining tourism development in Arctic regions during intense mining investment periods**

**Suzanne de la Barre**

*Vancouver Island University, Nanaimo, Canada*

The growing demand for natural resources and rising prices for raw materials have brought about a renewed interest in mineral assets across the circumpolar north, including northern Sweden (Müller & Pettersson, 2008). In the northern Sweden context, "Europe's strongest mining region" squares off with the tourism oriented pleasure periphery commonly referred to as "Europe's last wilderness." Alongside natural resource extraction sectors, tourism also is widely advanced as a means for regional and community economic development in peripheral regions (Brown & Hall, 2000; Sahlberg, 2001; Müller, 2011; Müller & Jansson, 2007). Numerous challenges have been identified that impede tourism's ability to be used as an economic development tool. These include a lack of or underdeveloped tourism infrastructure and amenities, seasonality, and a shortage of skilled human resources. As a result, only well considered tourism development is likely to deliver regional economic development goals, especially if these also aim to contribute to community benefits that incorporate socio-cultural, economic and environmental criteria leading to sustainable development. In the context of recent interest and investment in mining in Norrbotten (a province in northern Sweden), understanding the role of entrepreneurs and tourism related support organizations is crucial for planning and sustaining innovative tourism development. This presentation will examine preliminary results from interviews and a survey conducted with tourism entrepreneurs in 2011 and 2012. Exploring factors that lead to sustaining interest on tourism development during a mining boom will reveal how different economic sectors influence one another in the context of broadly defined regional and community development goals; for instance, collaborations that contributes to community infrastructure which can be used by residents and tourists alike, or that increase social and cultural capital (Karlsson, 2005). Investigating tourism development processes during a mining boom will also provide insight into the nature of a region's commitment and ability to fulfill promises for economic diversification.

Keywords: Community Economic Development, Entrepreneurs, Mining, Northern Sweden, Place-based, Tourism Development

**Session: Sensual dinner – enhancing customers’ meal experiences by focusing on different senses**

## **Consuming Stories: Placing Food in the Arctic Tourism Experience**

**Suzanne de la Barre<sup>1</sup>, Patrick Brouder<sup>2</sup>**

*<sup>1</sup>Vancouver Island University, Nanaimo, Canada, <sup>2</sup>Umeå University, Umeå, Sweden*

The Circumpolar North holds an increasing allure for travellers; this attraction combines romantic perceptions of “wilderness” with the Indigenous and frontier cultures found there. Following culinary and food tourism trends developing around the world, the unique attributes of the circumpolar cupboard are increasingly promoted and used to enhance the appeal of northern destinations. The slow and local food movements are having a significant impact on the way Arctic foods are considered and presented, especially for the purposes of tourism. As part of this positioning, food tourism is embracing the rich storytelling traditions of circumpolar peoples, both the indigenous people who have always lived with the land, as well as more recent newcomers who have made “the North” their home. This presentation examines emerging food trends and their impact on tourism in the Circumpolar North. The growing importance of food and its relationship to land-based traditions and activities in the tourism experiences offered in northern Canada and Sweden is evaluated. We employ textual methods to analyse the way northern foods and food related traditions are used to position polar tourism in the global marketplace and to illustrate how food experiences are embedded in tourism promotion. In addition, we examine the unique challenges posed by this complex tourism development environment including challenges encountered in developing tourism in peripheral areas generally, as well as those that relate specifically to food tourism. Climate change, as an on-going process that will continue to impact both tourism and food security, is also considered. Results underline the way food and culinary tourism trends impact the Circumpolar North and highlight how, in the North, consuming food is also about consuming stories.

## **Preliminary Findings from the CLIVUS Project**

### **O. Cenk Demiroglu**

*Western Norway Research Institute, Sogndal, Norway*

The tempo-spatial shrinkage of snow cover along the past decades has shortened the ski tourism season at many locations, while most mountain glaciers, which are the true natural resources for summer skiing tourism in Norway and worldwide, have also got smaller. The results presented and discussed at the symposium are obtained from physical and socioeconomic analyses of summer ski centres in Norway: ‘Galdhøpiggen’, on Juvbreen by Jotunheimen National Park, ‘Stryn’ on Tystigbreen just north of Jostedalbreen National Park and, ‘Folgefonna’ by the namesake glacier and national park. The research on climate change and summer skiing industry, as well as the use of glaciers for summer skiing, is a relatively new phenomenon, despite the numerous studies on winter tourism and climate change. In the CLIVUS (Climate Change Vulnerability of Summer Ski Centres in Norway) project, we mainly discuss the climate change adaptation of summer skiing, treating the ‘vulnerability’ concept as the umbrella that intersects its elements of ‘exposure and sensitivity’ and ‘adaptive capacity’ and ultimately yields the needed adaptation measures. Then we look at how those winter tourism adaptation measures have been adopted, adjusted and prioritized by the Norwegian summer skiing tourism industry, by both of its supply and demand sides, and in terms of the environmental, especially emission-related, consequences of the measures themselves. In order to achieve these objectives, we pursue a transdisciplinary and an inductive methodology that is specific to each case in Norway but also challenges to build knowledge for the whole. These two aspects help liaise the local and outer actors of the sector and the scholars of the most diverse natural and social disciplines and form a bottom-up direction from on-site findings to hands on implementations and towards reaching a broader understanding.

Keywords: Climate Change, Nature-based Tourism, Adaptation and Mitigation, GHG Emissions, Summer Skiing, Norway

**Why are many talking about it, but very few acting? Insights from two field experiments on tourists? perception of environmental concern**

**Rouven Doran, Svein Larsen**

*University of Bergen, Bergen, Norway*

Over the past few decades, the issue of environmental concern has received increasing attention within the tourism research literature. Nonetheless, there seems to be a lack of studies addressing the social cognitive processes that might influence tourists' perception of such concerns. Thus, the aim of this study was to investigate the role of social comparison processes in tourists' evaluation of environmental concern (measured as environmental attitudes and environmental behaviours). In two separate field experiments (N=1607, N=2397) we found tourists systematically judging themselves to be more environmentally concerned than other tourists indicating a certain type of 'self-serving bias'; the 'better-than-average effect'. In addition, we observed a previously reported 'attitude-behaviour gap' with self-reported scores regarding environmental attitudes being consistently higher than scores for environmental behaviours. The latter included, for instance, items of economic relevance such as the willingness to pay an 'eco tax' and the willingness to choose more environmentally friendly modes of transportation despite a higher cost. Interestingly enough, we found tourists not only to express themselves as being more environmental concerned than others, but also to meet socially desirable attitudes and behaviours towards environmental friendliness. Theoretical and practical implications for tourism research are discussed from a social cognitive perspective.

Keywords: social comparison, social comparative judgement, self-serving bias, better-than-average effect, sustainable tourism, environmental concern

**Session: Tourism mobilities and labour market dynamics**

**Tourism entrepreneurship as livelihood strategy among foreign-born people in rural Sweden. A new destination for rural areas?**

**Marcus Ednarsson, Svante Karlsson**

*Umeå University, Umeå, Sweden*

This paper investigates the tourism entrepreneurship as a livelihood strategy among foreign born people in rural Sweden. The focus of the study concerns the intersection between migration to rural areas on the one hand and foreign-born on the other. The increasing level of immigrants in the countryside can be seen both as a result and a driver of the higher levels of mobility and interconnectivity in the globalized world, as well as a high level of immigration to Sweden in general. In the paper, a longitudinal individual database with official Swedish register data is used to identify foreign-born people who become tourism entrepreneurs in the Swedish countryside. The paper seeks to answer the question, who are those who chose tourism entrepreneurship as a livelihood strategy? Is it the case that foreign-born people are more likely see rural possibilities and therefore become entrepreneurs than Swedish born people are? In the light of an on-going change in most Swedish rural areas expressed as depopulation, ageing and rural restructuring, the potential for these entrepreneurs to counteract such trends is discussed. The paper concludes with the fact that foreign born people are overrepresented in some places and regions when it comes to entrepreneurship.

Keywords: Tourism, Entrepreneurs, Migrants, Rural, Sweden

## **Organizational change from three to one DMO: Challenges and opportunities in the formal decision processes**

**Anneke Leenheer, Dorthe Eide**

*University of Nordland, Bodø, Norway*

This paper addresses the debate about how to organize tourism. Destination marketing organizations (DMO) operate at local, regional, multi-regional/-county or national levels. The choice of geographical scope can be difficult. In Norway the debate has turned toward fewer and larger DMO's. This paper explores the following research questions: What are important challenges and opportunities when formally deciding the organizational change of becoming one larger DMO? How to understand the roles of the decision-facilitators? We have studied three sub-regional DMOs becoming one. The case is situated in the region Helgeland, which is the southern part of Nordland county in north of Norway. The region is varied in nature, with a long coastline with thousand of islands and an inland with boarder to Sweden. The northern border is close to the Arctic Circle. After hard work the three DMO's formally became one January this year. Earlier attempts of fusions failed. The region is complex. It's varied nature and culture makes it difficult to negotiate one meta-narrative. It consists of 18 municipalities and three regional comities involving politicians and public organizations with divergent opinions and experiences. Also other stakeholders are involved, not least tourism firms, tourists and the DMO organizations (employees, -management and boards). We have done a longitudinal in-depth case study of the organizational change process, combining observations at meetings, semi-structured interviews and documents. The paper present and discuss the main findings related to the formal decision processes.

Keywords: Destination Marketing Organization, organizing tourism, organizational change, decision processes, fusions

## **Session: Nature Based Tourism**

### **Mapping Nature Based Tourism Supply in Norway**

**Anne Marte Eikrem, Cees Apon, Ida Grubben, Stian Stensland**

*Norwegian University of Life Sciences, Ås, Norway*

February 2012, the Norwegian University of Life Sciences started a project aimed at mapping nature based tourism supply in Norway. Similar research has been conducted in Sweden and Iceland. To be able to compare results, the same definition of nature based tourism (NBT) was applied: "NBT includes the activities of people when visiting nature areas outside their usual environment". All of the Norwegian tourist offices (291) were contacted and 125 contributed with lists of details of in total 823 NBT-companies. Additional searches on websites of 81 destination marketing organizations and 4 relevant nationwide organizations, together with Google searches, led to information about 708 more companies. Due to underrepresentation of some types of companies in the database, further work is being conducted during the summer of 2012. There seems to be a negative correlation between population density and the number of NBT-companies per 1000 capita at the county level. This might indicate that NBT has the potential to contribute to the local economy in peripheral, nature rich counties which have fewer alternatives for economic development compared to the more urban counties. The new database can be used for more research on the structure and economic significance of the NBT-industry, development of effective governmental instruments, success factors and constraints, etc.

Keywords: nature based tourism supply, database, statistics, economic development

## **Second Generation Rural Tourism**

**Agnes Brudvik Engeset<sup>1</sup>, Bernard Lane<sup>2</sup>**

*<sup>1</sup>Western Norway Research Insitute, Sogndal, Norway, <sup>2</sup>Sheffield Hallam University, Sheffield, United Kingdom*

During the past two decades there has been growing interest in rural tourism as a way of regenerating rural areas and as a field of research. This paper reviews and thematically structures research contributions that have been made over the past 20 years, discussing definitions and conceptualizations of rural tourism, farm tourism, and rural accommodation. Internationally, as nationally, rural tourism is now in a transition phase moving from ‘first generation’ rural tourism, characterized by relatively little professionalisation and cooperation, towards what the authors argue is a potentially more sustainable, professional, ‘second generation’ rural tourism. After a major growth period, the sector now faces challenges such as strong domestic and international competition, ageing infrastructures, more challenging market environments, and the need for new and better quality in rural tourism products. A main question is how rural tourism businesses respond to today’s challenges. It is argued that they are of such significance that they justify the conceptualization of a second generation rural tourism, with better products, better links to sustainable development concepts, and a more professional approach.

Keywords: Rural tourism, definition, second generation, modernization, rurality, sustainability

**Session: Planning for the 'Bust' while in the 'Boom': Economic diversification...**

## **"Arctic Futures; Growth in Arctic Tourism - comparing sustainability strategies"**

**Merete Kvamme Fabritius<sup>1</sup>, Audun Sandberg<sup>2</sup>**

*<sup>1</sup>Nordland Research Institute, Bodø, Norway, <sup>2</sup>University of Nordland, Bodø, Norway*

With the climate change impacts on the Arctic, large pristine areas are gradually becoming accessible for more people and enterprises - and for longer seasons. This applies to both resource exploration and extraction - and to explorers with a more touristic inclination. Arctic tourism is expected to become one of the fastest growing industries in the Northern Hemisphere in the coming decades. Like other fast growing industries in virgin areas with weak institutions, it is likely to carry onboard a number of 'boom-mechanisms' that can result in tragic 'busts' unless contained and planned for at an early stage. This comparative paper addresses these challenges in the various arctic states and discusses various strategies for pre-emptive planning for a sustainable tourist development in arctic areas. Among the Arctic states, there are a number of differences in the way tourism development is stimulated - or constrained by the state or provincial governments. There are also considerable differences in the way arctic tourism have organized itself and how it constitutes the 'tourist sector' in the different northern areas of Europe, Asia and America. These differences stem from cultural, geopolitical, historical and institutional differences between the 8 arctic states, among these 6 arctic coastal states, 2 states without arctic coasts - and 6 indigenous peoples organizations. The paper is based on the authors' own field work in the Lofoten islands as part of the 'Arctic Games Project' in the MISTRA 'Arctic Futures Programme' and collaboration with the MISTRA-project 'From Resource Hinterland to Global Pleasure Periphery' in the same programme.

Keywords: Arctic tourism development, Sustainability, boom and bust

**Service Provision Centres at Winter Tourism Destinations in the Mountain Areas of Southern Norway. A discussion of land use patterns and service provision challenges.**

**Thor Flognfeldt**

*Lillehammer University College, Lillehammer, Norway*

Service Provision Centres at Winter Tourism Destinations in the Mountain Areas of Southern Norway. A discussion of land use patterns and service provision challenges. The background for this paper is the history of tourism development in the Norwegian mountain areas. At the end of the abstract many new location challenges will be introduced. Some of these need a more central location within areas occupied by commercial accommodation units and second homes. Where should these be located, and how can the land use for such production be fit into existing patterns? The development of service provision to others than hotel and mountain lodge guest in winter tourism destinations started very slow, but a very important stage was the period just after the World War II when Norway had an extreme need of turning tourism into a successful export industry for helping the currency balance to be positive. The next stages (decades) might be described as: 1960ies - from a poor country slowly moving to a richer one - demand on both hotel visits and second homes rising - 1970ies - Norway's role as a petroleum producer means a complete change of economy challenges, (Currency creation policies are changed to regional tourism policies) - 1980ies - changes in accommodation preferences - from all-inclusive hotels to apartments - 1990ies - high standard second homes introduced and sold - Norwegians move away from hotel to second homes - 2000s - more focus on activity and service provision within a wide framework - Today - the demand of many different service means a need of a destination centre. The situation today will be a discussion of some challenges, among those: - Land use - dense versus spatial patterns of localization - Division of service distribution - within resorts or in the nearest township/municipal center - Transport infrastructure - will a sustainable access and internal transport system be possible? - Venues for different activities - could these be reached?

Keywords: Destination development, accommodation, service provision, land use

## **Session: Coastal and marine tourism**

### **Revitalizing tourism places**

**Christer Foghagen**

*Linnaeus University, Kalmar, Sweden*

Tourism has in many ways become the anchor ring of rural places to defend their local community in response to rural restructuring. When the employment capacity of traditional branches fades and the rural labour markets diminish, tourism becomes the rural totem in which people increasingly place their hope. Traditional tourism places have faced difficulties due to increasing competition and shifting tourism demand as well as impacts from climate and environmental change. Therefore, many rural places struggle to reinvent and reimage themselves to become competitive tourism destinations. This paper examine perceived impacts of restructuring and environmental change on tourism in a rural and peripheral seaside destination. This is analyzed for the case of the island Öland in Kalmar County, Southeast Sweden. Central themes are; changing labour markets, reinvention of tourism and tourism places, tourism business and algae blooms.

Keywords: Camping tourism, climate change, algae blooms

## **Data needs and research structures supporting national policies in outdoor recreation and nature-based tourism**

**Peter Fredman<sup>1</sup>, Klas Sandell<sup>2</sup>**

*<sup>1</sup>Mid-Sweden University, Östersund, Sweden, <sup>2</sup>Karlstad University, Karlstad, Sweden*

In December 2010 the Swedish parliament voted for a government bill, The Future of Outdoor Recreation, and requested measurable objectives for each of the ten policy areas. The process of developing measurable objectives was very much an exercise of coordination between more than 15 different governmental agencies involved, reflecting the diversity of outdoor recreation and nature-based tourism benefits to society. One conclusion from this process was a call for both scientific research and high quality data in order to implement and evaluate a policy serving the need of the general public. A key question that follows is then: Which are the data needs and research structures best supporting a national outdoor recreation policy? This topic has been studied as part of the 'Outdoor Recreation in Change Program' - a six year national research program on outdoor recreation and nature-based tourism including 15 researchers at seven universities ([www.friluftsforskning.se](http://www.friluftsforskning.se)): - A proposed program for outdoor recreation monitoring addressed vertical integration through a process of spatial aggregation including; a longitudinal national survey (with rotational thematic modules); oversampling of certain regions on a rotational basis; and on-site surveys on a local level. - An examination of different structural models of future research suggests that the most appropriate design would be to organize a network of thematic research institutions coordinated by a centre with responsibility for research coordination, seed money, an annual conference, report series, newsletter and other extension activities. A number of critical questions remain however - for example how integration between data collection, monitoring and research should be done, institutional responsibility and funding. This presentation will discuss these issues and welcome input from session participants.

Keywords: Research structures, Outdoor recreation, Nature-based tourism, Policy

## **Session: Advancing Research Methodologies for Sustaining Regional Tourism**

### **Applying Action research and ethnography in tourism development**

**José-Carlos García-Rosell, Maria Hakkarainen**

*University of Lapland, Rovaniemi, Finland*

Over the last 20 years tourism development in the Finnish province of Lapland has been supported by different EU-funded programmes. Policymakers see tourism as a means to promote economic growth and social wellbeing in this Nordic region. The majority of the projects implemented under these programmes have put a lot of efforts on promoting collaboration, competitiveness and marketing communication through training and education. While all these projects acknowledge the complexities and challenges of developing tourism in peripheral regions, they see methodologies as a means for gathering information about the project context and developing statistics. There is, however, a stream of literature that draws attention to participative methodologies and their role in promoting the sustainability of project outcomes through the use of local knowledge. We contribute to this literature by discussing the complementary use of action research and ethnography in two development projects implemented in Finnish Lapland. We illustrate how both methodologies were used to support village development with a focus on tourism and the development of tourism products within a business network. While action research contributes to involving project participants in the research process, ethnography offers suitable tools for data collection and analysis. Moreover, ethnography contributes to supporting reflections and observations taken place within the action research process.

Keywords: Action research, ethnography, tourism development, projects, peripheral regions

## **Co-creating places through events. Tourists and locals as event producers in Finnish Lapland**

**José-Carlos García-Rosell<sup>1</sup>, Seija Tuulentie<sup>2</sup>, Minni Haanpää<sup>1</sup>**

*<sup>1</sup>University of Lapland, Rovaniemi, Finland, <sup>2</sup>Finnish Forest Research Institute, Vantaa, Finland*

Events are powerful image makers for tourism destinations. They also carry various meanings to the local community and place identity. The concept of co-creation, which was first introduced by Vargo and Lusch (2004) in the marketing literature, can be used to explain the role of different stakeholders in the event production. Tourism offers a good empirical context for exploring the practices and processes of value co-creation: the production and consumption characteristically overlap to a considerable degree, and the interaction between tourism stakeholders is remarkably intense. In this paper we set out to discuss how the knowledge and actions of different stakeholders in event co-creation processes commit to the development of tourism offerings and place identity (Warnaby 2009). By using two events taking place in Finnish Lapland, we aim to illustrate how co-creation processes can also occur outside a business context. The First of May event organized in Pallas resort and the ice fishing event organized in the village of Kilpisjärvi are examples of co-creation where the driving forces are mainly tourists and locals. The empirical materials consist primarily of fieldwork data from the events. Our aim is to cast light on the particular ways of locally initiated co-creation process outside the business context and understanding the local and tourism goals inside such setting.

Keywords: event, co-creation, place

## **The framework for research on collaborative tourist organizations**

**Solveig Garnes**

*University of Stavanger, Stavanger, Norway*

Collaborative arrangements between several stakeholders with interests in the same geographical area are common in the tourism sector, and formal tourism collaboration has been studied by a number of researchers. A variety of terms are used to describe collaborative arrangements in tourism, including 'collaborations', 'partnerships', 'networks', 'alliances', 'destination marketing organizations', and 'tourist' or 'tourism organizations'. This is one of many signs of how fragmented this research is. In this paper, tourist organizations is used as a collective term and we refer to frameworks for and research on destination-based organizations which draw together a number of stakeholders with interests in tourism within a specific geographic area. Within the tourism literature the focus on tourist organizations has been largely exploratory and descriptive, and there is a growing body of case study research. Due to cultural, political, and social differences - and lack of a common framework for research - comparing and contrasting these diverse studies is often problematic. In this paper we review the theoretical framework for research on collaborative tourist organizations, and try to identify some trends in this research.

Keywords: collaboration, tourist organization, partnership, stakeholder, review, research

## **Session: Organizing Tourism**

### **MICE tourism development in Swedish Lapland and the Barents Region – perspectives from tourism actors in Swedish Lapland**

**Hans Gelter, Elisabeth Hellmér, Jennie Gelter**

*Department of Arts, Communication and Education, Luleå University of Technology,  
Luleå, Sweden*

Swedish authorities have launched the goal to double the revenue from tourism in Sweden to 2020. This national tourism development plan has also been implemented by regional and local tourism management organizations. The Swedish Lapland development plan involves a strategy to avoid developing mass tourism in large tourist resorts. To reach the national goal without doubling the number of leisure tourists and associated investments in new hotels and resorts, Swedish Lapland aim to focus on increasing the MICE sector, and its extension 'technical visits'. The tourism development in the northern Barents countries has led to competitive regional destination brands based on the common USP – 'Lapland', i.e., the brands Norwegian-, Swedish-, Finnish-, and Russian Lapland. In an attempt to increase inter-regional cooperation and even potentially launch the Barents region as one destination brand, an Arctic ENPI CBC project 'BART' (Public-Private cooperation in Barents tourism development) was launched in 2011. Within this project 14 tourism enterprises were interviewed in Swedish Lapland about their view of MICE in the Barents region, as well as what potential and problems the development of Barents cooperation and a common destination branding could have. This presentation will present the result of this study.

Keywords: MICE, tourism development, Barents

**What is the potential need for a mobile repairing service for E-Bikes as an ancillary service in regions in Germany with a developed bike road network?**

**Tobias Gerhardt, Klaes Eringa**

*Stenden University, Leeuwarden, Netherlands*

E-Bikes are seen as a very lucrative market in the near future by the German tourism industry. Users of E-Bikes are mainly convenience-orientated people of 50+ years with a generally higher level of purchasing power than other age groups. Many regions in Germany already try to attract E-Bikers, but well developed networks for E-Bikers consisting of rental stations and charging points and a range of extra services are not yet in place. Today, 68% of the regions/routes do not offer a mobile repair service or at least a service hotline. There has been no case in which such a service offer had been ceased due to poor demand. This fact undoubtedly indicates potential interest in such a service. The aim of the study is to discover whether potential individual customers of designated bike regions / routes in Germany (i.e., E-Bike-owner, E-Bike-renter) would appreciate the offer of a mobile repairing service for the comparatively expensive and heavy E-Bikes in general and if they would be willing to pay for this service. A secondary aim is an estimate of its economic potential depending on gender and age of the respondent. Together with the local tourism associations and the German Bicycle Association (ADFC) a survey with questionnaires has been distributed within 5 designated E-Bike-Regions regions in Germany and an online-version of the questionnaire has been designed for download on the website of the ADFC. Depending on the results and the preferences of the E-Bikers, detailed recommendations for the conceptual design, the chances and challenges of such a service will be given. Results of the study might reveal an enormous economic potential for service providers, restaurants, and hotels etc. in the particular region and eventually the overall image of the tourist destination of Germany could derive a benefit from that.

Keywords: E-bikes, mobile repair service, regional tourism

## **Tourism leaders in extreme contexts**

**Olga Gjerald**

*University of Stavanger, Stavanger, Norway*

Leadership in extreme contexts is claimed to be one of the least researched areas in the leadership field. Different forms of extreme context exist and different types of organizations engage in extreme contexts, with both creating patterns of dynamics that influence leadership. The aim of present study is to explore adaptive leadership response in extreme context of a particular tourist destination and to identify attenuators and intensifiers of extreme context in the tourism value chain. The empirical context for the study is Madagascar, a destination with a relatively young organized tourism which has been frequently depressed by political crises and is currently suffering under great uncertainty and instability of all economical and political institutions. The present study explores different forms of leadership tourism leaders develop as they operate in extreme context. Given the newness of the topic, qualitative methodology is employed in the study. Purposeful sampling was applied to recruit leaders of tourism organizations. The sample consists of 26 leaders representing two different sides of the tourism value chain, i.e. incoming tour operators and local travel agents. The data analysis is still ongoing and it is performed using QSR Nvivo9. The results of the study will be discussed in relation to the relative effectiveness of directive (transactional) and participative (transformational) leadership.

Keywords: leadership, extreme contexts, crisis, tourism value chain

## **Session: Social media monitoring and management**

### **Co-enacting festival Communities on Social Media**

**Szilvia Gyimóthy**

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Marketers have long acknowledged the collective power of the community in creating, appropriating and sustaining unique meanings connected with a festival brand. Social media offer new marketing opportunities to cater for the existential needs of a community, by enabling the production and negotiation of collective identities, practices rituals on virtual for a throughout a year. This paper takes its point of departure of collective value co-creation in new media, acknowledging the social dynamics of consumption and thereby understand tribal co-enactment processes to the value creation and maintenance of social media communities of festivals. The current study is based on the comparative analysis of social media communication practices at Storsjöyran and Roskilde Festival. The communication among several actors are examined; such as visitors, fans, assigned ambassadors and the festival organization. Facebook wall postings were studied using narrative analytical techniques, including Fantasy Theme Analysis developed by symbolic convergence theory. By accounting for the processes and symbolic ground that sustain group consciousness, SCT may also contribute to a new understanding of how virtual communities arise and interact on social media sites. Such a structured approach to group communication will also reveal the symbolic ground that 'glues together' or divides the virtual community.

Keywords: Social Media, consumer culture, Roskilde festival, symbolic convergence theory

## **Reflections on qualitative research as a basis for regional tourism development in Finnish Lapland**

**Minni Haanpää, Outi Rantala**

*University of Lapland, Rovaniemi, Finland*

The importance of tourism for regional development is commonly justified by quantitative and standard measures, such as overnight, income or employment rates. Qualitative methodologies are often seen as opposite to quantitative methods since qualitative research process does not include quantified data, measurements or hypothesis-testing. Therefore, qualitative methodologies have been called also soft or non-scientific. However, qualitative methodologies may in some cases suite better for the research purposes and development needs of northern tourist destinations, since these consist of small scale tourism enterprises, low numbers of local people, and disperse interest groups including seasonal workers, second home owners, and nature conservationist among others. In this paper we argue that better recognition of the various benefits of qualitative methodologies could favour regional decision making regarding northern tourist destinations. To illustrate this, we discuss various qualitative research projects carried out by students of tourism research and supervised by the authors during the years 2006-2010. These are examples of 'messy research processes' (Phillimore & Goodson 2004) which have led to creative and diverse research information regarding northern tourist destinations. Since qualitative methodologies open up possibilities to pay attention to power relations and enhance collaboration the research findings may lead to more sustainable regional development.

Keywords: qualitative methodologies, regional development, tourism research

## **The supply of nature-based tourism activities in Iceland**

**Halla Hafbergdottir**

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As urbanization increases and people move further away from nature the demand for nature experiences and nature based tourism has grown rapidly. Number of visitors in Iceland has increased the past decade, with a visitor's record first months of this year. For the first time the tourist industry in Iceland could be equal to fisheries in foreign exchange. The tourism industry is growing and it is necessary to gain knowledge about demand and the supply. Most tourists that visit Iceland come to experience nature. It is known who is visiting and why they choose Iceland. The activity supply is not as well known, even though it is an important factor in building a sustainable tourism industry in Iceland. The aims of this study were, to analyze the supply of nature-based activities in Iceland and second to find and map nature-based companies in Iceland. 261 nature-based companies were found with a large variation in supply of nature-based activity products. Most supply is in horse riding trips and hiking, but the supply varies between regions. Most companies operate in the south Iceland, were the most visitor's stops. Most of the companies are registered in the capital, even though few operate there. The resultant was found by contacting the regional marketing office in Iceland and by looking at their web pages.

Keywords: Iceland, Nature-based tourism, nature-based activity

**Multi-dimensional Interaction between Academy and Tourism Business: A Case Study on Tourism Foresight Project**

**<sup>1</sup>Maria Hakkarainen, <sup>1</sup>Sanna Kyyrä, <sup>1</sup>Jaana Ojuva, <sup>2</sup>Teija Tekoniemi-Selkälä**

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In our study we will examine whether a tourism foresight project that combines development and research activities has the potential to bridge the commonly reported gap between tourism academy and business practice. There is a lack of applying it in the different fields or tourism. Our case is based on the EU-funded Tourism Foresight ? Strengthening Competitiveness of Lapland's Tourism Industry Project, coordinated by Multidimensional Tourism Institute (MTI). The project can serve as a means to promote interaction and communication necessary to facilitate collaboration between tourism practitioners, researchers and educators. One of the main tools of the project is tourism foresight sparring, i.e. group working approach to develop locally negotiated research and development themes. By taking a foresight perspective, we approach knowledge as practices that are communally negotiated according to local needs. To understand and highlight the collaborative knowledge production, we use the concept of mentoring where relationship between equals, common learning experience and dialogue are emphasized. Our data consists of observations, diaries of the teacher participated in sparring, and project material. The method of analysis is theoretically oriented content analysis. Results show that sparring gives tools for conceptualizing practices and identifying them as knowledge.

Keywords: foresight, mentoring, knowledge as practice

**The Limits to Ecotourism and the Green Economy: Reassessing the contribution of ecotourism to the sustainability of peripheral areas**

**C. Michael Hall**

*Department of Management, University of Canterbury, New Zealand & Centre for Tourism, University of Eastern Finland, Savonlinna, Finland*

Ecotourism has long been portrayed as being a key element in the sustainability of peripheral regions ranging from high latitude polar tourism in the Arctic and Antarctic, to tropical rainforests and small island economies. Claims as to the value of ecotourism have arguably become even more important given the increasing focus of tourism institutions on the role of tourism in the so-called green economy. This paper problematizes the role of ecotourism in a number of ways. First, its environmental impact, particularly with respect to climate change and the introduction of alien species. Second, the extent to which ecotourism is creating new symbolic and material spaces for global capital expansion with a range of potential consequences for the places and people that promote. In this sense ecotourism may be little different from other more overtly exploitative forms of peripheral area economic development such as mining or energy. Third, there is the extent to which ecotourism acts as a form of commodity fetishism that often ignores the broader environmental and social contexts in which it operates. Such criticisms are more fundamental than accusing ecotourism as being another form of greenwash and instead highlight the way in which it actually allows capitalism to identify, open and colonise new spaces in nature at a significant ecological cost. Therefore, rather than being a green development 'alternative' ecotourism often becomes part of wider neoliberal projects in which nature is valued and sold to save it.

**Session: Second home tourism and change in rural destinations**

**Foundations of Cottage Culture: Reflections on environmental impacts by cottage owners at Norman Lake, British Columbia, Canada.**

**Greg Halseth**

*University of Northern British Columbia, Prince George, Canada*

Recreational cottage properties are a common part of the rural Canadian landscape. This study, undertaken as one part of a joint project with a research team at the University of Eastern Finland, is interested in understanding the changing nature of cottage property development and use. The goal of the study is to better understand the human and natural landscape connections that attract cottagers to their recreational properties, the environmental impacts of cottage life, and also of the changing nature of cottage communities. In this presentation, we use data from a survey conducted at Norman Lake in northern British Columbia to examine the impressions and activities of cottage users around a number of environmental issues. The results suggest that while the natural environment is a critical foundation for cottage uses and lifestyles, awareness of incremental environmental degradation and contributions to that degradation by cottage users is less well developed. The presentation concludes with consideration of whether the high degree of connection that cottage users feel towards the local natural environment has the potential to translate into 'ownership' of locally created environmental challenges.

Keywords: second homes, rural development, environmental impacts

## **Session: Sensual dinner – enhancing customers’ meal experiences by focusing on different senses**

### **Sensual dinner – enhancing customers’ meal experiences by focusing on different senses**

**<sup>1</sup>Kai Victor Hansen, <sup>2</sup>Hilde Kraggerud**

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A dinner is place for people to meet and enjoy food and beverage for a whole range of reasons. In the dinner described in this paper the focus were on all senses that people use when eating a dinner. A project with focus on all senses was conducted in Maaltidets Hus (“the house of meals”) in Stavanger, Norway.

A restaurant wanted to test out a new menu concept. In this meal nine different courses where created by the head chef from the restaurant and a chef from the Culinary Institute of Norway. The courses were served in controlled area of the House of Meals. In all the courses the chefs had enhanced one or more sense. Half of the guests were given a menu with traditional names and the other half was given a menu with modern creative names. The aim of the project was two folded. First, it was to see if chefs in restaurants are able to focus on one or more sense in a course and in the entire meal, and then understand how customers experienced this or not.

In the experiment 63 guests participated in two table settings. They were divided in six different rooms with 4 – 10 seats in each room. The guests were seated as planned by the researchers. The restaurant interior was similar for all. The facilities allow researchers, waiters and observers to circulate freely around. Each guest was given one of the two alternative menus. The guests were served the same course, but the researchers manipulated different aspects of the meal. All the guests rated each course on a discrete 9-point scale from dislike extremely to like extremely. Each guest evaluated each course on 5 senses and the total experience of each course. The five senses were appearance, sound, texture, smell, and flavor. Each table setting lasted for 1:30 hours and 4 waiters/waitresses attended the guests.

One significant finding was that with the modern menu name, one of the courses was significantly better liked than the traditional menu when stimulated with a spray of aquavit in the air – which was also part of the course’s name. Other results, however not significant, was the disliking of jelly that looks like one thing and taste totally different. Another result was the order you serve courses with the same texture will have a more negative effect. There is room for more research on this field, because there is little research done on guests tasting multiple courses with different ingredients at the same time.

## **Session: Aspects of Culture in Tourism**

# **The weight of tourism in national park discourse - a Danish case of discursive constructions**

**Lulu Anne Hansen**

*University of Southern Denmark, Odense, Denmark*

In recent years the argument for establishing national parks has increasingly focused on their function as instruments for regional development (Mose 2007; Saarinen 2007). In this context tourism often serves as a weighty argument. From a historical perspective tourism has thus regained its original role as a major contributing factor in shaping the national park concept (Frost & Hall 2009). This recent development can be further explored in the discourses currently surrounding the establishment of Danish national parks - the first of which was established as late as 2007. In seeing tourism discourses as both reflections and shapers of social reality (Jarwoski & Pritchard 2005) the purpose of this paper is to understand the status and meanings attributed to tourism in the process of establishing the Danish Wadden Sea National Park 2003-2010. Particular attention will be paid to the relationship between tourism and cultural heritage. It will be argued that the concept of tourism can be understood as a floating signifier (Laclau 1990) and a nodal point invoked in both preservation, development and identity discourses surrounding the park but that the relative conceptual fluidity of tourism and resulting lacking consensus on common meanings could create conflicts in the future development of the park.

Keywords: national park, Denmark, discourse analysis, cultural heritage

## **As seen through the eyes of central management authorities: The prospects for tourism developments in Norwegian national parks**

**Jan Vidar Haukeland<sup>1</sup>, Odd Inge Vistad<sup>2</sup>, Knut Bjørn Stokke<sup>1</sup>**

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The existence of national parks requires managers to find a balance between two competing goals - preserving the natural resource base and providing access for visitors who come to enjoy the same nature and landscape (McCool, 2009). Since the main objective for establishing national parks in Norway historically has been and still is (according to the Nature Diversity Act) to sustain ecosystems and landscapes, our research is focusing on official national park policy and guidelines for national parks in the country, in order to reveal the potential within the management system to support sustainable use and development with special attention to tourism and outdoor recreation. The analysis is based on a focus group study comprising key representatives of national management organisations (the Ministry of Environment, the Directorate for Nature Management and the Nature Inspectorate). The following main research questions are dealt with: Is the traditional (historical) mandate for Norwegian nature management taking new directions, and is the (potential) integration of nature based tourism activities in the protected areas being welcomed as beneficial or is it primarily seen as a threat to the natural resources? Moreover, are the legal frameworks, and the organisational and planning resources at hand, including the recently implemented local management model for national parks, assessed as appropriate means among the managers in order to cope with emerging tourism interests?

**Keywords:** National parks, nature management, nature based tourism, focus group

## **Session: Advancements in Festival Management Research**

### **Volunteering at events - motives, costs and benefits: A Peace & Love case study**

**Tobias Heldt, Anna Klerby**

*Dalarna University, Borlänge, Sweden*

Based on research on how volunteering contributes to people's subjective well-being, our research uses the case of the Peace & Love festival in Borlänge, Sweden, the largest city festival (focusing on music and societal cohesion) in Sweden, to test a number of hypotheses. Previous studies on the festival's audience have found a positive correlation between individual's subjective well-being and their voluntary engagements. Does this relationship hold also for the volunteers? Moreover, the festival on its own calls for about 5.000 volunteers. Their contribution, in traditional economic terms makes up to about 20 percent of the festival's net turnover and seems to be necessary to make ends meet financially. The festival brings an opportunity to volunteer, with its positive effects of well-being, increased social and cultural capital, but it may also have a downside. For a teenager the weekly pass is quite pricy and so far sold out before the festival starts, some people only sign up as volunteers to ascertain them access to the festival. According to the festival management such participants are more demanding to supervise than 'voluntary volunteers'. However the societal return may be even larger considering the introduction of the involuntary volunteers into the world of volunteering. In this paper we also study motives for volunteering in relationship to both the individual and the festival management perspectives.

Keywords: subjective well-being, quantitative measures, social values

## **Session: Entrepreneurship in Tourism**

### **Farm tourism in Dalarna - gender, entrepreneurship and rural identities**

**Susanna Heldt Cassel<sup>1</sup>, Katarina Pettersson<sup>2</sup>**

*<sup>1</sup>Dalarna University, Borlänge, Sweden, <sup>2</sup>Nordregio, Stockholm, Sweden*

Farm based tourism is a growing sector at the Swedish countryside and is by policy makers described as important to revitalise the countryside through diversification within farming and forestry and a source of additional income for farming families. The tourism businesses are often closely related to traditional farming activities and a majority of farm tourism entrepreneurs are women. Examples of this kind of businesses are 'bed and breakfast', 'stay on farms', horse riding and open gardens. This paper presents some preliminary results from an interview study with entrepreneurs within farm based tourism in the region of Dalarna, Sweden. The aim of the study is to analyse how tourism entrepreneurs perceive and describe their situation and their own motivations with special attention paid to questions of gender relations at the farm and within the tourism business. How are gender identities and rural identities performed within the businesses through the production of rural tourism experiences? To what extent are traditional gender identities and rural identities re-produced or challenged within farm based tourism?

Keywords: farm tourism, gender, rural, identity, entrepreneurship

## **Session: Aspects of Culture in Tourism**

### **Lilyhammer - Testing the impacts of the TV-products on local tourism demand.**

**Hans Holmengen**

*Lillehammer University College, Lillehammer, Norway*

There are several studies on the impacts of movies and TV-productions on tourism demand in the areas of production. In the series named "Lilyhammer" more than location is included since the word "Lilyhammer" was the pronunciation by IOC president J A Samaranch when the town was chosen as the Olympic venue of 1994 Winter olympics. Thus both the location area and the town name were included in the message: "And the winner is ... Lilyhammer". During January thru March 2012 the Norwegian Broadcasting (NRK) showed "Lilyhammer". Through 8 episodes the viewers followed the American mob boss Frank Tagliano (Steven Van Zandt) and how he set up his businesses in Lillehammer. The TV series attracted attention before as well as during the period it was broadcasted. Due to regulations concerning "product placement" the presentation of series was delayed for several months. The newspapers gave this delay a significant attention. But when finally on air the series became very popular. Thus it was given high attention because of its popularity. Most of the production was executed within the city of Lillehammer and nearby districts. This presentation analyses the effects of the 8 shows and how it was utilised by the tourism industries. From the population of enterprises in the city of Lillehammer we interviewed a sample of 13 enterprises. The respondents were either the owner or the manager. The subject of the interview was how, and in what way "Lilyhammer" were utilised in a commercial way. The main results from these interviews were that due to the problems concerning product placements almost everybody in the local trades was afraid of taking advantage. The effects were measured through two quantitative surveys. The sample in the first survey was derived from the tourist in Lillehammer (n=125). The second sample was derived from the population of Norway (n=1000). In both surveys the respondents were asked if the shows had changed their image of Lillehammer and if the shows had increased their wish to visit Lillehammer. The two surveys were corresponding. First it showed that very few had changed their image of Lillehammer. Second that very few respondents had an increased wish to visit Lillehammer due to the shows. In the paper we will discuss the results and how benefits can be drawn from films/TV-series. We also want to discuss how likely effects increase when a second (and third) season is shown. The overall conclusion of the surveys is that the impacts of a TV-serie are likely to be more effective if followed up by marketing.

## **Session: Aspects of Culture in Tourism**

# **Is tourism a threat or an opportunity for Sámi emancipation? The case of Ammarnäs, Sweden**

**Fredrik Hoppstadius**

*Umeå University, Umeå, Sweden*

This study examines the underlying structures of empowerment and emancipation that influence Sámi tourism entrepreneurs in the village of Ammarnäs in northern Sweden. The research takes the form of a case study where three in-depth interviews were employed to gather perspectives. I give an emic account focusing on meaning and value based conceptualizations to explore how Sámi tourism is related to empowerment and emancipation from structural injustice. The concept of empowerment and emancipation are analysed with theories of postcolonialism and transmodernity. The findings indicate that empowerment is prominent among the respondents due to the interweaving of cultural expressions with entrepreneurial initiatives and counter-reactions to postcolonial prejudice. Emancipatory inclusion in Sámi tourism development lies in finding unjust aspects in society and then exposing them. In this regard tourism could assist Sámi emancipation. However, the study shows that a great deal of internal Sámi collaboration is needed to address external injustices. If the ethno-political necessity and utilisation of Sámi tourism were to be decided upon from within Sámi culture, then the process of emancipation would be more prominent.

Keywords: Sámi tourism, empowerment, emancipation, postcolonialism, transmodernism

**Session: The materiality of tourist spaces: emerging destinations**

## **Automobile destinations: An earthly take on modes of travel and destination development**

**Edward H. Huijbens**

*Icelandic Tourism Research Centre / University of Akureyri, Akureyri, Iceland*

This presentation will outline the history and current ways in which the highland interior of Iceland is emerging as a destination to those using 4WD vehicles to traverse it. Drawing on a twofold conceptualisation of the destination, the presentation firstly seeks to outline this emergence through a conceptual re-cognition of the Earth in tourism theory. That is how the Earth being traversed can be conceptually incorporated into the emergence of a destination. Secondly and inversely, the presentation seeks to elucidate how the currently widespread practices of automotive travel in the highlands are mediated through the technological assemblage of the 4WD and its user. That is how the very materiality and tending to the technological assemblage that is the 4WD allows for the destination to emerge. Through combining these two strands an in-depth and nuanced account of the ways in which the spaces and places of the highland interior and the materials facilitating access and being-there, allow for a destination, that is commonly referred to as the 'wilderness frontier' of Iceland, to emerge. The presentation concludes with drawing this account into the current debate around land-use and travel practices and the politics of nature.

## **The meanings of Finnish expatriates - Holidays in Finland**

**Marjo Hänninen, Soile Veijola**

*University of Lapland, Rovaniemi, Finland*

Migration is usually explored from the perspective of people who either live abroad or want or try to return to their country of origin. Less attention has been devoted to travelling between these 'destinations'. The paper at hand adopts a different perspective and focuses on the meanings and experiences of Finnish expatriates' holidays in Finland: a phenomenon which falls between the common notions and debates of migration, tourism, holiday-making, home and second home. Online discussions by expatriates, collected during the fall 2011, will be analyzed through content and discourse analyses. The results of the analysis deal with multi-locality, home, community and the tourist experience of a travelling family. They help rethinking tourism as a multi-cultural and multi-local phenomenon and can be applied to revisioning future tourist arrangements and services. The paper and the research it is based on are part of the on-going Acapella Village research project at University of Lapland.

Keywords: Expatriates, holidays in Finland, tourist experience, migration, multi-culturality, multi-locality

## **Critical Pedagogy in Participatory Tourism Development**

**Emily Höckert**

*University of Helsinki, Helsinki, Finland*

This paper explores the possibilities of applying Critical pedagogy in the research and planning of tourism development in economically marginalized rural communities. The approach contributes into the discussion of cultural and knowledge limits in participatory tourism development. The starting point is that sustainable tourism development in economically less developed rural regions requires deepened understanding of local knowledge and socio-cultural dimensions of development. This paper draws attention on the benefits of Critical pedagogy in creation of new emancipator and participant-driven research methodologies for cultural studies of tourism. It analyzes how this philosophy of education can guide the selection, and further development, of culturally sound research methods that allow the (re)discovery and co-construction of local tourism knowledge. This paper provides recommendations for constructing culturally sensible spaces where the local communities could be seen as collaborators in tourism storying. The analysis is situated in the context of the author's doctoral research on local tourism knowledge in Nicaragua. Aside from this research project, the inclusion of Critical pedagogy approach in local and regional tourism planning could help to spark awareness to the prejudices about tourism by revealing neglected ways of knowing about tourism.

Keywords: Critical pedagogy, participatory tourism development, local knowledge

## **An entrepreneurial perspective on cross-border tourism cooperation in peripheral regions - the case of Finnish Lapland**

**Heli Ilola<sup>1</sup>, José-Carlos García-Rosell<sup>1</sup>, Maria Hakkarainen<sup>1</sup>, Mira Koskinen<sup>2</sup>**

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Cross-border tourism cooperation is a significant element of the European Union development and cohesion policy. Especially tourism cooperation between Nordic border regions is viewed as crucial for promoting the economic and social development of their peripheral areas. Indeed, the characteristics of these areas such as low population density and geographical distances pose special challenges to local tourism companies. Though Nordic countries are accustomed to bilateral border trade defined by changing currency rates on the borders, multilateral cooperation creates a wider, more versatile and clearly more challenging playground for the development of joint tourism services. The potential of a cross-border tourism destination encourages co-competition; namely, collaborative development efforts that take place parallel to interregional competition. In this presentation we illustrate the phenomenon of co-competition in the Barents region by drawing on data collected in the Finnish province of Lapland in 2012. The data includes 15 in-depth interviews with tourism entrepreneurs. The interviews were commissioned by the EU funded project 'BART' (Public-Private Partnership in Barents Tourism). Within the Barents region, tourism development is in different stages and each region has diverse priorities, perceptions as well as development goals. By using content analysis, we identify the main challenges and opportunities for tourism development and co-operation in the Barents Region.

Keywords: Cross-border cooperation, co-competition, tourism development, peripheral regions

## **A theme-presentation-oriented model of managed visitor attractions**

**Øystein Jensen**

*University of Nordland*

Tourist attractions have been defined with reference to the resources upon which they are based, or/and the visitor experience they can or do offer. They have also been described as symbols or signs or as social constructs experienced as mental states in time and space. This paper focuses on the problem of creating positive visitor experiences by managed (Middleton, 1988) or contrived (Cohen, 1995) tourist or visitor attractions as single units. Attractions are in this context understood as physical place settings for experiences (Gunn, 1988). The paper suggests a model of managed visitor attractions (MVAs) based on a distinction between a core phenomenon or theme upon which the attraction is based, the presentation approach, the underlying purpose of the attraction and the way these main elements are perceived (the appeal) and experienced by the market. A main attention is directed at how to create appealing visitor experiences (enjoyment, amusement, entertainment and/or education) created by the management. The empirical basis for the model is about 30 case-studies conducted in Norway and in other countries. The paper discusses some of the findings and relates them to approaches for conceptualising MVAs from empirically based studies in tourism research journals. Critical aspects by this research are also discussed separately. It is claimed that the suggested model of MVAs can be applied in an appropriate way for analysing and managing MTAs. The paper is one of the results of the Norwegian research program on Creation of innovative tourist experiences in the High North (Opplevelser i Nord).

Keywords: Managed visitor attractions, visitor experiences, basic theme, presentation-approach, attraction context

## **Session: The materiality of tourist spaces: emerging destinations**

### **Weaving with witchcraft – the making of a destination**

**Gunnar Thór Jóhannesson, Guðrún Þóra Gunnarsdóttir**

*University of Iceland, Reykjavik, Iceland, Hólar University College, Hólar, Iceland*

Rural areas in Iceland have been going through vast changes the last decades. Tourism has increasingly been promoted with the effect that the countryside is more than ever before bought and sold as an experience, packaged and marketed to prospective tourists. The Strandir region, a scarcely populated coastal area in the North-west of Iceland is one of the regions that has steadily been taking on a touristic ‘flavor’ in recent years. Traditionally the economic backbone has been sheep farming and coastal fisheries, but income from these has declined rapidly. During the last ten years a continual development towards tourism has taken place in which the Museum of Witchcraft and Sorcery, established in 2000, has played a central role. The Museum brings together, and re-awakes, the period of witchcraft in the 17th century during which Strandir was one of the most notorious regions in Iceland for witch-hunt and burning. This paper describes how the Museum of Witchcraft and Sorcery has catalyzed tourism development in Strandir. The history of the Museum is traced and situated in a broader discourse that relates to regional development and its emphasis on entrepreneurship as well as the emergence of cultural tourism in Iceland. It is argued that the Museum has created a venue for collective entrepreneurship in tourism that has enhanced the tourism development in the region as well as boosted the tourism providers’ self esteem without restricting tourism entrepreneurs to a particular framework or agenda. Hence, entrepreneurs have been able to capitalize on the network(ing) and experience of the museum’s organizers while finding their own ways about in evolving tourism services and products. Thus, although the theme of witchcraft and sorcery is very much related to Strandir it is only one thread in the weaving of the region as a tourism destination.

## **Session: Second home tourism and change in rural destinations**

### **Second homes and retirement migration - the case of Germany**

**Melanie Kappler**

*Karlsruhe Institute of Technology, Karlsruhe, Germany*

In the near future the German post-war cohort, also known as 'baby boomers', reaches retirement. Biographical approaches in migration research describe the transition to retirement as a period of increased migration likelihood as the former fixed local workplace has lost its relevance. But does this cohort actually have plans for retirement migration? And how is the decision to migrate influenced by second home ownership? Our study about retirement migration, undertaken in 6 cities and 4 suburban towns in Germany, points out the trend of the German future retirees to maintain their current residences. Nevertheless, our study shows not only a desire to use the second home more often when it comes to retirement, but shows also links between desired retirement migration and second home ownership. Second home owners have a higher likelihood for desired retirement migration. Due to the fact that this can also be caused by a more mobile lifestyle of this group, we undertook an analysis of second home owners and non-second home owners to figure out whether these two groups have certain characteristics concerning lifestyle and social structure. Moreover, the plans for retirement migration show that a conversion of a second into a permanent home is common under certain circumstances.

Keywords: Retirement migration, second homes, Germany

**Session: Miscellaneous**

## **Private local co-funding of arts and culture**

**Anna Klerby**

*Dalarna University, Borlänge, Sweden*

For a few decades during the 20th century the public financing of arts and culture may have had its glory days in Sweden as well as in other European countries. In the 21st century one trend is obvious; the call for private funding gets louder. Different systems are under development. Public-private partnerships is focusing on marketing and tourism. Private sponsors has turned out to be a short-sighted solution sensitive to business cycles. Social entrepreneurs are so far mainly focusing on social and environmental causes. What will then be next to finance local arts and culture? This article presents a theoretical model of a system where local businesses are co-financing local arts and attractions. The core of the model is the reinvestment of the revenues local companies are reaping from visitors to a destination. The modelling and analysis are based on existing financial systems, especially with inspiration from the Kulturprozent in Switzerland, together with interviews with key-persons in four case municipalities in the regions of Dalarna and Gävleborg. The success of such a system lies among others in mutual respect and the visible-making of the power positions of the funders and the funded respectively.

Keywords: private funding, destination, arts, culture

## **Defining Region: The intersection of tourism, networks and resource-based peripheries**

**Rhonda Koster**

*Lakehead University, Thunder Bay, Canada*

Resource-based communities in Canada continue to move through the 'boom-bust' cycle of resource dependency. The last decade has been particularly challenging for northern Ontario communities, where global restructuring of the forestry industry has resulted in devastating demographic and economic changes. Recent mineral finds have ignited a mineral boom, but the economic opportunities are not evenly distributed throughout the region. Economic diversity is recognized as essential to the long term sustainability of the region, and although tourism is considered as part of that mix, its development has been limited. Within the tourism literature, there has been little examination of the unique nature of resource peripheries and tourism development; research has indicated that collaborating as a regional destination is paramount for peripheral regions that experience the extremes of distance from markets, but the independent culture and 'staples mentality' of rural communities seems to work against collaboration. Based on a larger research project, this presentation examines how conceptualizations of 'region' impact the ability of communities to work collaboratively. The evaluation considers factors such as population size, distance from markets, level of tourism development and business innovation, and the stage in the boom/bust cycle for each community. Interviews were conducted across 8 communities in northwestern Ontario and with government ministries responsible for tourism in the region (n=75 participants). Analysis indicates that while both 'regionalization' and 'regionalism' definitions are present, they are not consistently applied across the various levels of the network as might be expected. Such variations of definition point to challenges for regional tourism development within resource peripheries, adding to existing theoretical models such as staples thesis and tourism peripheries and integrated rural tourism.

Keywords: region, tourism development, resource peripheries

**Rural tourism – the development of knowledge bases as a prerequisite of the firm(s) innovation capacity**

**Helene Kvarberg Tolstad, Martin Rønningen**

*Lillehammer University College, Lillehammer, Norway*

Both relevant literature and a Norwegian survey of tourism innovation indicate that collaboration and networks are driving forces of innovation. One relevant question is then why firm-external relations improve the individual firm's innovative ability. First, collaboration and network may give the individual firm access to economic resources or benefits, and secondly, external relations may represent channels of knowledge transfer. This paper focuses on collaborative relationships as channels for knowledge transfer in Norwegian rural tourism firms. A broad understanding of the concept knowledge will be applied. The objective of the paper is to identify a) the individual firm's relations that represent channels of knowledge transfer, and b) which type of knowledge (codified, experience-based and pure tacit) is exchanged through different channels, and c) how the influx of new knowledge are mixed and contextualized resulting in a complex knowledge base that improve the individual firm's innovation capacity. The geographical dimension of the channels of knowledge transfer is also highlighted, differentiating between local/regional and extra-regional levels. Preliminary analyses indicate that different types of knowledge and channels of knowledge transfer appear to be of varying importance depending on which stage in the innovation process firms are. Empirically this paper is based on a national survey on innovation in the Norwegian tourism industry and qualitative interviews with five rural tourism firms.

Keywords: rural tourism, innovation, knowledge transfer, channels of knowledge transfer

## **Session: Aspects of Culture in Tourism**

### **World Heritage Sites: Sustaining a Future Past**

**Shevren Lai, Can Seng Ooi**

*Copenhagen Business School, Copenhagen, Denmark*

Sustainability and authenticity are two major issues in heritage conservation and tourism. Heritage conservation emphasizes much on material cultures, such as buildings and physical artifacts. As it is more difficult to capture, non-tangible cultural elements such as languages, everyday stories and beliefs are inadvertently marginalized. It is also difficult to present the latter to tourists as they lack the local knowledge and affinity to distant cultures. The World Heritage Convention, under the purview of UNESCO, aims to protect and preserve global heritages. A recognized World Heritage Site offers international prestige to the country and can spur local community interests in their own pasts. The economic benefits from UNESCO-recognition are also welcomed by the community. Commercial development of heritage products may also however challenge the authenticity of the conserved culture. It is debatable what should or should not be conserved. In the name of sustainability, tourism is seen as a means to bringing the heritage up-to-date and making it relevant to modern times. Consequently, the physical gets more attention, instead of the old way of living, for instance. Is the process of reinterpreting and remaking a past culture sustaining or transforming and modifying the heritage? We will examine the cases of Georgetown and Melaka, two UNESCO heritage sites in Malaysia. And take on the poetics and politics of heritage conservation by UNESCO, while dealing with the issue of sustainability and authenticity.

Keywords: UNESCO, World Heritage Site, Sustainability, Authenticity, Intangible Heritage

**July 22: Effects of the Utøya and Oslo terror on tourists' risk judgments  
- some preliminary findings**

**Svein Larsen, Katharina Wolff, Rouven Doran**

*University of Bergen, Bergen, Norway*

The terror at Utøya (July 22, 2011) brought terrorism to Norway in the most dreadful manner; 69 mainly young summer campers were killed, and another 66 injured. On the same day another 8 people were killed by the bomb attack at government quarters in Oslo, leaving a total of 77 fatalities in the two events. The terror provoked a sentiment in Scandinavia that our countries are not isolated or protected from extremists' actions, current extreme political trends, anti-immigration sentiments or anti-Islam sentiments; Scandinavia is not that 'peaceful corner' of the world which we would want to be, or maybe thought that we were. In this paper we present data from a series of studies of tourists risk judgments undertaken before and after the terror of July 22nd. The first study was a survey among tourists to Norway before and after the terror during the summer of 2011 (N = 2478). The second study was a long term follow up survey with data from the summer of 2012 (N = unknown, data collection in progress) concerning perceived risk in tourists.

Keywords: risk judgment, terror, 22nd July

**Session: The materiality of tourist spaces: emerging destinations**

## **Earthly substances and narrative encounters: Poetics of making a tourism destination**

**Katrín Anna Lund, Gunnar Þór Jóhannesson**

*University of Iceland, Reykjavik, Iceland*

The Strandir region is a scarcely populated coastal area in the North-west of Iceland. During the last ten years a slow but steady development towards tourism has taken place in which the Museum of Witchcraft and Sorcery, established in 2000, has played a central role. The Museum brings together, and re-awakes, the period of witchcraft in the 17th century during which Strandir was one of the most notorious regions in Iceland for witch-hunt and burning. Although, for many, this period represents a historical era to be silenced rather than renowned the narratives and material culture the Museum has drawn together play a central role in creating Strandir as a tourism destination. The aim of the paper is to describe the making of a tourism destination. We will follow selected paths of this creation and argue that it necessitates movement between the spheres of nature and culture as usually defined. By dissolving the dichotomy between nature and culture we move into a space-in-between, in which, what McLean (2009) and Jackson (2007) refer to as 'poetics of making' takes place. We will illustrate how Strandir emerges as a tourism destination through different practices that relate to diverse temporalities of earthly substances and narrative encounters. The paths we follow have to do with witchcraft and its present use in the making of Strandir and tourist photographs that bring forth diverse narratives involved in the continuous making of Strandir as a place, for tourists and others.

## **Session: Sustainable Tourism Development**

### **The Interests of Tourism Stakeholders: an approach to facilitate planning for Sustainable Tourism Development**

**Erik Lundberg**

*University of Gothenburg, Gothenburg, Sweden*

With a paradigm shift towards the more holistic approach of sustainable tourism development it has become imperative to understand and plan for impacts of tourism from a broader perspective than before. The tourism industry is by nature a fragmented business and tourism development is the concern of various stakeholders with differing goals. This has made it difficult to implement policies and plans that live up to the criteria of sustainable tourism development. The purpose of this study is twofold. Firstly, to measure destination stakeholders' perceived importance of attributes linked to sustainable tourism development. Moreover, to analyze different stakeholder groups' interests from a stakeholder perspective. The result can be used to facilitate planning processes aimed at creating sustainable tourism development by mapping stakeholder groups' interests. Moreover it contributes and adds knowledge to the existing tourism impact attitude scales. A case study approach has been applied, with the Swedish coastal destination of Marstrand as study object. The study consists of a quantification of stakeholder interests as well as data from in-depth and focus group interviews in order to analyze stakeholder interests concerning tourism development at Marstrand. The results indicate that different stakeholder groups diverge in their perception of importance concerning economic, sociocultural and environmental sustainability, i.e. if respondents are permanent residents or second-home owners or if they are committed to local community groups or not.

## **Session: Second home tourism and change in rural destinations**

### **Does second home ownership trigger migration in later life?**

**Emma Lundholm, Roger Marjavaara**

*Umeå University, Umeå, Sweden*

While most rural and peripheral areas in western societies are suffering from depopulation due to out-migration and an unfavourable population structure, there is in many cases a positive net flow of later life migrants to rural areas. One important link to rural areas is second home ownership and this group is hence also potential permanent residents. The generation now approaching retirement in Sweden is to a large extent an urbanisation generation, thereby constituting a potential for return migration into rural regions struck by out-migration for decades. The relation between temporary and permanent migration among elderly is disputed. One hypothesis is that temporary mobility substitute permanent mobility; once retired you can spend more time in a second home without having to change the permanent residence. On the other hand, it could also be hypothesised that access to a second home triggers migration; ownership of a second home nurture place attachment to that location, which might lead to migration. A third hypothesis is that local adjustment migration is triggered by having access to a second home. The aim of this paper is to explore how ownership of a second home affects migration in the age group 55-70. The study is based on Swedish register data for the time period 2004-2008.

Keywords: second homes, migration, later life, Sweden

## **The use of nature in tourism: A comparative case study in Norway and Australia**

**Sølvi Lyngnes<sup>1</sup>, Nina Prebensen<sup>2</sup>**

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Today's experience focus prevails in many areas in society. It is accentuated within culture and art, industries use experience to increase attention and image and tourism is and has been experiences with or without new trends. A key issue in tourism is what it takes to add value to the customer in the form of experiences and memories and add value for product and environment in the form of increased earnings. The present work aims to explore and describe how tourist firms from two countries use and commercialize nature in order to attract visitors. The research questions are as follows; how do tourist firms use nature in their tourist experience products? How do they market and sell their offerings? How does the nature elements adding value to the tourist experience and what are the implications for the actors/stakeholders (e.g., the firm, marketers, guides, the destination, and the environment) where the tours are realized? In order to study nature based tourist experiences, the present work focuses on organized tours, that is pre-packed and pre-priced as a package. There is an increase in organized tours to special nature areas with activities based in local resources. Many of the destinations are in peripheral areas, and some in vulnerable nature and national parks. The present study includes a comparison of organized tours in Norway and Australia. In Norway, a winter-based case in Troms, Snowmobile Safari and in Australia a summer-based case, Fraser Island Exclusive 4WD Day Tour are chosen as study cases. The methodological approach is participating observations and the use of secondary data. Relevant management implications and suggestions for further research are outlined.

Keywords: Keywords: experience, value-creation, organized tours, eco-tourism

## **Modelling attraction visitor numbers in the Danish provinces**

**Carl Marcussen**

*Center for Regional and Tourism Research, Nexø, Denmark*

This paper demonstrates a way of estimating the expected number of visitors to attractions to each of the 11 Danish provinces. The two main segments among the visitors are residents, same day visitors and overnight visitors. In a basic multiple regression analysis with only two explanatory variable, namely number of residents and number of registered commercial bednights, it turns out that it is necessary to run the analysis separately for big-city destinations on one hand and for other more rural or coastal destinations on the other. If no distinction between the two types of destinations is made then the number of bednights fails to become a significant explanatory variable for the number of visitors to attractions in the 11 Danish provinces leaving population as the only significant explanatory variable. However, with the distinction between the two types of destinations, both the number of inhabitants and the number of registered commercial bednights are significant in the two separated regression analyses (one for the big-city destinations, and one for the coastal destinations). If the constant is excluded from the regression equation the formula for the expected total number of visitors to all commercial attractions and museums within a province becomes especially simple, and may possibly be applicable to destinations within each province such as municipalities. ? The data used in this study is the number of visitors to the top 300 paid-for attractions in Denmark for the last 10 years, 2002-2011 as well as population statistics. This may be supplemented by national survey data, which indicates differences in both the profiles of attraction visitors, and the mix of attractions at coastal destinations as opposed to big-city destinations.

Keywords: Attractions, regression analysis, coastal destinations, big-city destinations

## **Measuring the Performance of Social Media Marketing in Tourism and Hospitality**

**Anastasia Mariussen**

*Oxford Brookes University, Oxford, United Kingdom*

Social media marketing appears to be a significant part of the Internet marketing strategies of many tourism and hospitality organisations. Social media has created a platform for online users to produce and exchange content and has led to an evolution of a customer-business relationship, where business-related information is not longer in the ownership of the organisations. Despite its popularity and wide application, social media marketing in tourism and hospitality remains an under-researched area, exhibiting continuous challenges. One of such challenges is the measurement of social media marketing performance. While social media presence is steadily becoming a must, there is yet little agreement on how the performance of social media initiatives can be measured. Some of the reasons for this lack of agreement are limited academic research on performance measurement in the context of social media marketing and the prevalent practitioner- and IT-driven approaches to measurement, which continuously increase the gap between theoretical and practical performance measurement methodologies. This work addresses this gap and, adopting a qualitative approach, seeks to explore extant theoretical approaches to performance measurement in social media marketing, as well as to evaluate their applicability and general ability to resolve the issues, that tourism and hospitality organisations, engaging in social media, currently experience. To reach this aim, the paper undertakes a comprehensive review of existing research on social media marketing and its measurement and conducts a qualitative analysis of online forum discussions on this topic. As a result, the study creates a thick description of the social media marketing business ecosystem, including its different stakeholders, identifies current issues in social media marketing measurement theory and practice, proposes recommendations for practice improvement and formulates the agenda for future research.

Keywords: social media, marketing, performance measurement, tourism, hospitality

## **The Seasonal Buzz: Knowledge Transfer in a Temporal Setting**

**Roger Marjavaara, Louise Robertsson**

*Umeå University, Umeå, Sweden*

In economic geography and agglomeration theory, the local buzz is frequently mentioned as a factor important for the enhancement of knowledge creation, knowledge exchange, creativity and innovation. The buzz refers to the information and communication ecology created by face-to-face contact between individuals, co-presence and co-location of people and firms within the same industry and place or region. It is argued that the richer the buzz is, the more beneficial it is for the process. In contemporary economic geography, the buzz is assumed to take place within the agglomeration and to be related to the individual's profession. However, this study focus on revealing the importance of a seasonal buzz, created outside the traditional agglomeration, based on temporal presence, in leisure time at a tourist destination, a perspective highly neglected in economic geography. Questions addressed are; what can the seasonal buzz add to the permanent agglomeration, and what do the seasonal co-presence of key individuals contribute to the local host community? The study is based on a questionnaire survey carried out with second home owners in a typical ski-resort destination in Sweden.

Keywords: Economic geography, tourism geography, agglomerations, buzz, second home tourism, knowledge transfer

## **The Measurement of the Destination Image Perception: Combining a Motivational Profile Approach with a Sketch Map Technique**

**Anais Mestre Sáez, Salvador Anton Clavé**

*Rovira i Virgili University, Tarragona, Spain*

This presentation explores in a very preliminary stage a new methodology to approach the analysis of the destination image perception according to tourist motivational profiles at a local level by using a combination of quantitative and qualitative techniques. Image perception is a complex dimension, where cognitive and affective attributes play a central role. With the aim to make the best measurement approach a geographical sketch map technique has been used. Motivation is measured with a Likert scale questionnaire, the most widely used approach to scaling responses in survey research of psychological measurement. To divide the 84 cases into homogeneous motivational groups a cluster analysis has been made. Output shows that exists an incremental motivation profile within the three resulting groups. Sketch map cases included in each group are analyzed to examine differences in the image perception of the destination depending on their motivational profile. The existence of a relationship between destination image perception and tourist motivation diversity gives a strategic comprehension of the reality that may be useful decision tool for local agents and planners. The use of a combined methodology shows the benefits of applying these techniques together and gives guidelines to reshape the established research in this field. The analysis has been made to British tourists when departing from Salou, a well known coastal tourism destination in western Mediterranean.

Keywords: image perception, motivational profile, sketch map, cluster analysis, cognitive attributes, affective attributes, tourism geography, tourism policy, coastal areas.

**Session: The materiality of tourist spaces: emerging destinations**

## **Destination Branding and Constructing Symbolic Capital in World Heritage Sites**

**Aleksandr Michelson**

*Tallinn University of Technology, Tallinn, Estonia*

Though the notion of destination branding is a relatively new theoretical consideration, it has been widely recently researched. Nevertheless, there are few researches that have focused on the destination branding issues from the heritage perspectives, the urban heritage in particular. The aim of this research paper is to understand how symbolic capital is constructed by different agents acting in urban heritage space in case of World Heritage Sites and how this construction is intrinsically connected to the notion of destination branding. The paper adopts in-depth interviewing techniques in two towns: Bruges, Belgium, and Tallinn, Estonia. The main research questions are how different agents conduct socio-economic activities making use of medieval architecture in private, public and semi-public urban space and how these activities are interconnected with destination branding. The results of the research indicate that there are various dimensions of how to produce more powerful signs on the architectural heritage to be used in destination branding. The practical benefits of the approach applied might be of interest for city managers and marketers, as well for local authorities in general.

Keywords: destination branding, tourism, urban space, World Heritage Sites

**Session: Planning for the 'Bust' while in the 'Boom': Economic diversification...**

## **Different strategies in different arenas: Indigenous entrepreneurship, economic diversification and regional development**

**Judith Miggelbrink, Peter Koch**

*Leibniz Institute for Regional Geography, Leipzig, Germany*

In our talk we will portray the recent emergence of new Sámi businesses in e.g. tourism and gastronomy (which we will particularly focus on) that we identify as indigenous entrepreneurs (IE). We will point to how these new businesses relate to both individuals' need to diversify income sources and individuals' desire to do something 'Sámi'. Moreover we will discuss how these new businesses are integrated into politics in different arenas that aim to secure or enhance regional and community economic development in peripheral areas. We will argue that reindeer husbandry matter-of-factly is a fairly limited economy in two crucial respects. First, as a natural resource-based economy with pasturelands as its limiting factors it hardly allows a greater number of competing companies to operate efficiently and profitably. Second, as a State controlled economy it thus restricts the number of Sámi who have a legal right to be herder and so excludes larger parts of this community from what is regarded a central Sámi activity. With the increasing Sámi confidence and a greater awareness of indigenous issues worldwide, we assume, some individuals now start to develop business ideas that they can whatsoever define 'Sámi'/'Indigenous' as they correspond with their personal Sámi identity and incorporate diverse Sámi features. IE, therefore, is not only another, broader source of income but also of identity. As a promising form of economic diversification IE becomes subject to regional development politics on municipal, State, supranational levels and its indigenous equivalents. Sámi institutions may support IE as a means to sustain Sámi communities within indigenous territories and to update cultural distinctiveness. To the State and municipalities, IE serves as one tool to stabilize peripheral regions, which potentially reduces its dependence on State transfers. With its Interreg-programme, the EU creates a transnational perspective and thereby enhances regional cohesion.

Keywords: Indigenous entrepreneurship, economic practices, politics, scales

## **Destination marketing and development through storytelling and local food**

**Lena Mossberg<sup>1,2</sup>, Dorte Eide<sup>2</sup>**

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A global trend in destination marketing is to focus on local and traditional food. Restaurants and hotels use stories for building their concepts and brands. Tourism organizations have used food events and developed local food concepts around a story to promote their destinations. Theme parks serve local food as part of their overall product and film induced tourism gives the story extra flavor with help of food connected to the story line. Storytelling can be seen as a competitive tool with many dimensions and used in several ways. This paper is built on a research project, which resulted in the collection of data from four destinations (Sweden and Norway). Two cases build on fictive stories around books; one theme park and one tour with medieval historical attractions. Two cases build on local history in peripheral areas; one restaurant and one hotel. All four use different strategies based on storytelling for influencing the culinary experience. A common denominator for all four is that the story acts as a framework tying together the product and where local produce is interwoven in the story. In all four cases the stories are unique and consistent over time. Also the actors involved are entrepreneurial and work in networks. The stories are easy for the target group to connect to and they are easy to communicate. The study is located in a body of literature that considers experience based tourism, local and regional food, and storytelling based on dramaturgy, in destination marketing and innovation. By reflecting on the cases and the literature, the paper provides a discussion to highlight critical issues to reveal new insights for organizations in using local produced food and storytelling in concept development and marketing.

**Keywords:** Storytelling, local produce, packaging, marketing, innovation, cooperation

**Session: The materiality of tourist spaces: emerging destinations**

**¡Otra cerveza por favor!\* Sun, alcohol, sex, and sports; exploring the resilience of irresponsible seaside tourism**

**Ana Maria Munar, Can Seng Ooi**

*Copenhagen Business School, Copenhagen, Denmark*

Academics and international tourism organizations announce a new era of responsible tourism based on the well-being of the locals, the conservation of cultural and natural heritage and the engagement and involvement of residents in decision-making. However, there are plenty of examples of the resilience and powerful attraction of Mediterranean touristic ghettos characterized by extreme levels of touristification, trinketization of local culture, loud and uncivil behavior of visitors. This study critically examines how so-called irresponsible tourism is performed and staged. Empirically it analyses the “Bierstrasse” [Beer Street], an iconic mass destination in the seaside of Palma de Mallorca, Spain. It relies on qualitative methods including fieldwork, observation and in-depth interviews. Tourism activities belong to a particular socio-cultural context, which influences interpretations and meanings about the destination. This case study highlights the intensity of the experience of beer tourism, an experience rooted in alcohol consumption, social interaction and staged nationalism, and it reflects upon its attractiveness as an exercise of social join-affirmation and pleasure. By disclosing the powerful aesthetics and poetics of extreme tourist drinking cultures the study questions established discourses of authenticity and responsibility. Finally, it critically discusses the problematic consequences that beer tourism implies for the destination and for the individual tourist. \*[One more beer, please]

Keywords: Alcohol, drinking cultures, destination development

## **Staff perceptions of effective hotel leadership**

**Reidar J Mykletun, Yulia Kolesnikova**

*Norwegian School of Hotel Management, University of Stavanger, Stavanger,  
Norway*

This study focused on staff perceptions of effective hotel leadership. Data were collected from 308 hotel employees from a Norwegian hotel chain: The staff evaluated their closest supervisor's leadership style on the Multiple Leadership Questionnaire (MLQ 5X-Short; Avolio & Bass, 2004). The 36 items measure nine leadership dimensions. Perceived leadership effectiveness was measured by three sub-scales: "Staff's willingness to make an extra effort" (3 items); "Perceived leadership effectiveness" (4 items); and "Satisfaction" (2 items). All sum-scores showed Alfa coefficients above .70. The highest mean values were found for the leadership dimensions argued by Avolio and Bass (2004) to be the most effective, namely "Inspirational Motivation" (M=3.8; sd= .9); "Idealized influence – behaviour" (M=3.6; sd= .9); "Individualized Consideration" (M=3.6; sd= .9); "Idealized influence - attributed charisma" (M=3.6; sd= .9); "Intellectual Stimulation" (M=3.4; sd= .8). Lower mean values were found for the leadership dimensions argued to be least effective; namely: "Management-by-Exception – Active" (M=3.2; sd= .8); "Management-by-Exception – Passive" (M=2.4; sd= .8); and "Laissez-Faire" (M=2.0; sd= .9). Consequently, based on the perceptions of the staff, this chain has a substantial proportion of effective leaders. The correlations between the effective leadership dimensions and "Leadership effectiveness", "Staff's willingness to make an extra effort" and "Satisfaction" were strong and positive, ranging between .58 and .79. Likewise, the correlations between the ineffective leadership dimensions and "Leadership effectiveness", "Staff's willingness to make an extra effort" and "Satisfaction" were negative, ranging between -.19 and -.41. To conclude, the majority of managers and supervisors in the chain are perceived by their staff to display effective leadership dimensions, but not all.

Keywords: MLQ, hotel, leadership, supervisor, effectiveness, satisfaction, extra effort, Norway

## **Session: Advancements in Festival Management Research**

### **Event Sponsorship: True Love and Necessary Evils**

**Reidar J Mykletun, Päivi Anita Seland**

*Norwegian School of Hotel Management, University of Stavanger, Stavanger,  
Norway*

The purpose of this paper is to provide a deeper understanding of how corporate sponsorship works in the contexts of combined festivals and sport events. The study provides insight in the relationships between a sponsor and a sponsor object, the expectations and advantages of the co-operation, and As these events depends on corporate sponsorships it is assumed that successful relationships between the sponsors and the objects is a necessity for events' sustainability, and consequently also indirectly to sustainability of the destinations. The findings of this qualitative research are based on five semi structured in-depth interviews conducted in Rogaland County, Norway. The three existing local sports events with related festivals and three of their sponsors are represented in the interviews providing real-life experiences from corporate sports event sponsorship. Additionally, the interviews contribute with valuable advice on how to attract corporate sponsorship. The study also introduces an interesting case of an event that has managed to achieve a unique position that allows it to select between sponsors aspiring to be part of the event, as well as one that was terminated due to unexpected shortages of sponsorship contributions. The findings indicate that event sponsorship is a time-consuming communication channel that requires commitment in order to achieve the best outcomes. Furthermore, findings highlight the importance of open and sincere communication between co-operation partners; this functions as the very foundation of a successful and long-term mutual business contract. Although most of the discussed sponsorship relationships are described as harmonious, some dissatisfaction and frustration are also expressed. The third case studied suffered from fatigue in the event organisation and unsatisfactory maintenance of the relationships to the sponsors, and consequently did not manage to rise sufficient funding in the end

Keywords: event, sponsorship, festival, sport, management, relationships, Norway

## **Session: Second home tourism and change in rural destinations**

### **Second homes: curse or blessing? A review 36 years later**

**Dieter K. Müller<sup>1</sup>, Gijsbert Hoogendoorn<sup>2</sup>**

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Terry Coppock's (1977) edited collection, *Second homes: curse or blessing?* remains the most influential work investigating second home tourism. Coppock's edited collection explored second home tourism in a variety of locations globally. Different themes were studied in the collection, which includes planning aspects of second home development, spatial modeling and predictive modeling and second homes as holiday accommodation (to name but three). Over the last 30 years, second homes research has blossomed, especially since the mid-1990s. Thus we found it fitting to review the marked influence of this edited collection 30 years after the first conference was held that formed the basis of this book. Therefore, this article will investigate the relevance of the issues identified during the 1970s to issues surrounding present-day second home tourism. The argument made in this article is that many of the issues that Coppock identified remain important today, however, many of the issues identified are less relevant to many second home landscapes in both the developed and developing worlds.

Keywords: second homes, Coppock, futures past, tourism, curse or blessing?

## **Low-cost aviation and tourism dynamics in the Baltic Sea Area**

**Jan Henrik Nilsson**

*Lund University, Lund, Sweden*

The number of passengers on European low-cost carriers has increased from less than 20 million in 2000 to around 170 million passengers in 2009. At such a scale, low-cost aviation not only moves millions of people and Euros around; it affects social life, patterns of mobility and the environment. It has also become one of the most important forces behind regional tourism development, not the least in rural areas to which new low-cost connections have opened. After the enlargement of the EU in 2004, the increase in the number of low-cost connections has been particularly high East Central Europe, including the Baltic States. The purpose of this paper is to describe and analyze the development of low-cost aviation in the Baltic Sea Area. It is based on a quantitative study in which timetables (2000-2009) is the main empirical material. From this material, it is possible to calculate the number of seats flown on the different connections from the airports in the area. The development of networks of flows in the area is thus presented through a number of time series. This study is expected to give a clear picture of the combined effects of deregulation and the introduction of low-cost aviation in the Baltic Sea Area in 2000-2009. This development will be further analysed with emphasis on the role of low-cost aviation for tourism development. The wider aspects of low-cost aviation on other mobilities, such as temporary migration, will also be discussed, although more briefly.

Keywords: Aviation, low-cost carriers, mobility, Baltic Sea Area, integration, transport geography

**Session: Tourism mobilities and labour market dynamics**

## **Service in the air. A historical perspective on hospitality development in aviation**

**Jan Henrik Nilsson**

*Lund University, Lund, Sweden*

Passenger aviation has grown rapidly during the last decades. It has developed from being an elite mode of transport into mass transportation, following a dramatic reduction of fares. The performance of hospitality aboard, in the form of for instance catering, servicescapes and service work, has been transformed over the same period of time. In this paper, the ongoing development of material culture in hospitality aboard is analyzed based on the structural changes of technology, business models and institutional conditions. By making a genealogical investigation of hospitality in aviation new perspectives on the material culture of hospitality are made visible. The historical analysis reveals that two business models have influenced aviation over the last century, the flag carrier model and the low-cost model. The business models have set the frameworks for how hospitality has been performed in the cabins. The historical roots of these business models are to be found outside aviation, in the railways and in the coaching industry respectively. The genealogical perspective adds new insights in the social and material history of tourism transportation.

Keywords: Hospitality, aviation, aviation history, material culture, service work, business models

## **Session: Coastal and marine tourism**

### **Whale-watching tourists in Northern Norway.**

**Øystein Normann**

*Harstad University College, Harstad, Norway*

Whale-watching as a tourist attraction has been steadily growing in number of participants worldwide during the last decades. This is also the case in Northern Norway. During the summer of 2011 a survey was conducted on nature-based tourists in the region of Lofoten, Vesterålen and southern Troms (LOVEST-region). The aim of the survey was to get a broader knowledge about the tourists, their demands connected to both the quality of the products and their satisfaction with the products delivered by the destination, and by the companies in the LOVEST-region. A sample of 866 surveys were collected, and 1/3 of these derived from two companies offering whale safari boat trips in the region of Vesterålen. The group of whale-watching tourists was compared with the other tourists in the survey, who visited alternative nature-based companies in the LOVEST-region. Significant differences were found on preferences of accommodation, means of transport, duration of travel to and stay in the region, travelling motives, and activity preferences. The whale-watching tourists also were less satisfied with restaurants and dining options, price level, and accommodation than the group with which they were compared. The socio-demographic comparison only showed small differences between the two segments. However, some nationalities demonstrated a stronger interest for whale-watching than others. The presentation will give a description of the findings and the results will be discussed.

Keywords: Whale-watching, whale-watchers, tourism, Northern Norway

## **Session: Second home tourism and change in rural destinations**

### **Rural re-development in question. Second homes as a solution?**

**Martin Nouza**

*University of Iceland, Reykjavik, Iceland*

Sectoral changes, labor market structure, income inequality, aging population and other aspects are having strong effects for inhabitants in rural areas, particularly in developed countries. Depopulation of countryside as a result is therefore one of the main issues governments in all levels have been dealing with for past decades. In many countries (i.e. UK, Ireland, Norway, Sweden) second homes development was identified as part of solution mix hence supported through wide range of policies. But outcomes of these policies seem to be ambiguous at least, possibly because different local and regional conditions - cultural, economic and geographic were not taken adequately in to consideration.

Iceland is also struggling with fast depopulation of rural areas and second homes, very popular in the country, may present possibility for rural stabilization and re-development. Based on four years of holistic research in to second home phenomenon in Iceland the results have been combined to answer questions about viability of such approach. Can second homes be used as a tool for rural re-development in Icelandic conditions? What are the limits of such approach? Is second home phenomenon going to be beneficial for long term rural development or is it going to bring only spatially limited short time relief?

Keywords: Second homes, Iceland, Rural development, Policy

## **Session: Advancing Research Methodologies for Sustaining Regional Tourism**

### **Iceland - a hot spot for geotourism development?**

**Rannveig Ólafsdóttir**

*University of Iceland, Reykjavik, Iceland*

Iceland offers unique geology and dynamic nature which has long attracted large majority of all tourists visiting the island. Owing to its dynamic processes still constantly forming the Icelandic landscape as well as to the country's nakedness Iceland is often referred to as an open laboratory in geo-sciences. Geotourism and Geopark are among the youngest concepts within tourism. Both concepts have however grown fast during the past decade. Geotourism has developed as an answer to minimize negative impact of mass tourism in geologically and geographically attracted tourist sites at the same time as it is supposed to give emphasis to sustainable rural development. This project attempts to assess the compatibility of geoconservation and rural development in geotourism development by i) critically explore the challenges and potentials of the geotourism development in Iceland; ii) identify and analyze the different potentials for geopark development in Iceland; and iii) examine how geotourism can be planned and managed in a sustainable manner in vulnerable arctic environments. The results suggest eleven distinctive sites for geopark development. The results further emphasize the importance of sustainable management in geotourism planning.

Keywords: Geotourism, geoconservation, geopark, rural development, rural tourism

**Session: Education and Knowledge in Tourism**

## **Faculty Members' Perceptions of Entrepreneurship in Norwegian Hospitality Education**

**Mona Anita K. Olsen**

*Norwegian School of Hotel Management, University of Stavanger, Stavanger, Norway, College of Education and Human Development, George Mason University, Fairfax, United States of America*

In the United States, there is a focus to create initiatives to encourage job creation through entrepreneurship to aid in economic recovery. In seeking these funding opportunities, institutions of higher education are faced with decisions on how to innovate to create practical curricula that will encourage students to create economic impact post-graduation. Administrators designing programs have few studies to assist in creating entrepreneurship curriculum. Faculty members serve as key stakeholders when thinking about the evolution of entrepreneurship education; they are the lynchpin in the link between the real and academic worlds. Norway offers a compelling example of the successful integration of entrepreneurship into university curricula. Driven by Norway's Ministry of Education and Research's stance that "competence in entrepreneurship is relevant for all areas of working and business life, in both new and established activities and enterprises," Norway has received accolades for its blending of theoretical and practical methods in entrepreneurship education. Furthermore, hospitality schools are a natural fit for studying entrepreneurship as they offer a business education tailored to a specific industry. This research explores faculty members' perceptions of entrepreneurship in hospitality education. It aims to generate a working theory to inform administrators about faculty perspectives when designing curriculum that will foster innovation. Using a qualitative grounded theory design, the research will consist of a two-phase data collection process which starts with a web-based free write activity and concludes with a 45-minute semi-structured interview. The five participants are faculty members from The Norwegian School of Hotel Management, the second oldest hotel school in the world. The research will determine faculty perspectives on the impact of entrepreneurship in hospitality education. It will reveal how faculty members perceive the connection of theory to practice in their own instruction. Finally, it will document the future priorities for the faculty members in their teaching.

Keywords: entrepreneurship, university education, hospitality, hotel school, faculty members, Norway, grounded theory

**Session: Coastal and marine tourism**

## **Driving forces for sustainable destination development - a Nordic study based on maritime culture and inland sea-regions**

**Anna Karin Olsson, Kristina Lindh, Leif Berndtsson, Martin Gellerstedt**

*University West, Trollhättan, Sweden*

This study focuses on sustainable destination development in a Nordic context. At most destinations stakeholders from private, public and voluntary sectors interact and there is a need for coordination and cooperation. An escalating competition among destinations has raised calls for innovative offerings that are well-coordinated. Studies of tourism destinations show that networks are crucial since successful destinations are based on interrelated stakeholders that understand the concept of the destination and are committed to cooperate in offering a holistic experience to visitors. The aim of this paper is to discuss the driving forces of sustainable destination development. In particular the study focuses on stakeholder cooperation and sharing of knowledge and experiences among two Nordic regions based on maritime culture and inland sea-regions. The data collection includes a combination of different methods: interviews with main stakeholders, collection of existing documents related to the regions, observation of stakeholder meetings, and participant observations of attractions and events. The project is ongoing but so far we have interviewed a few stakeholders in each destination and gained their insights into how to cooperate in order to develop sustainable tourism regions.

Keywords: destination development, maritime culture, inland sea-regions

## **Session: Coastal and marine tourism**

### **Tourism as reembedding of coastal communities**

**Carina Olufsen**

*University of Tromsø, Tromsø, Norway*

There are created a lot of stories about Northern Norway and the Northerner. One of these, which for years has been the subject both in research and in society at large, is the story of disembedding. This is the story of a Northeners who no longer have exclusive rights to the resources that traditionally gave them a living, particularly the fish. The loss of rights relate to regulation of fisheries and the quota system that in fact has excludes many of the coastal people from the fisheries. These facts have been accompanied by lots of stories of rural depopulation, including widely accepted academic accounts (Brox, Jentoft, Edvardsen). However, there are still lots of people living on the coast, and the fisheries are still an important industrial sector. Thus, the disembedding processes are obviously tied to or giving way to other processes providing employment and reasons to stay. Therefore, I will in this paper, discuss disembedding conception as an understanding of ongoing transformations on the coast of Northern Norway, and point at processes through which modernization and globalization seems to give coastal districts new feet to stand on. One of these is obviously tourism. And one of the bases for tourism is obviously the landscape and narratives related to fisheries, traditional livelihood, and the coastal culture. Thus, tourism can be a sector within which the disembedding of traditional industries is reembedded.

**Session: Coastal and marine tourism**

## **Russian Arctic ports: problems with the development and management of tourist flows**

**Albina Pashkevich**

*Dalarna University, Borlänge, Sweden*

A major challenge for the Russian Arctic sea and river ports is their strong cargo transport orientation originated by natural resource extraction industries. A careful assessment of the prospects of current and future tourism development is presented here based on the development of regions located along the shores of the Arctic ocean (including Murmansk and Arkhangelsk Oblasts, Nenets Autonomous Okrug (AO), Yamal-Nenets AO, Taymyr AO, Republic of Sakha, Chukotka AO).. An evaluation of the present development of tourism in maritime cities suggests that a considerable qualitative and quantitative increase of tourism activities organised by domestic tourism firms is made virtually impossible. There are several factors contributing to this. The previously established Soviet system of state support for the investments into the port facilities as well as the sea fleet were not effectively replaced by creation of new structures. The necessary investments for reconstruction could be contributed by the federal government but the priorities are not set towards the increased passenger transportation. Having in mind, increased environmental pressures in this highly sensitive area it is especially vital to establish a well-functioning monitoring and rescue system in the situation of ever increasing risks which come not only from the increased transports along the NSR, but also from the exploitation of the offshore oil and gas reserves in the Arctic seas. The current stage of economic development in Russia makes it clear that tourism development is not able to compete with the well-needed increase in the cargo transportation, which means that Russia's fleet is going to be utilised by other industries. However, opening up this area to both local and international visitors could contribute to the economic prosperity of these remote areas and if carefully managed could sustain already existing maritime cities along the shores of the Arctic Ocean.

Keywords: Northern Sea Route, Arctic ports, Maritime tourism, Tourism Management, Tourism Planning

## **Session: Education and Knowledge in Tourism**

### **Presence of sustainable, intercultural, and experiential guiding issues in European tourist guide training?**

**Ester Pereira, Reidar J. Mykletun**

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European Union goals that include unification, integration, citizenry development, and furthering of education ideals can all benefit from tourist guides' work (ET, 2020; Innoguide, 2012). In this respect tourist guides' contributions to Europe's image and sustainability can be significant. A way in which guides can contribute to change is through the informal education they offer tourists, an innovative way that can add to tourists' knowledge - thus influence change in behaviors and attitudes. The Innoguide Project, a Leonardo da Vinci lifelong learning program, advances that for guides to contribute to Europe's development their training needs to be innovated to include concepts of sustainability as well as knowledge and skills in interculturalism and experiential guiding, which would all emphasize a stronger Europe. The question asked here is "to what extent are the above concepts included in guides' training courses. The present research examines guide training structure and content from national and/or regional training institutions in the eight participating European countries (Belgium, France, Hungary, Italy, Malta, Netherlands, Norway, and Spain). The analyses were based on available documentation and curricula for such training. The results showed that there is not one program that is consistently strong or weak in this respect; indeed, the various programs show a wide variation both in level of training, length and content of the programs, identifying different levels of strength and weakness. Details will be presented and several recommendations for research and practice made.

Keywords: tourist guides, training, sustainability, Interculturalism, experiential guiding, Europe

## **Session: Social media monitoring and management**

### **Comparing social media users and non-users in rural tourism**

**Juho Pesonen**

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Importance of social media in tourism marketing is growing as more and more consumers are using different social media services. There is however relatively little knowledge on how social media affects consumer decision making regarding travelling and tourism. In this study rural tourists who are using social media when they are searching for information and planning a holiday are compared to those who don't use social media in order to find out what rural tourism companies should do in social media. This study provides novel information on what kind of tourists are using social media and how rural tourism companies should market their products in social media compared to Internet sources. This study uses data collected in three Finnish rural tourism websites during summer 2011, consisting of 1967 usable responses. The preliminary results show that social media users are young, technology-savvy and information hungry. There are also significantly more females in social media users than in non-users. Social media users also do not use travel agencies as much as other respondents. Activity-wise companies offering wildlife safaris would most probably benefit from social media as a marketing channel. Social media users are also much more likely to write online reviews.

Keywords: social media, marketing, rural tourism, customer behavior

## **Session: Sustainable Tourism Development**

### **Establishing the Connections between the Goals of Sustainable Development Creative Tourism**

**Solene Prince**

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The three founding fields of sustainability, social equity, economic development and environmental protection, strive for opposing goals. The differences of these disciplines are often likely to lead to compromised solutions between their actors, than to any type of holistic sustainable outcome. This reality transcends to the debate of sustainability in tourism. Responses to mass tourism gave way to forms of tourism such as alternative and sustainable tourism. The latter type of tourism was criticized for asking for an unachievable balance between three opposing disciplines.

The question at stake asks if creative tourism could be used by actors in local tourism schemes in order to resolve the conflicts between the three goals of sustainability. Given the nature of creative tourism, the latter concept could resolve the conflicts of sustainable development because it would help to establish beneficial links between the different goals and resources of the actors involved in sustainability and in tourism. Creative tourism enables such complementation because it promotes the tourists' active participation in their destinations' development schemes and it enables communities to valorize their local space in creative and complementing ways that preserve their cultural and natural integrity. Actors in sustainability and tourism thus avoid the need for compromised outcomes and are more likely to head towards sustainable development. It is also claimed that a framework combining the two sets of theory can be built as theory unfolds.

Through qualitative research on the case study of Sólheimar eco-village in Iceland, it is revealed that creative tourism rather contributes to strengthen existing complementation between goals in sustainability. The overall results establish that creative tourism can be used as a tool to find a way to create stronger and more meaningful links between goals in sustainable development. A final framework coupling the two sets of theory is presented.

The findings shed light on a few points. Firstly, the focus of actors involved in sustainable development should be on complementing each others' goals rather than compromising. Sustainability is found in the interactions between its actors. Conceptualizing sustainability as a form of interaction makes the concept more accessible to local actors. Moreover, tourists have a responsibility in the process of local development when they become participants. It will be the community's decision how it wants to promote its essence, to what extent it wants to open up to tourists and what role it is willing to let these play in its local development. Further research needs to consider the challenges in sustainability and tourism left unelaborated in this work.

## **Session: Advancements in Festival Management Research**

### **Events in peripheral areas; Do they affect place consumption and satisfaction?**

**Mikkel Ravn**

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In today's peripheral regions, municipalities and towns, events have become a mainstay, a feature which is almost seen as an imperative, according to a logic that looks something like this: Unless we produce and support events, we are invisible, in which case our area will almost certainly stagnate and wither away. The urge to provide cultural and entertainment content to inhabitants and tourists is an understandable one, yet a common line of reasoning for place and destination branders and developers seem to be that events are important, because everybody else seems to have them. There are therefore indications of an 'events arms race' driven by a logic of reaction to and defense against other areas/ events. Yet the demand for such events by locals seems to be under investigated. The presentation will focus on the demand side in event management: How do events contribute to quality of life in peripheral / rural areas? Do residents see themselves as proper target groups for local/municipal/regional events? Can the 'imperative' of event-making be justified given local users' level of demand? The current research is part of a ph.d. thesis on grass roots place branding in peripheral areas.

Keywords: Peripheral areas, events, place branding, demand side perspective

**Session: Second home tourism and change in rural destinations**

## **Regional typologies of second home countryside**

**Antti Rehunen, Mervi J. Hiltunen, Leena Kopperoinen, Riikka Paloniemi,  
Janne Rinne**

*Finnish Environment Institute, Helsinki, Finland*

Leisure related multiple dwelling has an increasing significance in many rural regions. Second home users increase the demand of services and help to sustain them. In regional planning and development, there is a growing interest in second home development and the amount of purchasing power that arrives into the region with second home users. However, the preconditions and impacts of multiple dwelling vary a lot between regions and even within one region. Previous studies have pointed out that there are many different ways of using second homes. To assess the potential of multiple dwelling in regional level, its spatial distribution and dynamics require a more careful analysis.

In this study, we investigate how rural areas can be classified on the basis of second homes, their environments and location in spatial structure. Finland serves as a national level case study with relatively high availability of geographical data. The examinations are based on nation-wide GIS data on land use, services, transport system and buildings including the location of each privately owned second home and its owner's permanent residence. The typologies are mostly dealt with in regional level and compared to present-day regional strategies.

Our results bring out various kinds of regional typologies. The availability of water areas and shoreline, distance to urban centres, and local planning practices produce different spatial patterns but all affect the density of second homes. The trips between permanent and second home are classified according to their regional dimension. The accessibility of services and availability of transport facilities in second home areas are used as a basis for zoning that also reflects the mobility patterns of second home dwellers. The type, condition and size of second home buildings have a connection to the frequency of second home use and present regional differences.

Different typologies of second home countryside cohere in some areas and contradict in others. On the basis of the typologies, a distinctive profile can be compiled for every rural area. They help to focus regional strategic planning.

Keywords: Finland, second homes, rural development, regional planning, spatial structure, typology

## **Session: Entrepreneurship in Tourism**

### **Are tourism firms innovative or not?**

**Martin Rønningen**

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Statistics Norway has since the early 1990's conducted surveys on the innovation activity in the Norwegian industry. The surveys have been part of the European Community Innovation Survey (CIS). The tourism industry was not included in the Norwegian survey until recently. Thus, Lillehammer University College carried through a national survey on innovation in the tourism industry in 2008. The survey indicated that the tourism industry performed quite well with respect to innovation activities compared with the average of the other Norwegian industries. In 2010 Statistics Norway included the tourism industry in the national CIS survey. This survey indicates rather low innovation rates in tourism enterprises. The differences of the surveys in 2008 and 2010 respectively, raise important methodological questions about sampling, the operational definition of the tourism industry and the measurement of innovation. These challenges are discussed in the paper by comparing the two surveys. The paper concludes that 1) the measurement of innovation has to be discussed and probably adjusted to the distinctive features of the tourism industry, 2) the understanding and definition of tourism trades (and consequently the determination of the population of tourism enterprises) have to be examined more thoroughly.

Keywords: tourism enterprises, innovation, measurement

**Why stakeholders' perceptions matter in tourism sustainable development and evolution?**

**An exploratory study using Delphi technique**

**Cinta Sanz Ibáñez, Salvador Anton Clavé**

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Tourism researchers are increasingly emphasising the prominent role of local agents in tourism development. In fact, community involvement is seen as one of the fundamental principles of sustainable tourism and local development. However, tourism development is traditionally dealt as a process of physical expansion or supply emergence, so it is mainly studied through quantitative approaches. Local agents' opinions and perceptions, as qualitative data, are normally excluded from the analysis. This investigation considers tourism development as a socially and locally constructed process and argues that this subjective information gives a better comprehension of tourism development process in local areas. Consequently, the research presented applies in-depth interviews and Delphi method in order to analyse, qualitatively but also empirically, community involvement phenomena from local agents' point of view. Conclusions are drawn through the study of a specific protected area: the Ebro Delta (South Catalonia, Spain), one of the largest wetland areas in the western Mediterranean region. The results obtained are valuable inputs to guide policy decision making and improve tourism development sustainability. Shared local identity, feelings of territorial belonging and good collaboration expectations are identified as opportunities to community involvement that must be reinforced. Besides, perception differences of agents' roles and relations and territorial weaknesses are identified as factors that harm community involvement at the beginning of tourism development and must be enhanced. It must be noted that the research conducted has some limitations derived from the case study specificities and the reduced number of participants. Nevertheless, it demonstrates, on the one hand, Delphi method validity to comprehend tourism development phenomena from a qualitative point of view and, on the other hand, the results application possibilities in local development policy.

Keywords: Delphi technique, local agents, perceptions, sustainable development, tourism geographies, tourism policy, coastal areas.

**Session: Coastal and marine tourism**

## **A multichannel segmentation study of Lofoten tourists**

**Kåre Skallerud**

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Tourists are using a range of travel products and services incl. transport to and at the destination, accommodation, attractions, and activities. They therefore display complex shopping behaviours in an ever increasing multichannel environment. Pearce and Schott (2005) showed how tourists navigate a mix of channels during various stages of the distribution process. One of the core challenges in this field is understanding consumer behaviour in a multichannel context/environment (Neslin et al., 2006). It is therefore a need to extend work on tourists' multiple uses of channels in order to develop a more complete understanding of the distribution process. The present study is a segmentation study of Lofoten tourists (n = 700) based on their multiple use of transportation and accommodation modes. Four distinct segments are identified and profiled based on their uses of information services, booking and payment of tourism products. Other behaviours and demographic variables are also included in the profiling of the segments. This is one of the first multichannel segmentation studies in the tourism marketing field and even in the broader multichannel literature. Theoretical and practical implications are outlined.

Keywords: distribution channels, multichannel use, segmentation, Lofoten

## **Creating shared meaning(s) in sustainable tourism: the use of semiotics**

**Nadia Sorokina**

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The aim of this research project is to expose the values that stakeholders attribute to 'sustainable tourism' and to create meanings that might be shared between the stakeholder groups by adopting a semiotic approach. The concept of 'sustainable tourism' has been criticised as vague, open to contradictory interpretations and overly theoretical. Consequently, adapting research methods from other social sciences has been proposed to explore the meanings of sustainable tourism within a broader social context. The research instrument developed for this project is based on the principles of multimodality, since a combination of textual and visual modes can be used to create meaning. The raw data for the research are stakeholders' webpages. The research instrument includes two equally essential sub-components, which analysed the interaction of the modes on the stakeholder webpages using the Grammar of Visual Design (GVD) and Critical Discourse Analysis (CDA). From the GVD perspective the parameters of analysis were: the meaning of composition, narrative representation, conceptual representation, representation and interaction, and modality. From the CDA perspective the parameters of analysis were: actor, circumstantial selection, parameters of the field, tenor, mode and intertextuality. The discursive analysis of both modes, and most significantly, their interaction through organizational structure, reveal the values that stakeholders attribute to the 'sustainable tourism' concept.

Keywords: sustainable tourism marketing, multimodality, Internet

## **Differences in norms and attitudes regarding catch and release angling by salmon angling tourists**

**Stian Stensland<sup>1</sup>, Øystein Aas<sup>1,2</sup>**

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Angler expenditure in the river valleys are important for Norwegian landowners and local businesses. From 2010 on, 120 of Norway's 400 salmon rivers have been closed to fishing. Several other rivers have introduced shortened seasons and lower personal catch quotas. Catch & release angling (C&R) might be one successful tool to protect declining salmon stocks. In Norway taking fish for food has for a long time been the end point of angling. Semi-subsistence attitudes such that 'you do not play with the food' (cf. C&R) have been dominating. However, the use of and support for C&R is growing rapidly. Based on catch orientation we segment anglers into four subgroups: Catch & release, Keeper, something else and Trophy angler. The different groups' attitudes and norms towards C&R is investigated and compared. Implications for fishery management and tourism development are discussed. Data is based on a web-based questionnaire sent salmon anglers in the Lakselv River of Norway. 656 responses and a rate of 68%.

Keywords: angling tourism, catch & release, salmon fisheries

**Session: The materiality of tourist spaces: emerging destinations**

## **Transforming Transportation: Reuse as a Cultural Innovation Strategy on the Hostel Market**

**Per Strömberg**

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Reuse of buildings has always been one significant characteristic of youth hostels: old farmsteads, vacant mansions and schools. Historically, hostels have been a cheap and modest alternative to hotel stays. However, the genre is about to renew itself by taking influence from the progressive, individualistic, and deeply conceptual lifestyle hotel market. On the one hand, the hostel genre is re-inventing its original concept by bringing the reuse mode a step further. On the other hand, its original ideological foundation based on healthiness, sociality and democracy is challenged. In the last decades, superfluous lighthouses, warehouse and prisons have been turned into youth hostels in Sweden. Other more progressive examples reuse means of transportation, such as Af Chapman (ship), Tåget (train), and Jumbo Hostel (airplane). This paper explores the changing hostel market in general, and analyzes the reusing mode as a cultural innovation strategy specifically, by which means of transportation have been turned into hostels: What are the incitements for innovation, and how are fancy hostel-concepts being adapted to practical matters and the hostel ideology?

Keyword: youth hostel

## **Difference between locals' and second home owners' perception of New Rural Goods and Services in the World Heritage Kvarken Archipelago**

**Kristina Svells**

*Åbo Akademi University, Turku, Finland*

Rural areas, and especially the Kvarken Archipelago in the region of Ostrobothnia on the west coast of Finland, have rarely been subject to investigation as regards the economic impact of second home households. The Kvarken Archipelago, designated UNESCO World Heritage in 2006 was at the time of nomination acknowledged from regional level to be a future touristic profitable region. Since the designation an increase in economic benefit from the World Heritage status has been hard to perceive whereas the local residents' perception of the new status has shown to be both negative and positive. I will in this paper explain the second home owners' perception of the UNESCO World Heritage designation in Kvarken compared to the local residents' attitude. My first research question is: How do locals and second home owners perceive the World Heritage designation and the tourism impact there of? The tourism industry is one of the most visible growing economic activities in rural areas today. At the same time rural landscapes can be depicted as space of consumption including new rural goods and services as the cornerstones for the new rural economy. This paper will explain the rural economy of the World Heritage Kvarken Archipelago based on tourism. The area is densely populated by second home owners that on a local level hypothetically both consume and produce local goods and services. My second research question is: Which new rural goods and services have an impact on second home owners' consumption and production patterns and in what way? This study is work in progress.

Keywords: World Heritage, Kvarken Archipelago, new rural economy, new rural goods and services, second homes

**Session: Nature Based Tourism**

## **Reciprocity in nature based tourism – how do we pay for common goods?**

**Gaute Svensson**

*University of Tromsø, Tromsø, Norway*

Within economic anthropology, generalized reciprocity has been associated with gift based societies. Consequently modern societies have often been empirically neglected as a base for this form of reciprocity. The questions this presentation will address is whether we can understand tourism development as part of a moral economy that also evolve around forms of reciprocity that most commonly is associated with third world countries or gift based economies. Can we understand social aspects of tourism development in rural Norway today, through other aspects than a balanced, symmetrical and monetary reciprocity? Furthermore, how are social relations between the tourism companies and the local community influencing the local development of the tourism industry today? The questions posted here will be the point of departure in this presentation. With an empirical base in companies situated in northern Troms I will present some contrasting examples to show how different strategies reveal different social aspects constituting tourism today. I will argue that some companies implement a generalized reciprocity in their everyday life as part of their business strategy – a strategy that is reflecting local culture just as much as it is reflecting tourism entrepreneurship itself.

## **Intercultural Communication and Customer Safety in Tourism**

**Niina Syrjälä, Pekka Iivari, Sisko Häikiö, Ulla Kangasniemi**

*Multidimensional Tourism Institute, Rovaniemi, Finland*

Demands for intercultural communication skills are increasing as businesses go global. The term intercultural refers to 'between cultures' and intercultural communication is usually understood as communication or interaction between people coming from different cultures. The concept of communication and therefore intercultural communication includes the verbal message as well as nonverbal communication. Intercultural communication concerns tourism where people from different cultures communicate with each other. As safety-orientedness is one of tourism's most important megatrends, the aim of the paper is to analyse how culture related features influence when giving, interpreting and following safety information. The project of Tourism Safety and Security System in Lapland has done research of risk management and crisis communication where intercultural communication has a role. The project will carry out research in spring 2012 on 'Intercultural Communication and Customer Safety in Tourism' in Lapland, Finland. The point of departure of the research, conducted in Finnish Lapland, is the fact that culture forms a crucial filter through which safety and security communication is acquired, given and followed. Thus, it is quintessential for a tourism operator to understand cultural features and adjust the safety communication to the multicultural environment.

Keywords: Intercultural communication, tourism safety, customer

## **Delicate Destinations. Branding destinations on food - cross-sectoral processes and outcomes**

**Anette Therkelsen, Henrik Halkier**

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Branding destinations on the basis of local food and culinary traditions is a central strategy for several localities around the world, including Nordic ones, something which could potentially benefit both local tourism and food producers. The potential of success may, however, be lost if the strategy is not founded in the cultural and nature based resources of the destination, sound insight into tourists' food consumption and the ability to manage complex stakeholder relations across public-private and sectoral divides. Much of the existing literature on food and tourism has focused either on trends in consumer demand or the challenge of bringing local food to tourists by linking up private and public actors in order to establish a 'supply chain'. The inter-organisational processes involved in branding destinations through food has, however, received rather less attention. This paper argues that to understand the potentials and pitfalls of branding a destination on food, we need to pay attention to the political and inter-organisational process going on in cross-sectoral cooperation, and it becomes relevant to ask questions such as: What individual and mutual strategic preferences exist among food and tourism stakeholders?; What Self and Other perceptions do they hold and how do they influence cooperation; Who are included in the agenda setting, design and implementation of the effort and how does that influence commitment to the branding effort? The scope of the paper is both conceptual, building an analytical framework on the basis of existing contributions to the literatures on food tourism, destination branding and inter-organisational relations, and empirical in that it analyses data from two Danish case studies of cooperation between food and tourism stakeholders.

Keywords: Food tourism, destination branding, cross-sectoral relations

## **In-migration and labour markets in tourism dominated rural areas**

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A well functioning tourism destination is often described as an engine to create regional economic development. Many rural municipalities are facing an aging population, out migration and high numbers of unemployment. Municipalities with a flourishing tourism industry might however face a population development including in-migration. Second home-, retirement-, return-, entrepreneurial- and labour migration are five types of tourism-related migration distinguished in an attempt to examine the relationship between tourism and migration. In this paper we are examining the role of the tourism labour market for the population development in rural municipalities hosting a large tourism destination. The municipalities of Malung-Sälen and Älvdalen have been chosen as case study areas based on their rural location and their dominant tourism industry in the destinations of Sälen and Idre. The study uses longitudinal micro data on population and labour markets to deconstruct the labour market, with a special focus on the importance of the tourism industry for in migration. The results show that the tourism labour market consists of permanent, seasonal and combination employments with a little more than 15 percent of the total labour force working in tourism related occupations. Employment within the tourism industry can be seen as a channel for in-migration.

Keywords: labour market, tourism, in-migration, population, rural, micro data

**Session: The materiality of tourist spaces: emerging destinations**

## **The Brand Cooperation in tourism between Lapland and Municipality of Kuusamo – discourse analysis**

**Heidi Tiensuu, Sini Jäntti, Rauno Rusko**

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Municipality of Kuusamo, and its tourism destination Ruka, belongs into Regional State of Northern Ostrbothnia, but geographically they have the same characteristics as the many destinations in the Regional State of Lapland. Lapland has a famous brand especially in winter tourism, which fact is based on long-term national and international promotional efforts. Because of similar characteristics of location, natural conditions, topography, and tourism, Kuusamo and Ruka could be one of the members in Lapland brand organization. However, administratively the public financing of tourism projects is more complicated if also Kuusamo is involved in the projects. This paper is focused on attitudes of public about brand of Lapland and position of Kuusamo in this brand. This study is based on 125 chat comments. We found following themes connecting brand, geography, administration and/or identity:

The spatial identity: We Lappish – The others shows that the spatial identity has various forms among the common people. The brand of Lapland is especially important for Lappish inhabitants the others had less strong attitudes towards the brand.

Collaboration as a resource –discourse is hold with the collaboration between Lapland and Kuusamo with sub-discourse” Lapland as a subjective concept” containing various alternatives to see Lapland: From the thought “Only the most northernmost part of Finland are Lapland” to the though “Whole Finland is in Lapland”.

Nature as a connecting issue: This discourse see that the nature of Kuusamo is similar to nature of Lapland and therefore Kuusamo could belong into the Lapland.

Exploitation and Sponging: This discourse emphasizes the perspective that the others (Kuusamo) exploit and sponge the benefits of brand of Lapland, which have been achieved via long-term promotion and marketing efforts.

The brand of Lapland and collaboration between regions are important issues in tourism research and development in northern Finland. Hanging on to the regional boundaries can restrict cooperation and slow down the progress in tourism and regional development.

Keywords: brand, Lapland, Kuusamo, Ruka, tourism, identity, administration

## **Comparative study of wellbeing tourism performance on the webpages of Finnish and Latvian national tourism organizations**

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A demand of wellbeing and wellness tourism products and services is booming internationally. The same phenomenon occurs also in Finland and Latvia. In Finland wellbeing is one of the main themes in national tourism strategy while in Latvia there are no special mentions about development and promotion of wellness tourism in the national action plan. Recent studies has pointed out that Internet has become a key source of information for many tourists. Therefore the aim of this paper is to evaluate wellbeing tourism performance on the web pages of Finnish and Latvian NTOs. The analysis is a qualitative based on comparative websites content, interactive features and navigational mechanisms' evaluation. For the evaluation, the authors used four basic stages of AIDA model and a list of self selected criteria according to which both home pages of NTO were compared, especially information, the visual design and navigation that relates to wellbeing/ wellness. For the evaluation the English version of the home page will be used in September 2012. As the process is still on-going the preliminary results will be presented in the Nordic Symposium later this year.

Keywords: Wellbeing tourism, web page performance, Finland, Latvia

## **New rural residents or working tourists? Place attachment of mobile tourism workers in Finnish Lapland and in North Norway**

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Tourist destinations employ thousands of seasonal workers every year. Being a mobile tourism worker can be either temporary position or a longer career. In any case, tourism workers are not really part of the local communities, neither are they totally tourists. On the basis of interviews of mobile tourism workers in the rural-urban ski resorts of Finnish Lapland and in Magerøya, the island on which the North Cape is situated in Norway, we analyze the degree of the workers' place attachment and their experience of these two destinations. We also discuss the possibilities of the workers to become permanent residents of the places they now visit only on seasonal basis. In Finland, this is seen as a possibility among some of the interviewees but in Norway the work is mostly regarded purely temporary. This is due to the workers' stage in the life course, the remoteness of the destination as well as the opportunities for work outside the season. We then distinguish between four types of place orientations among the workers: (1) professionals who are used to mobile lifestyle and who work for the money, (2) temporary workers, especially students, for whom earning money is the main purpose, (3) seekers of more permanent place to stay, and (4) hobbyists of skiing and other activities who come close to defining them as tourists. We discuss these different relations to the sustainability of remote destinations.

Keywords: seasonality, tourism work, place attachment

**Do borders matter? Norwegian and Russian second home owners? relation to their leisure places in Finland.**

**Seija Tuulentie<sup>1</sup>, Olga Lipkina<sup>2</sup>, Kati Pitkänen<sup>3</sup>**

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Rural areas along the borders of Nordic countries are becoming more international as people search for leisure opportunities across borders. This has raised concerns on the local impacts on areas facing such demand. This has also been the case in the Finnish border areas, where foreign second home ownership has been growing during the past years. However, areas such Kilpisjärvi village in Lapland attracting Norwegians and the Savonlinna region in Eastern Finland attracting Russians represent very different kind of premises for this internationalization development. Norwegian and Russian second home tourists in these areas do not cross only administrative borders between nations, but also borders between cultures, societies, institutions, practices and different types of physical spaces. The border regimes within Nordic countries and with external borders differ substantially. Studies on trans-border destinations often focus on the destination choice and impact of foreign tourists, while life in the host society and experiences at foreign second homes are still largely neglected. In this paper, we look at the foreign second home owners' point of view and their relationship to leisure areas in different types of border regions. We look into the material and socio-cultural practices through which the foreign second home owners' relations to their leisure areas are created: routines and more reflexive practices. In order to better understand these practices, we have asked the Norwegians in Finnish Lapland and the Russians in Eastern Finland about their life at the cottage and relations to local communities. We are interested in the differences between the border contexts and ask: In what ways do the borders matter in second home tourism?

Keywords: trans-border second home tourism, material and socio-cultural practices, border areas

## **The role of the physical environment as a driver of restaurant customers' service experiences**

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Offering prerequisites for favourable customer service experience is crucial for service companies in order to be competitive. One important driver of customer service experiences is customers' interactions with the physical environment of the service firm (Walter et al., 2010). Only a few studies examine the physical environment in a holistic way and the active role of customers as creators of their own meaning. Therefore the aim of this study has been to analyse and describe the physical environment as a driver of favourable and unfavourable customer service experiences as described by customers. A Critical Incident Technique study including 195 narratives about favourable and unfavourable customer service experiences in restaurants was conducted. The interviews were analysed in an inductive approach according to constant comparative principles. The tenets of service dominant logic, especially customers' resource integration through interactions, described as value-in-use (Vargo and Lusch, 2004) supported the understanding. Two frameworks describing the physical environment in a holistic way were examined. The physical environment includes besides tangible and intangible factors, also actors and the exterior environment as two important aspects. A categorization of drivers of favourable and unfavourable experiences shows that not all drivers should be treated the same way. Walter, U., Edvardsson, B. & Öström, Å. (2010), Drivers of customers' service experiences, a study in the restaurant industry. *Managing Service Quality*, 20, 236-258. Vargo, S. L. & Lusch, R. F. (2004), Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*, 68 1-17.

Keywords: Customer logic, Customer service experience, Customer service management, Customer services quality, Dynamic, Experience room, Restaurant, Servicescape

## **Tourism Mobilities and Cross Border Regional Innovation Systems**

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While the impact of the special geographic conditions of cross border regions (CBRs) on learning processes have recently begun drawing more attention by scholars, the potential contribution of the tourism industry and mobility to facilitating innovative processes in CBRs has been ignored. The paper examines the possible role of tourism and new tourism product development in European cross border regional innovation systems and questions whether proximity to international border intersection with intensive movement of people influence the transfer of ideas and diffusion of innovations. A conceptual framework including several key determinants for the role of tourism in cross border regional innovation systems including aspects related to mobility, connectivity, internationalisation and socio-cultural and governance dimensions is suggested for future research studies. It also highlights possible implications for EU funded initiatives and policies in cross border regions.

Keywords: innovation, mobilities, cross border tourism

## **Session: The materiality of tourist spaces: emerging destinations**

### **Iconic vs. flagship attractions - insight sought**

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Tourists choose and travel to destinations they find attractive. Tourist attractions, one of the main components in tourism systems, are defined as features of a particular place capable of meeting the leisure-related needs and wants of the tourists. These features may be ambient in nature or specific to location, natural attractions or man-made. Attributes, which draw people to certain areas, can also be used to separate primary attractions from secondary ones, i.e. attractions which have tourist appeals, but are not the main reason for traveling to a certain area. Finally, a distinction between positive attractions and negative ones, those which will make a tourist not to choose a particular destination, can be made. Existing taxonomies of tourist attractions are most useful out of a destination management perspective identifying destination potentials and investment needed. However, the academic research on tourist attractions seems to have reached a plateau when few pioneering theories have been presented. The aim of this paper is to revitalize the academic research on destination attractions. This is done by defining iconic and flagship attractions, discussing measures for operationalization, and by presenting some preliminary findings from Finland and Israel.

**Session: Miscellaneous**

## **Sisyphus's stroll back - leisure as condition of humanity**

**Hans Wessblad**

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Sisyphus must to be considered happy when he again strolls back down the mountain to pick up his rock, claims Albert Camus, in *The Myth of Sisyphus*. When Sisyphus is free the burden his mind is released. To be condemned to the meaningless tasks of life is still a cause, and causes thus the happiness (Camus 1942). The 'everydayman' (or woman) is to be compared to the absurdity of the situation of Sisyphus. So when free of burden humans do not realize the reality. On the contrary, humans cherish what is good in life. However it takes the release of burden sense the good life. Leisure is not to be defined as being the unproductive time of our life, rather the opposite. It is when free of mind our life is made. You may argue that leisure is the absurd ground to beliefs of every human are equal, democracy may be global, and that everyone wants to create a better tomorrow. Leisure is really too important to the society to be taken care of by the tourism industries.

Keywords: good life, leisure experiences, humanity

## **Cross-border regions as destinations**

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The paper looks at cross-border collaboration in tourism. As part of the neoliberal turn in governing, regionalisation has been one of the means for decentering the national state. Regions have been established on several levels, between countries, within countries, and between regions representing parts of countries, as are those in focus in this paper. Regions can both be top-down and bottom-up arrangements, and the constructed regions often vary concerning degrees of institutionalization, common regional identity, and concerning allocation policies. Some regions are formally established, as the Euroartic Barentsregion, whereas others more have form of a practical partnership, related to a functional area, as for instance tourism. This is the case for the Turgrate 1 and 2, a collaboration between Puglia/Italy, Montenegro and Albania across the Adriatic. Within the Barents region a tourism project has been created. This is an example of a cross-border region searching for meaningful action, whereas the Adriatic collaboration seems to be a small step towards, or a play with the idea of, creation of a cross-border region. In both cases tourism development is a part of EU policies, as both are financed by EU's Interreg program. The paper is a comparison of the two cases as examples of tourism used as a means of expanding regional collaboration. The rationale for these collaborations is presented, based on interviews of people involved. Further, the paper discusses destination making as regionalization processes, and towards the end these regional appearances are confronted with the fact that a market driven destination development also is part of the neoliberal turn.

## **Session: Sustainable Tourism Development**

### **Waste, tourism development and environmental justice. The waste related impacts of a community-based ecotourism project in Nicaragua.**

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Service industries like tourism can create environmental injustices, such as the production of waste, that disproportionately impact less well off communities. Examples of waste related conflicts and environmental justice are the global North practice of using the global South as a dumping camp of our unwanted waste; or the unequal and injustice distribution of burdens (such as waste) between affluent and poor communities in communities, regions or between countries as a result of tourism development. Building on the environmental justice literature this paper aims to explore the waste related impacts of a co communities in the global South. The paper is based on the case-study of a community-based ecotourism project in Nicaragua. In the paper first I explore the waste related impacts of ecotourism in the destination community. Then, I discuss how the introduction of new ideas and narratives of waste, brought by tourists and other mediators, affect local narratives and practices of waste. The paper is based on interviews conducted in Nicaragua with members of the community, active participants in the community-based ecotourism project, tourists, related local tourist business, and local authorities responsible of municipal waste management.

Keywords: tourism, waste, environmental justice, impacts, community-based tourism, ecotourism, Nicaragua, global South

## **The view of knowledge in rural destination development**

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Tourism as a means for regional development often focuses on development of destinations, the creation of a DMO being a frequent course of action. Thereby illustrating the view on tourism as something demanding structured cooperation due to its complexity of actors, agendas and localities. Does leading the work of such an organization call for knowledge in a correspondingly broad range of fields? This paper addresses the Who-aspect of How the work of a DMO is performed, namely the destination managers. The study focuses on the view on knowledge and competence as expressed by both the recruiters and the ones that have been recruited. Questions are asked regarding what abilities are explicitly asked for, prioritized and ignored. This is a work in progress within the Botnia-Atlantica Institute, including cases in the Swedish county of Västerbotten and Norwegian Nordland.

Keywords: destination development, recruitment, knowledge, competence

## **Lifestyle investment: tailoring a lifestyle mobility package**

**Ulrika Åkerlund**

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In affluent societies, at least among the wealthier, lifestyle is increasingly becoming an option. With increasing possibilities to be mobile, lifestyle movers may enjoy access to opportunities for leading a 'good life' across global space. Permanent relocation, however, is not only associated with gaining benefits, but may also result in the loss of benefits such as access to a social welfare system, contact with family and friends, or other place-specific advantages. Many are therefore, if it can be afforded, seeking to enjoy 'the best of two (or more) worlds', and pursue forms of multiple dwelling: going back and forth on a temporal/regular basis between different areas that propose different opportunities, sometimes even across international borders. This paper aims to broaden the understanding of this investment in lifestyle by questioning how residential mobility may be used as a resource to gain access to benefits. This is done by, based on thematic analysis of in-depth interviews, exploring the motivations and strategies of Swedish lifestyle movers in Malta, in their tailoring of individual lifestyle mobility packages that allow them to enjoy opportunities for the good life in both (or more) countries. The research questions that have guided this study are; a) What motives related to 'the good life' are driving the move?, b) How are opportunities and barriers to achieving 'the good life' perceived?, and c) What strategies are adopted to achieve it?

Keywords: lifestyle mobility, multiple dwelling, lifestyle investment, entitlements, Swedes in Malta

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