

UiT

THE ARCTIC
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TOURISM IMPLICATIONS AND DILEMMAS

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BOOK OF ABSTRACT
#27THNORDIC



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Kultursalen (E102)	24: Building shared knowledge for tourism development.	Seija Tuulentie & Arvid Viken

Session 12: Sustainable behavior in tourism & hospitality

The role of convenience in sustainable consumption practices

Bianca Koroschetz, Cecilia Solér & Benjamin Hartmann

Abstract

The aim of this paper is to study convenience experiences of sustainable and unsustainable consumption practices. By drawing on a case of antifouling practices in the Baltic Sea we illustrate how especially sustainable consumption practices take hold. We use a practice theoretical approach to show which practice elements (Material Set-up, Bodily routines, rules, teleoaffective structure and cultural understandings) have a dominant position in shaping the perception of convenience and how different dimensions of convenience are formed (Woermann and Rokka 2015).

Antifouling practice encompasses all activities that are undertaken to prevent marine organisms (so-called fouling, i.e., barnacles, mussels) from attaching to the boat hull under water. Marine fouling is a hassle for boaters as it decreases speed and increases fuel consumption (Yebra et al., 2004). A common way to prevent fouling is to use biocide-based paint (unsustainable consumption practice) or to use the fairly new invention of the boat washer (sustainable consumption practice), which can be compared to a car wash, equipped with rotating brushes in the water.

Research on convenience has believed that a longing for convenience is strongly connected to time scarcity or lack in energy (Brown and McEnally, 1993). Present research on convenience acknowledges that “convenience is many things to many people” (Yale and Venkatesh, 1986, p. 405), and has mainly concentrated on cataloguing different dimensions of convenience (Brown 1990; Farquhar and Rowley 2009; Warde 1999). However, it has not been focused on how these various forms of convenience are created. Studying the convenience experiences of sustainable and unsustainable antifouling practice enables us to provide insight in what ways convenience is formed. This knowledge can be especially helpful to explain why certain sustainable practices are not adapted by tourists. Our findings show that convenience experiences are strongly connected to social activities, traditions, routines and emotions.

Keywords: *sustainability, convenience, practices, boating*

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Sustainability as attraction: How mundane places and practices become tourist attractions in Scandinavia

Matias Thuen Jørgensen

Abstract

In tourism literature, sustainability has been inherently linked to the sustainable consumption and development of tourism products and to ways that tourists may sustainably engage with destinations. Little attention has been paid to the ways in which sustainable features, which were not initially intended for tourism, may act as tourist attractions in their own right. This paper approaches sustainability in tourism from this angle. It investigates how features such as clean and unspoiled environments, as well as practices, structures or lifestyles that are perceived as sustainable, may become or be utilized as tourist attractions. Specifically, the paper presents the preliminary findings of a qualitative study on Chinese tourism to Scandinavia (Denmark, Sweden, Norway, Finland). Fourteen Chinese tourists, sixteen company representatives and six tour guides who had all engaged in Chinese tourism to Scandinavia were interviewed. The study demonstrates how sustainable practices and environments play a major role as motivators to visit Scandinavia and as tangible or intangible attractions during the visit. Based on the study, it is suggested that managing and marketing sustainable features as attractions may create additional sustainable benefits. First, as it increases the chances of attracting tourists with interest in sustainability, who may be prone to sustainable travel in general. Second, as the income generated from tourists visiting to experience sustainable features may generate incentive for additional sustainable investments from governments and industry.

Keywords: *China, tourism, Scandinavia, sustainability, attraction*

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Green consumption implications for sustainable tourism

Katarzyna Negacz

Abstract

Responsible production and consumption was chosen to be one of United Nations' Sustainable Development Goals, because of growing consumerism resulting in damage to the environment. While the number of green consumers around the world is increasing rapidly, it does not entail reduction in consumption per se. Nevertheless, the green consumer behaviour has an impact on all involved stakeholders and induces business and policy adaptation. Therefore, it requires further analysis to better understand this phenomenon. Based on the theoretical framework of Pierre Bourdieu referring to social differentiation expressed through consumption, patterns related to sustainable tourism are analysed. The main research question of this paper is what are key implications of green consumption for sustainable tourism stakeholders including tour providers, consumers and policy-makers. Research methods applied in this paper are literature and case study analysis. First, the theoretical assumptions of Pierre Bourdieu's framework relating to green consumer behaviour are examined. Further, they are applied to the field of tourism in chosen countries. The case study analysis is based on secondary data sources and supplemented by stakeholder interviews. Preliminary results show that the green consumption in tourism is present in all social classes through diversified behaviour, although reasons for it differ considerably from conscious nature protection to distinction among the peers.

Keywords: *green consumer behaviour, sustainable tourism, Pierre Bourdieu*

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The most important aspects of sustainability in marketing of Finnish holiday villa for Finnish and Russian consumers

Katja Pasanen

Abstract

Sustainability marketing is seen as one way of making tourism more sustainable. Sustainability marketing messages have traditionally been directed to sustainable travelers but with the right kind of messages, even the mass markets can get interested in more sustainable travelling. Previous research reveal that the most appealing messages for mass markets are persuasive and appeal to the emotions of travelers, are directed straight to the customers, are written in a way that the customer can see the benefits of sustainable actions to him/herself, are credible and reliable, emphasize active participation and are written in active rather than passive format. (Villarino & Font, 2015; Pereira, 2016.) Much is known about sustainability marketing, but we are still lacking information on what are the most important and appealing issues within sustainability to highlight for different markets to raise the awareness, and persuade to more sustainable behavior.

This study aims to investigate what aspects of the responsibility would be most effective in marketing of holiday villas in Lakeland Finland for Finnish and Russian market. The results are based on data collected in 2018 using consumer panels in Finland (n=515) and Russia (n=501). The preliminary results from Finnish data show that the most important aspects of sustainability in marketing of a holiday villa for Finnish consumers are the ones that most Finns feel familiar. Important were especially socio-cultural aspects, e.g. locality and local lifestyle, but also some ecological aspects, e.g. recycling opportunities and natural state of environment. For Russians the most interesting aspects of sustainability were the ones that are essential parts of their holiday experience and do not require too much effort from them. They are especially interested about local food and food culture, local lifestyle, local landscapes, natural state of environment, and non-motorized activities. More extensive results will be presented at the conference.

Keywords: *sustainability marketing, Finnish consumers, Russian consumers, sustainable tourism*

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Session 20: Co-creational methodologies in tourism: Towards collaborative ways of knowing

Creating knowledge – generating realities: The collaborative challenge

Gunnar Thór Jóhannesson, Carina Ren & René van der Duim

Abstract

This presentation takes its cue from John Law's description of what constitutes robust knowledge, according to which knowledge practices both have to "create knowledge (theories, data, whatever) that work, that somehow or other hold together, that are convincing and (crucial this) do whatever job is set for them. But then secondly and counterintuitively, they have to be able to generate realities that are fit for that knowledge (2009: 240)". This statement underlines the performativity of method, i.e. that we do not simply describe passive reality out-there with our methods but also enact it into being through relational practices. Research is never out of the world it seeks to describe and it is our responsibility to produce responsive knowledge or enact correspondence with it (Ingold, 2013).

The statement also entails that knowledge is situated and that such knowledge does not necessarily travel well between its sites of production. What may be relevant in one case or in one place is not necessarily so or to the same extent in another. To acknowledge this, and accept Law's statement raises series of questions. How should we relate between knowledge creation and reality generation? What implications does it have for the positionality of the researcher and the relation between the knower and the known or for our understanding of and working with key concepts in tourism research, such as the tourist and the host, home and away and the ordinary and the extraordinary. We argue that working with co-creation in relational terms allows us to move beyond binary thinking in tourism research. It highlights that making research matter is constantly a (messy) matter of concern while at the same time opens up avenues for more relevant and responsive knowledge.

Keywords: *John Law, knowledge, methodology*

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Co-creation methodologies for students' employability in the food sector: Some evidence from the FOODbiz project

Chiara Rinaldi, Eva Maria Jernsand & Lena Mossberg

Abstract

Transitions towards more sustainable food and tourism systems appear to require the integration of fragmented knowledge borne by different actors (Miller et al. 2014). The triple helix partnership model (Etzkowitz & Leydesdorff, 2000) entailing cooperation among universities, businesses and policymakers is being expanded first to quadruple helix by involving civil society, and then to quintuple helix, which frames knowledge and innovation in the context of the environment (natural environments) (Carayannis & Campbell 2010) and focuses on “socio-ecological transition”.

While food tourism strategies appear to have great potential to support regional development (Hall, 2005), implementation faces major problems due to difficulties in conducting dialogue among heterogeneous stakeholders with different sets of values, interests and resources. Actors may lack training and business planning skills, or have limited time, finances, personnel, and experience of food producers and local touristic players (Verbole 2003; Saxena et al. 2007). Voices have also been raised regarding a mismatch between graduates in related subjects and the needs of the (food) tourism sector (Watson, 2008). Within this context, the role of higher education students as key mediators between research, business, and local development appears particularly relevant: they represent the educated workforce of the future, and to be employable and active contributors of economy, they should acquire skills that are relevant to the labour market.

The purpose of this paper is to explore co-creational methodologies with students as key partners in the development of nature-based experiences centered on food. The paper presents the Erasmus + project “University and business learning for new employability paths in food and gastronomy – FOODbiz”, which applies different co-creational methodologies aimed at increasing students' employability skills in the food and tourism sectors, and discusses implications. Within the project, students, academics and businesses in each target country define main challenges and learning needs in each local context. Then, tailor-made learning materials are provided accordingly to fill the knowledge and innovation gap and to support relations, common understanding, and exchange between students, business players and other stakeholders. Ultimately, this should improve skills in present and future workforce of the food sector, and support job creation.

Keywords: *co-creational methodologies, food tourism, students' employability, quintuple helix*

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Gastronomy as sustainable tourism development of peripheral destinations: Triple helix as a driver

Jon Sundbo & Donna Sundbo

Abstract

Food and wine (gastro) tourism is currently growing, particularly in peripheral regions and gastro-tourism can create new social identity and activities and economic growth in local communities. It may also support environmental sustainability if that is emphasized in the experience design and development. While gastro-tourism can be based on local food cultural heritage this must be innovated and modernized to create contemporary interest from tourists. This can be done within a co-creation framework.

Key issues: Sometimes sustainable modernized gastro-tourism is co-created by a triple helix effort: Local stakeholders are developing new local food and tourism systems, researchers offer methods and knowledge about how to do this; political actors (e.g. municipalities) support this. Sometimes it is created bottom-up by local networks or by a single entrepreneur. Local gastro-cultural life is basis for this development, which again have positive effects on the local culture and identity.

This is successful in some cases and situations and less successful in others; there are challenges and barriers. The chapter will demonstrate which motives, efforts, tools and knowledge has led to success and which barriers may occur.

Examples: This will be done by presenting empirical examples from Denmark. These examples are all developed in a triple helix framework as a collaboration between researchers, local entrepreneurs or groups of citizens, supported by public actors. The examples will show:

1. That gastronomy/food is an experiential part of the local culture and high culture
2. The gastro-tourism can create sustainable development in peripheral communities
3. That triple helix (co-creation) can be a method to create gastro-tourism
4. Which challenges and barriers exist for successful triple helix (co-creation)

Conclusion: We have identified a method to use gastro-tourism and experiences to create sustainable development of peripheral destinations (including cultural development). We have also identified some of the main challenges (or barriers) to this aim. These must be overcome in the future and science must find ways and methods to do this.

Keywords: *food culture, food and wine tourism, destination development, co-creation*

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Knitting and purling care: Entangled stories of green-and-white mittens

Outi Kugapi & Emily Höckert

Abstract

The left-hand-mitten is missing. The mitten that was knitted of STORSTÅLKA's yarns, which advertise to do designs "by Sámis, for Sámi people and equally cool souls". The mitten that was knitted by using a traditional pattern called 'kaffebönor' and given then as a birthday gift. The mitten that had travelled in a bag of a passionate handicraft tourist, knitted with care on a living room sofa and was then hugged hundreds of times in the new 'owner's' hand. And now it might be somewhere pairless, perhaps covered by wet and heavy snow.

This is a story about a pair of green-and-white mittens that have been knitted, given, touched, moved, used and lost with care (Merleau-Ponty 2012/1945; Puig de la Bellacasa 2017). The aim of the article is to explore the ways in which mittens - and handicrafts in general - can create new spaces for thinking and mental travelling. Building on previous discussions about ANT in Tourism research (van der Duim, Ren and Jóhannesson 2017), the green-and-white mittens are cared for as non-human actors that mobilize, spread and entangle stories from the tourist destinations. By using an autoethnographic approach, the authors knit and purl, sometimes unravel stitches, forming a unique piece of art, sharing care and love, bringing more understanding about phenomenology, materiality and relationality. The theoretical pattern is strengthened by pulling threads through loops between Nigel Thrift's (2005) materiality and Merleau-Ponty's (2012/1945) lived perceptual experience which allow the authors to think, understand and appreciate the multiple dimensions of care given to and by the mittens at hands. While the authors engage in a discussion on possibilities of replacing the missing mitten, the article is driven by curiosity of co-creating and entangling new surfaces and patterns of knowledge.

Keywords: *handicrafts, materiality, matters of care phenomenology*

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Session 30: Food tourism: A nexus between authenticity and commercialization

Rural restaurants and their customers: Understanding local food as a part of the experience economy

Elisabet Ljunggren, Ingrid Roaldsen, Eva N. Høberg & Mariell Jørstad

Abstract

Local food and drinks are regarded as important for tourists experiences (Cohen & Avieli, 2004) and, being able to offer tourists food experiences may have implications for a destination's economic, cultural and environmental sustainability (Sims, 2009). Food experiences of high quality is important for incoming guests (Mossberg & Svensson, 2006). This implies that local food is a valuable asset for rural restaurants if they are conscious on how to exploit it. However, the meaning of the concept local food is not clear cut (Eriksen, 2013). Hence, there is a need for further investigations and refinement of the concept local food. From a tourism perspective, we would like to learn more about the guests' perceptions of local food and adding to this - rural restaurants ideas on local food. The research questions addressed are: 1) How do the rural restaurants and their guests understand the concept of local food? and 2) How do the restaurants utilize local food in their offerings? Given the aim and exploratory nature of the study, a qualitative approach was adopted. We conducted in-depth interviews with local rural restaurants and telephone interviews with a sample of their guests. In total five restaurants and 20 guests were interviewed. In order to improve the qualitative rigor of our inductive study, we chose to analyze the collected data according to the Gioia methodology (Gioia et al., 2012). The data analysis was conducted jointly by two of the authors. The findings show that the customers' perceptions of local food is a source to identity creation and emotions. For the rural restaurants, local food evolves from being a technical object to becoming a more personal experience. For the rural restaurants, there exists an unexplored potential in taking advantage of this emotional aspect and framing it into the experience economy.

Keywords: *local food, experience economy, rural restaurants, customers*

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Food tourism: The nexus between authenticity and commercialization

Grzegorz Kwiatkowski, Helene Maristuen & Ove Oklevik

Abstract

The paper focuses on a tension between food festivals' commercialization and local authenticity conservation, and it is guided by the following research question: To what extent is it possible to achieve commercial benefits from grassroot food festivals without compromising the community fundamentals? The paper takes up the argument (H1) that Participation of food producers in grassroot food festivals has significant implications for the commercialization of the products offered by them. To test H1 the concept of Local Food System will be employed (Hinrichs, 2000) as the basic theoretical reference. The empirical material will be collected among food producers (exhibitors) at the following festivals: (1) Lærdalsmarknaden & Smak av Sogn (2) Bergen Matfestival; and (3) Ålesund Matfestival. Currently, the project is ongoing and will be finished by summer.

Keywords: *food tourism, gastronomy, place development*

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The ordinary of the extraordinary food experiences

Sandhiya Goolau

Abstract

This study has the purpose to understand how food tourists' experience the extraordinary. In the study of extraordinary experience much of the current research has used Turner's structural and anti-structural theory. Those studies have mainly used context such as mountaineering, river rafting and arctic adventurous activities, which are risky, challenging and require that the participants have some special skills. However, there is a dearth of research that have provided insight on mundane experience such as food that people consume on a daily basis. In particular, it is interesting to provide insight on how they experience such mundane activity as extraordinary. Hence, the context of food tourists is considered, since they are increasingly looking for experiences that have the power to arouse an emotional response as well as offer an extraordinary experience. Using a phenomenological approach, 30 semi-structured interviews were conducted with tourists who have been travelling exclusively for food and have experienced food as extraordinary. By using Turner's structural theoretical framework, the findings suggest that the food tourists' extraordinary experience comprised of elements such as profaneness, collaborative interactions, authentic experience, commercialized experience as well as shared objective. In contrast to previous studies, this study contributes to the current literature by showing that extraordinary experience comprised of both structural as well as anti-structural elements.

Keywords: *extraordinary experience, food tourists, structure, anti-structure*

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Food and meals in Norway: What is Instagram saying?

Kai Victor Hansen

Abstract

Almost all travellers are connected to social media with a device to one or more application giving them input of their preferred travel destinations. The aim of this study is to determine what type of food and meals are presented under different hashtags on Instagram using food and meal photos?

The method consist of search on three different hashtags on Instagram during two days of February 2018. The search criteria was based on #foodnorway, #norwaytourism and #authenticity. These words were picked on the background of Innovation Norway presentation of Norwegian Travel and Tourism from their webpage. The official presentation of Norway.

The three hashtags on Instagram gave a number of contribution, but only one of them had a special focus on different food and meal types. The others focused on landscape with great photos, but it seems that nobody “eat” anything in Norway. Out of the 1003 photos, only 1% of them had food or meal as an object in the photo. For the #foodnorway photos had 92% food or meals as the main topic, but not necessarily, what can be identified as authentic Norwegian food.

The words that Innovation Norway uses on their internet pages does not match how food and meals are presented on Instagram. How food and meals are presented on social media can give the wrong impression for those who want to visit Norway. This survey is limited to a few hashtag on Instagram, but raises concerns about how this area is presented in a leading social media.

Keywords: *food, tourism, Instagram, authentic, Norway*

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Session 13: Limits to degrowth? Dilemmas in tourism and degrowth in Nordic countries

Establishment of a sustainable future: De-growth policies in tourism

Ruhet Genc

Abstract

De-growth is a widely discussed topic in today's academic field with respect to rising concerns on growing gap between poor and the rich countries, unequal distribution of wealth within societies, abuse of natural resources, pollution of water, air and overall environmental sustainability. As one of the most important industries at a global scale, tourism may contribute to the success of de-growth policies. Through sustainable tourism, the burden on the environment can be reduced, employment opportunities can be created, a healthier environment can be maintained so that residents of a region can enjoy increased amount of quality of life in contrast to the growth-targeted development understanding of current global economic structure.

In this manuscript, the role of sustainable tourism as a part of de-growth policies will be discussed in detail. The study will start with theoretical discussion on de-growth concept and current practices of sustainable tourism which can be inserted in de-growth policies of local or national governments. Then the contribution of tourism will be investigated on the basis of allocation of economic welfare and the decrease in the extent of environmental degradation. Finally, the study will suggest a model by which economic development and environmental protection can be represented quantitatively. The methodology of this study will be careful analysis of previous literature in the related topic and critical evaluation of findings. As a result, the study will conclude that sustainable tourism is a potential industry for de-growth policies targeting to provide an ecologically sustainable environment for all while leading to a more equal distribution of wealth not only within the residents of a region but also so-called poor and rich countries across the world.

Keywords: *de-growth, environment, sustainability, tourism.*

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Innovative entrepreneurship in northern Sweden: Only for growths sake?

Jundan Zhang & Linda Lundmark

Abstract

Innovation is usually framed in an economic growth paradigm and is often used to enhance business' economic performance, a growing literature within the degrowth paradigm suggest that innovation is essential in maintaining and even decreasing the level of production and consumption. While degrowth in the context of tourism is often associated with overtourism in South European cities, it might have another profile in other parts of the world, for instance, the Nordic countries. This paper aims to investigate the possibilities the degrowth concept in the peripheral areas of northern Sweden and how tourism plays a role in these possibilities. Drawing on semi-structured interview materials with tourism entrepreneurs in northern Sweden, we aim to theorize and conceptualize the materials in one particular aspect of degrowth paradigm: innovation. Perspectives from tourism entrepreneurs who are located and relocated in the North of Sweden and taking ecological measurement in their operation show that tourism is often part of innovative strategies in adapting to either the limited resources of the peripheries, or to underline a 'downshifting' lifestyle. This paper therefore contributes new insights to the role of tourism in the degrowth paradigm by providing a geographical perspective from sparsely populated rural areas.

Keywords: *degrowth, innovation, tourism entrepreneurship, North Sweden*

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Degrowing tourism: Multi-scalar strategies and failures

C. Michael Hall

Abstract

By most empirical measures tourism is more unsustainable than ever. Yet while well versed observations on the need for improved management and the new flavour-of-the-month term of “overtourism” emerge, the reality is that tourism is tied into growth thinking. Even so-called green growth tourism strategies AKA having your cake and eating it to, still predict continuing increases in emissions and material consumption in the foreseeable future. One response to the existential threats that tourism provides is that of degrowth. Degrowth is a strategy to “right-size” the relationship between consumption and production of tourism so as to reduce run down of natural capital while simultaneously achieving socioeconomic and environmental goals. As such, degrowth is concerned not only with greater efficiency but also notions of sufficiency. These are concerns that exist at local, national and global scales given ongoing tourism growth. A multi-scalar framework is presented to illustrate some of the issues associated with achieving degrowth. However, in addition to examining degrowth as a spatial problem within tourism and socio-ecological systems, i.e. degrowing at one scale may “shift” the problem to other locations or scales, the paper also notes that degrowth presents significant ontological and epistemological issues that underlie the choices and decisions that policy-makers face. While practical strategies for achieving degrowth are presented, e.g. demarketing, changes in travel behaviours, changes in marketing strategies, the paper concludes that fundamentally the problem becomes one of post-normal science and the development of appropriate research and policy knowledge to match the complexity of the tourism and associated systems we are trying to change.

Keywords: *heterogeneous construction, post-normal science, steady-state tourism, complexity*

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‘Ambiguity work’ in lifestyle entrepreneurship

Erika Andersson Cederholm

Abstract

Studies of lifestyle entrepreneurship in tourism have often emphasized the blurriness between personal lifestyle and business, and how business owners downplay economic motifs or even limit growth. This paper departs from the phenomenon of blurriness in lifestyle entrepreneurship and discusses the ‘connected worlds’ or intersection between the commercial and non-commercial spheres of life in this type of business. The aim of the paper is to discuss how the intersection between the common – and often taken-for-granted – division between ‘the social’ and ‘the economic’ can be theorized. Drawing on Viviana Zelizer’s concept of ‘relational work’ (2005; 2013) in the interactionist field of economic sociology, and Robert Merton’s classic notion of ‘sociological ambivalence’ (1976), the notion of ‘ambiguity work’ is presented. The study demonstrates how the concept is used in a study of Swedish small-scale businesses that can be described as commercial homes: Stay-on-Farm businesses, B&B, and horse-farms. From the analysis of ethnographic interviews, field observations, and go-alongs, it is argued that the business owners’ narrative practices sustain ambiguity and blurred boundaries between commercial and non-commercial spheres rather than drawing lines.

Keywords: *lifestyle entrepreneurship, relational work, sociological ambivalence*

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Session 32: Other themes

The whys or why nots of visiting a place: Information search at home and en route

Lena Eskilsson, Maria Månsson & Malin Zillinger

Abstract

We will present results from a recently completed research project financed by BFUF (the R&D Fund of the Swedish Tourism & Hospitality Industry). We have explored German tourists and how they search for tourist information at home and while travelling in Sweden. The overall aim was to understand how tourists' information search behaviour affects the choice of attractions. The project has been carried out in collaboration with the municipalities of Ystad and Vimmerby, where we have interviewed German tourists. Another method we have used is questionnaires that were sent out to Germans via Visit Sweden's Newsletter and Facebook page. The third method used is experiments where Germans have searched for on-line information at home for a fictive trip to either Ystad or Vimmerby.

The results clearly show that tourist information search behaviour is quite similar at home and en route. We see a mix of old and new sources rather than the Internet replacing the old ones. Traditional information sources like guidebooks and maps are therefore still highly relevant. A further result is the value inscribed to personal meetings, whether it takes place with local people, staff at tourist information centres, or other tourists. However, while tourists are interested in information, there is a fine balance between information need and information overload. Tourists value spontaneity and adventure, which too much information may hinder. Finally, yes - tourists are digital, but there is also an active resistance to digital connection while travelling. In the creation of tourist information material, it is therefore essential to include the values and possibilities of being adventurous, spontaneous and digitally disconnected.

Keywords: *decision-making, German tourists, information search, information sources*

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Make room for value no-creation: Beyond value co-creation and co-destruction

Erose Sthapit & Peter Björk

Abstract

The present study utilized netnography to explore specific value dimension(s) that generate three types of value outcome as a result of interactive value formation (IVF): value co-creation, value co-destruction and value no-creation in tourism accommodation services context. Customer-generated content on TripAdvisor was analysed. The keywords “good”, “positive”, “excellent”, “great”, and “nice” were used to gather visitors’ online narratives linked to the positive outcome of IVF. Negative emotional words “bad”, “negative”, “worst”, “terrible”, and “poor” corresponded to the destructive outcome of IVF. The keywords “ok”, “average”, “standard”, “decent”, and “not good not bad” was linked to value no-creation. The data in the study include 1,138 online reviews of tourists’ experiences with 6 different hotels in Vaasa, Finland. A grounded theory approach was used to analyse the data. The findings reveal only one value dimension that resulted in all three types of value outcome: hotel breakfast. Out of the total 1138 narratives, 263 (23.1%) were related to guests multiple perception of the served breakfast during their stay at a hotel in Vaasa. More specifically, 198 of these were positive (75.3%), 9 were negative (3.4%) and 56 were neutral (21.3%). The findings indicate that hotel guests perceived the value of the same offering, hotel breakfast, differently, that is – positively and negatively, but there was also no value co-creating processes. As a consequence, for guests who experienced the breakfast as bad (value co-destruction) and satisfactory (no-creation), for them the service provider’s value proposition of a good breakfast did not hold true. The findings generate deeper and more realistic knowledge on IVF research domain by shedding lights on the three outcomes, in particular, value no-creation that oscillates between the poles of co-creation and co-destruction. Future studies should incorporate the value no-creation dimension to gain a holistic and realistic understanding of the value concept. \

Keywords: *interactive value formation; value co-creation; value co-destruction; value no-creation*

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The 'Aussie' tourist wave

Richard Robinson

Abstract

Abstract Few studies examine how tourists respond to various stimuli while actually travelling (Edensor, 2007). Fewer still examine tourist responses to other travellers. This study considers the wave, which is a gesture of greeting or acknowledgement, and is one of a range of mundane, routine or everyday (non-verbal) gestures, for example the gaze (Urry, 1990) or smiles, nods, winks, kisses and handshakes. While mundane or routine hospitality has been examined in the literature (cf Bell, 2007; Edensor, 2007; Larson, 2008; Lynch, 2017) little is understood of the meaning and impact of actual gestures, specific to the traveller experience. This paper reports an auto-ethnographic study (Collinson, 2008), conducted during a three-month road trip around Australia. By means of diarying and subsequent reflections, augmented by discussion with a professional illustrator, whose drawings herein bring the tourist wave to life, I provide deep insights into how the tourist wave (de)constitutes hospitality on the road. In this paper, I provide three narratives. The first provides a taxonomy of tourist waves, with an analytic description of the moments of hospitality (Bell, 2007) that framed them (see figure 1).

Figure 1: Taxonomy of 'Aussie' tourist waves Following I provide a number of in situ thick descriptions of several detailed exchanges of mundane hospitality that deeply impacted my tourist experience (see figures 2 & 3).



Figures 2 & 3: Kimberley's family and Lassiter Highway dudes

Finally, I offer a critique that challenges the guest/host paradigm, which informed by etymological (O'Gorman, 2010) and anthropological (Smith, 1978) approaches frames the 'study' of hospitality, in respect that in momentary exchanges of mundane hospitality between travellers it is problematic to assign one or the other a guest or host label. Theoretical and practical implications are proffered.



Keywords: *hospitality, mundane gestures, reciprocity, moments of hospitality*

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WWOOFers, ‘Wannabes’ and “WWOOFers’ light” in Norway

Reidar J. Mykletun, Ingeborg Nordbø & Mónica S. Pérez

Abstract

Some travellers “want to make a difference” and develop themselves while exploring the world through programmes offered by international volunteer organisations, such as the WWOOF initiative (World Wide Opportunities on Organic Farms). This international network promotes organic farming and sustainable lifestyles by connecting hosts and volunteers who are willing to work for hosts in exchange for food, accommodation, and insight into organic farming. However, who are these WWOOFers? While researched mainly by qualitative studies in Australia, Austria, Hawaii, Japan, Korea, New Zealand, USA, this is the first cross-sectional study of WWOOFers in Europe. Data was collected by online questionnaires to WWOOFers registered at WWOOF Norway (n = 1184; response rate = 85 %). These WWOOFers come from 77 countries, among which USA, Germany, France, Italy, Spain, and The Netherlands dominates. As seen from the demographic data, Norway as a WWOOF destination draws on different populations as compared to Australia, New Zealand and the US. WWOOFers to Norway are mainly young, well-educated, well-travelled, urban people wanting to explore rural living. Some, but not all report life-styles and behavioural intentions in line with the WWOOF philosophy. Age and gender differences apply. Through factor analyses, the study identified seven personal characteristics, including in descending order Empathy, Goal-orientation, Outgoing, Reserved, Recognition-seeking, Child-oriented, and Egoistic-materialistic, accounting for 55% of the scale variance. Female WWOOFers scored higher on the Empathy and Child-caring factors, as opposed to males, who scored higher on Egoistic-materialistic. The study, which is still in progress, contributes with new knowledge by expanding the current insights and partly contradicting previous research.

Keywords: *WWOOFing, organic farming, volunteer tourism, sustainability, personal characteristics, Norway*

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Session 31: Gender in Tourism

The development of alpine ski tourism in Sweden from a gender perspective: A tentative analysis of the movies Snowroller and Force Majeur

Aage Radmann & Susanna Hedenborg

Abstract

The aim of this presentation is to explore change and continuity in representations of Swedish alpine ski tourism over time. Two Swedish films launched thirty years apart, Snowroller from 1985 and Force Majeur from 2014, will be analyzed from consumption and gender perspectives. In addition, the binary opposition nature–culture helped us to frame the analysis. These films were chosen as they focus Swedish international ski tourism and as they have given us an opportunity to discuss continuity and change in the representation of Swedish ski tourism over time. The study is based on a content analysis of the films. We have extracted recurring themes in relation to the binary opposition nature–culture, Torstein Veblen’s theory of conspicuous consumption and a gender perspective.

We discuss that ski tourism is represented as taming nature and even though a relationship to nature represented by climate change has been part of public discourse on ski tourism for the last decades this is not in focus in the films. Culture, represented by, man-made technical appliances, like piste machines, lifts and planned avalanches make it possible for humans to go skiing in both films.

Gender play is central in both films. Representations of femininity seem less problematic than masculinity. Several ways of being a female ski tourist are portrayed and femininity is not presented as being in crisis or in need of being restored. This is clearly in difference from masculinity that seems to be in crisis and in need of restoration in both films.

Keywords: *gender, conspicuous consumption, ski-tourism, Sweden*

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Mancations: ‘Doing’ male friendships and masculine identities

Bodil Blichfeldt & Luigi D'Ambrosio

Abstract

Popular media point to an increasing popularity of holidays with same-sex friends (in our case men) in their 30ties, 40ties and 50ties. In order to extend the scope of the social turn beyond family tourism, this presentation digs into the world of ‘mancationing’ and how it enables men to engage in homosociality (i.e. seeking, enjoying and/or preferring the company of other men). Mancations do not necessarily represent a general preference for the company of other men, but also more temporary preferences that may, or may not, extend beyond the bracket of intensive leisure time represented by a single holiday. Mancations can feed into different identity constructions – both those relating to more social motifs (e.g. ‘doing’ male friendship and bonding) and motives pertaining to specific interests and leisure activities (e.g. ‘being’ a football fan; a golfer; a foodie; a music lover etc.). However, as homosociality and male friendships are said to be critical for men’s identity construction, mancationing is a particular fertile context for studying how holidays contribute to construction of male identities that refer to positional designations that are not covered by ‘social turn’ tourism research at present. As very little research (except from studies of party tourism and ‘stag parties’) has looked into all-male holidays, this presentation presents an exploratory qualitative study of mancationing. The study takes its departure in theories on sociality, sociability, hetero-normative identity work and “men’s talk”. Using a mixed-methods approach, the study follows a group of men in their late thirties to mid-forties before, during and after a trip to Italy. One researcher was a full-blown member of the group, whereas the second (female) researcher was not directly involved in data collection before or during the trip.

Keywords: *mancation, homo-sociality, masculine identity, men’s talk, social turn in tourism*

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Midlife single women's holidays and filial duty

Bente Heimtun

Abstract

From a feminist perspective, I explore filial duty in the holidays. I do this through the lens of Norwegian midlife single women's experiences of how this duty shapes intergenerational holidays and singlehood. Data are collected through interviews, diaries and autoethnographical reflections. Filial duty is embedded with the simultaneity of love and respect, and the women's needs and desire for agency and «me-time». It is also shaped by parent(s)' age, health, personalities and roles, as well as siblings' involvement, which not only direct the family's expectations towards the women, but in turn can affect the women's sense of agency. The women's filial duty during the holidays is imbued with singlism and heteronormativity, yet is also a demonstration of love and care.

Keywords: *intergenerational holidays, responsibilities, ambivalence, care, agency*

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Rural gender re-constructions in tourism in peripheral Nordic areas

Susanna Heldt Cassel

Abstract

The restructuring from primary production such as farming and reindeer herding towards a more service oriented economy is an ongoing process in Swedish and other Western rural areas since several decades. Few families can support themselves solely through these activities. The production of experiences and services is one way of finding additional income for households engaged in primary production. The diversification of farming and reindeer herding towards more service intensive side activities enables innovation and competitiveness, but to run a business within hospitality and tourism differs significantly from primary production and requires different competences. It entails face-to-face customer relationships and the creation of experiences based on the identity of the place and the entrepreneurs themselves. Inviting guests/customers entails a transformation from a place of primary production to a place where experiences and services are produced. In this paper we analyze how women and men engaged in rural tourism are performing place and gender identities through their production of experiences and services and how they perceive this work. How are rural gender identities reproduced or possibly challenged through the development of tourism related to primary production in peripheral areas in the Nordic countries? The results from the studies show that entrepreneurs cope with tensions and conflicts between primary production and tourism in different ways; when it comes to practical work and duties but also in relation to how rural identities and gender identities are performed and communicated to customers.

Keywords: *experience production, gender identity, tourism development*

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Session 24: Building shared knowledge for tourism development

Reconciling tensions in knowledge sharing on natural resource governance in Ireland's peripheral west

Orlagh Reynolds & John McDonagh

Abstract

Natural resource governance encompasses multiple and often competing land use interests. In Ireland, approaches to the governance of natural resources in peripheral, rural contexts are largely driven by a variety of regulatory factors originating from EU, national and regional levels. The congruency between these top-down factors and local land user knowledge on sustainable resource governance however, is yet to be made clear. Subsequent variations in interpretations of best practice have led to tensions regarding how best to manage scarce natural resources sustainably in peripheral, rural regions. Given that peripheral livelihoods rely on these natural resources, such as those involved in tourism, farming etc., combining and making use of local, scientific and other expert knowledge in inclusive decision making should be a key focus of research and practice. This paper will examine the nature of tensions resulting from multiple, diverse land use interests in a case of peripheral land use in the west of Ireland, and the impacts of this on tourism in the region. Specifically, it will determine what knowledge is used in decision-making around natural resources, ascertaining who has access to it and who ultimately makes the decision on how it is interpreted, and explore ways in which those excluded from the decision-making process can be included. In doing so, the authors extend previous research that has highlighted the absence of local, endogenous, community and lay knowledge with regard to the use of natural resources such as in tourism. The findings have a number of implications for inclusive, sustainable natural resource governance in this region.

Keywords: *local knowledge, tensions, land use, rural, governance*

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You might not like the project but you have to respect the guy: Virtues as part of entrepreneurship in tourism and extractive industries

Gaute Svensson

Abstract

Both tourism and extractive industries have become increasingly important for northern Norway. Despite the differences in the industries, there are also many overlapping issues. In this paper, I will present and compare two companies by looking at virtues as key elements in entrepreneurial activities. Although various industries have done well in dodging questions of morality, there has been an increasing focus on the ethics of business. In tourism, one has been facing questions of sustainability, responsibility. In extractive industries, the buzzwords have been social license to operate (SLO), corporate social responsibility (CSR), transparency and accountability. Ultimately these are questions about right or wrong. Virtues allows us to question and compare the moral anchoring of different industries like tourism and mining. In this paper I will show how two seemingly virtuous entrepreneurs have profoundly different foundation and execution of their business ethics. Moral philosophy still has the power to encourage questions on how, why and where virtues have become central elements in entrepreneurial activities tourism and mining.

Keywords: *tourism, extractive industries, Northern Norway*

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Tourism at North Cape – monopoly, imperialism or market economy in practice: A moral concern

Arvid Viken

Abstract

North Cape had about 270 000 visitors in 2017, in average paying between 200 and 250 NOK in entrance fee. The owner of the facilities is quoted naming it as his “gold mine”. The surplus is estimated to be somewhere between 60 and 90 million NOKs per year. The companies involved, Rica Eiendom (Holding), the real estate owner, and Scandic Hotels, the management company, hold a monopoly position. A company today owned by Rica Eiendom, Nordkap’s Well, got the monopoly position in 1928, when it first hired the ground. This monopoly is contested locally, and it obviously have imperialistic traits, as this phenomenon was described by Galtung in 1971; it is centrally places investors making profit in the periphery, by having allies in different local or regional institutions that legitimates the model. There is nothing illegal with the model, the law is followed, and it is handled according to the principles of economic liberalism and market economy. However, the model is morally contested. It is neither in line with modern thinking about extractive industries (which tourism can be seen as), that should be locally accepted. A principle known from the mining industry, is about a social license to operate (SLO), obtained through dialogues, transparency, credibility, trust and pay back to the local communities. What is known in most industries is a weaker principle, called corporate social responsibility (CSR), which is to sponsor social and local activities, and to perform in environmental ways. The paper describes both these principles, and shows how they are, and not are, applied in the North Cape case. Towards the end the paper the relevance of such moral principles within tourism are discussed, and what can be done to enlarge the moral concern within tourism as such.

Keywords: *North Cape, tourism, monopoly*

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The mapping of experience-based knowledge in tourism planning: Cases from Finnish Lapland

Seija Tuulentie, Ari Nikula, Sini Kantola , Marja Uusitalo & Vesa Nivala

Abstract

Locating knowledge on maps by geographical information system (GIS) is one traditional way to collect factual information about what exists where. More recently interest in locating also experience-based knowledge has been growing. Public participatory GIS (PPGIS) or just participatory GIS (PGIS) are used as tools for this. This kind of knowledge gathering gives different parties such as tourists, small enterprises, and local and lay people better tools to participate in the dialogues with planners.

In Finnish Lapland, two case studies have been performed with the help of PPGIS system. The other one examines how the tourists' viewpoints could be included into the planning of Levi tourist resort and the other one tries to find solutions to the crowding of tourism activities at the Arctic Circle in Rovaniemi by directing the inquiry to the small tourist entrepreneurs. The results from Levi show that the tourists are able to point out such places of interest which have not been in the focus of planners. The entrepreneurs in Rovaniemi have identified the most difficult places regarding crowding and also point out solutions to the problems.

However, advanced technologies do not automatically make planning processes multifaceted and truly inclusive. Challenges remain in adopting this kind of knowledge into participatory planning processes. In both cases the municipalities have participated in the process, which makes it more likely that the knowledge would be taken into account in planning.

Keywords: *PPGIS, crowding, participation, tourism planning*

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Parallel Sessions II, 1340-1500, Tuesday 25th September

Room	Track	Chair
1068	12: Sustainable behaviour in tourism and hospitality.	Sarah Seidel
1087	20: Co-creational methodologies in tourism: Towards collaborative ways of knowing.	Carina Ren, Gunnar Thór Jóhannesson & Britt Kramvig
Magerøy (A103)	11: Sustainable Tourism Growth in the Nordic Countries.	Sigbjørn Tveteraas
Brattholmen (A105)	26: Tourism in coastal and marine environments.	Sanna-Mari Renfors & Jaana Ruoho
Seiland (A203)	32: Other themes.	Arild Røkenes
Loppa (A204)	3: City tourism: Dilemmas and implications in destination development.	Göran Andersson
Stjernøya (E102)	17: Conducting high quality tourism and hospitality research: Reflections and demonstrations of methodological approaches.	Trude Furnes & Jens K. S. Jacobsen

Session 12: Sustainable behavior in tourism & hospitality

The role of guides and their contribution to nature conservation

Anna V. Einarsdóttir & Guðrún Helgadóttir

Abstract

A competent and knowledgeable guide can turn a tour into an unforgettable nature experience whereas a less competent guide executes the logistics of taking tourists from one point of interest to another. This research adds to the knowledge base on guiding by deepening understanding of the role guides play in nature conservation at popular points of interest. This is a mixed method study as data was collected through participant observation on tours with several businesses offering guided day trips. Semistructured interviews were conducted with guides and desk research on tourism and conservation policy, tourism promotional material and the curricula for guide education in Iceland. The main results show that guides show hospitality, educate tourists about the land and the people and caution about hazards at nature based points of interest. Their guiding on nature phenomena focusses on the geological and last but not least there is little emphasis on nature conservation. We conclude that an emphasis on conservation must be placed in guide education and in the professional community of guides. The data also suggest that the role of guides in socially sustainable tourism merits further attention.

Keywords: *sustainable tourism, role of guides, guiding, nature conservation*

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Market segmentation in tourism: Destinations in the Nordic periphery and responsible tourists

Brynjar Thor Thorsteinsson, Einar Svansson & Kari Joensen

Abstract

Destinations that rely on nature as their main attraction, surely must appeal to responsible visitors that will enable sustainable tourism. A vital task for DMOs is then to identify and attract such segments of the market. To address this problem, we propose the following research question; What are the characteristics of responsible tourists with interest in destinations in the north? In the Nordic periphery, with destinations such as Iceland, Norway, Greenland, and the Faroe Islands, nature is the key attraction for tourists and their main reason for visiting.

The analysis relies on survey data that maps behavioral and psychographic traits to identify important target groups for destinations in the north. We isolate segment of travelers that express a positive attitude towards the services and travel experiences that destinations in the arctic can offer. We then analyze the views and values expressed by these and compare them with focal points in the sustainability goals of stakeholders within the Nordic tourism sector. The analysis gives important information on how to target and attract feasible segments of the market that will contribute to sustainable growth for tourism in the Nordic periphery. The results are therefore, important for various tourism stakeholders, both public and private as well as policy makers etc.

Keywords: *market segmentation, sustainability, responsible tourists, Nordic periphery*

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Local food products in tourism: Influencing tourists' behaviour by telling stories

Sarah Seidel

Abstract

The integration of local food into the tourism product of a destination has long been recognised as a way to enhance the sustainable tourism development of a region. By consuming local food tourists get to know the region with its social and cultural characteristics. In addition, local food usually travels less and, hence, has fewer food miles. Finally, the money tourists spent on food – which can be up to one third of their budget – stays in the region and benefits local stakeholders, even those without tourism relation, such as agricultural producers.

While there are distinct types of food tourism, such as culinary or wine tourism, or special type of food products, such as regional specialities, this research concentrates on common food products (such as berries or potatoes) that grow or are cultivated and finally processed and consumed in the region.

The city of Leeuwarden in the North of the Netherlands is European Capital of Culture 2018 and the surrounding area with its agriculture is integrated into the tourism development strategy for the region. Local food also plays an important part in this strategy. In line with the aim of motivating the many expected visitors 2018 to consume local foods and to enhance their cultural experience by doing so, the question arises on how to influence the behaviour of the tourists. This research concentrates on how to influence the, by story telling and elaborates what and how the stories should be told. What would the farmers and locals like to tell the tourists? What do tourists want to know and how should it be communicated? A general conclusion must be that the value of even simple or common local foods (such as potatoes) for both tourists and producers increase significantly when the stories are told.

Keywords: *local food, storytelling, regional tourism development, sustainability*

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Session 20: Co-creational methodologies in tourism: Towards collaborative ways of knowing

Co-creation of knowledge: Translating subjectivities, visualities and authorised knowledge

Claudia Eger

Abstract

Who do we believe? Who do we trust? How does this affect the co-creation of tourism knowledge? Knowledge can be embodied, situated, authorised, and differently experienced during fieldwork with the co-creation of knowledge being rooted in a logic of inter-subjectivity. Understanding co-creation, however, starts with a critical engagement with the politics of 'knowing' and the social ordering of knowledge. Building on six-months of fieldwork conducted in the High Atlas Mountains of Morocco, this study explores the dialogical relationship between theory, researcher positionality and participants' lifeworld. Co-creation of knowledge was facilitated through the use of visual methods and the reliance on translators. This allowed drawing a cultural map that was not primarily based on spoken communication. Rather, the mediation of knowledge itself provided key insights to local understandings, hierarchies and power differences. In analysing the interplay between these collaborative modes of knowledge creation, this study draws wider inferences about the theoretical framing of this process. Findings emphasise that we need to move beyond the sharing of authoritative voice in knowledge creation processes to challenge dominant perspectives of what constitutes authorised knowledge.

Keywords: *inter-subjectivity, knowledge creation, translation, visual methods*

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How to algorithm and curate "the ultimate experience"?

Kirsti Mathiesen Hjemdahl, Daniel Nordgård, Erik Wästlund & Tor Helge Aas

Abstract

This article address the research question: (how) can technology of the smart tourism co-work with the more artistic competences of curating and directing to provide more enjoyable tourism experiences? According to Gretzel et.al (2015) smart tourism has become a new buzzword to “describe technological, economic and social developments fuelled by technologies that rely on sensors, big data, open data, new ways of connectivity and exchange of information as well as abilities to infer and reason”. Within a smart tourism setting, this kind of technology is the key component of information systems that promise to supply tourism consumers and service providers with more relevant information, better decision support, greater mobility, and ultimately, more enjoyable tourism experiences (Gretzel et.al, 2015).

The research question will be discussed on the base of an ongoing research project, INSITE - Data driven development and operation of the experience sector. The project owner, Kristiansand Theme park, installed several hundred beacons in the park 2015. Bridging the physical word with the digital is a central concern within smart tourism development, and ibeacons technology is a first step in such a direction as it allows smart phones to react to its signals. Through their own app, the theme park was also allowed to establish a direct digital communication line to their guests. In 2016 and 2017 they have been sending messages to the guests while being in the park, asked for their immediate responses and evaluations as well as an extended evaluation through a guest survey at the end of the stay. In addition, a survey has been conducted manually in the park during the summer of 2016 and 2017.

A significant number of gusts have used this opportunity to request for recommended routes through the park; how should they use their day in the park, to get their ultimate park experience? This paper will analyse if, and how, this might be possible by combining the results from the data driven analyses such as analysis of evaluations in relation to movements and behavioural segments, with the curating and directing competence from the art department of the park. Conducted qualitative interviews with the leaders of the art department are raising critical questions towards the bridging of the physical and digital world, and question if the instant digital evaluation actually might influence the real-time physical experience negatively. Still, they are curious towards further exploring possibilities and restraints.

During the summer of 2018 several research experiments will be tested on the beacons data and surveys, ethnographic fieldwork will be conducted as well as follow up qualitative research interviews both with theme park guests and the leader team at the art department. Questions that will be addressed are if people actually move as a result of getting relevant information, better decision support based on the beacons technology? Does this lead to better evaluations? Are there patterns in the big data material if certain elements are over-/underrepresented in evaluations and movements? How does the algorithms of this smart tourism system correspond with the curation competence and experience while being in the park? Preliminary results from this empiric analysis will be presented in Alta.

Keywords: *data driven tourism, beacons technology, visual data panels, curate competence, co-creating, open innovation*

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Slowing down indigenous travelling

Britt Kramvig & Jan Åge Riseth

Abstract

In the Arctic tourism is expanding rapidly, especially during the winter season. Tourism has become a primary target for economic development in both cities and rural communities, where we see expansion of existing as well as new destinations, new companies, and products (Kramvig, Kristoffersen, & Førde, 2016; Viken & Müller, 2017). The growing interests in Indigenous ways of living, has resulted in emerging Indigenous tourism products and producers. In this paper we will address some of our concerns regarding this rapid growth, and argue that the tendency forwards “staged authentic products and experience” are brought forward by the imaginary tourist.

Could it be that we do need different metaphors for travellers in order to provide services and products that are in line with the high education, ecological concerned traveller that are ready to take on his/her responsible by learning from Indigenous knowers. Many Indigenous tourism operators are small and have tourism as a secondary source of income, often connected to reindeer husbandry. We also ask what are their strategic trade-off considerations between profits and self-presentation towards outsiders (Ween & Riseth 2017). Maybe it is possible to create a new turn in Indigenous tourism that is more in line with long-term Indigenous interests than current mainstream tourism. In addition we ask how can we as researchers engage and interfere in this process, stories told/and not, and the multiple of new challenges brought forward. We build on long-term involvement in one others’ projects and co-existences. We present a proposal intended not to say what is, or what ought to be, but to provoke thought, a proposal that create an opportunity to arouse a slightly different awareness of the problems and situations mobilizing knowing (Stengers 2005).

Keywords: *imaginary tourist, bioeconomic, metaphors, Indigenous ways of knowing, co-creation knowledge*

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Collaborative geomedia research methodologies

Lotta Braunerhielm, Linda Ryan Bengtsson & Laila Gibso

Abstract

This paper focuses on collaborative geomedia research methodologies. Geomedia can be described as intersecting theories and practises from media and communication studies and human geography. By using the concept of collaborative geomedia we point to a research approach in which tourism actors, researchers, designers and visitors together develop placebased digital experiences. Collaborative geomedia methods can be applied as research tools among scholars with interest in how various groups relate to and make sense of a certain place and its history, interconnected to practical development of concrete location-based applications, that are developed through collaborative work involving researchers, designers and potential users.

We will discuss this type of method and how it has been used in an on-going research project regarding place-based digital visitor experiences. The fast pace of technical development within the tourism industry creates a gap between the development and knowledge about digitalisation and mediatization within the industry. While the technique tends to steer the development, the digitalisation within the industry increases rapidly with lack of reflection of how different actors from the industry is included and what the effects are for the tourism destinations and the local place. This paper intends to fill an identified gap of knowledge about methods for enhancing visitors' on site-experiences using digital media, where key actors in the local tourism industry and community are included and where processes of development are based on placeanchoring. By launching the geomedia approach within the research field in tourism studies, we are building a bridge between technology and people and connecting media with a placebased perspective. By using the geomedia perspective, we focus on 'who can communicate what at different places?' What is represented at places and 'whose' places are represented (today and in the past)

Keywords: *collaborative methodologies, geomedia, digitalisation, place-based experiences, Innovation*

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Session 11: Sustainable Tourism Growth in the Nordic Countries

Moving towards sustainable growth: Revisiting the 10 pilot scheme projects

Ida Marie V. Andersen & Bodil S. Blichfeldt

Abstract

For 80 years, the coastlines in Denmark were heavily protected from development and construction. However, in 2014 the Danish politicians opened up for softer regulation at the Danish coastline and invited municipalities and other actors to propose tourism development projects within this coastal zone. Our previous research suggests that the ten proposed projects did not demonstrate a holistic approach to sustainable tourism development and that longer-term perspectives were not emphasized whereas shorter-term economic effects and benefits were central discourses. This presentation follows up on previous research and looks into what happened to the ten proposed projects.

Preliminary findings show that two of the ten projects have been abandoned completely due to difficulties in attracting the necessary funding and capital for the projects. Several projects are still looking for the right funding and only six of the ten projects are currently in the process of partly securing funding and support for the original proposals. However, none of the ten projects have been fully developed nor built. The projects have until 2020 to secure funding and begin the actual building process, before the dispensation expires.

Furthermore, in addition with complications in raising the necessary financial funding, many projects are facing resistance and protests from local communities and environmental organizations. These reactions to the projects are noteworthy and the presentation digs into the discourses in local protests as they emerge in the media and commentary. Local community involvement is a well-known subject in sustainable tourism and the presentation therefore seeks to understand how the local communities and organizations influence the ten proposed tourism development projects.

Keywords: *sustainable tourism development, coastal areas, stakeholders and local community*

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Swedish tourism in a changing climate: A comprehensive research agenda

Cenk Demiroglu & Linda Lundmark

Abstract

Tourism is one of the key sectors for socioeconomic development in Sweden with recent total contributions to GDP and employment by 10% and 11%, respectively (WTTC, 2017). Besides such nationwide share, tourism is perceived as an important tool to overcome intra- and interregional disparities, especially in the sparsely-populated and/or declining peripheral areas. Yet in order to ensure a resilient development trend through/via tourism at all scales in Sweden, the vision should encompass a comprehensive framework that takes account of the ongoing anthropogenic climate change phenomenon. As Swedish tourism is a relatively under-researched area within the climate change discourse, this presentation aims for setting up a research agenda based on the two main dimensions of the phenomenon: (1) mitigation of emissions and (2) adaptation to impacts. In the most separate manner, the first dimension would refer to how the incoming and the ingoing, as well as the outgoing, segments of the Swedish tourism market are contributing to the global greenhouse gas emissions and if and how these are dealt with. The second dimension, on the other hand, would focus on the assessment of the impacts of climate change on the weather-dependent/relevant types of tourism, such as snow/ice based attractions and activities. The agenda would also take account of the interrelatedness of the two dimensions, since malmitigation and maladaptation could result in increased vulnerability and emissions, affecting each other's sphere. In order to materialize the agenda further, the criticalities of an inter- and transdisciplinary design, as well as a scope into a wider regional scale from Nordic to global, are discussed. It is thought that such an agenda could help guide researchers aiming for proposals on tourism and climate change, the latter of which has become quite a trending subject through recently launched research programmes in Sweden and the other Nordic countries.

Keywords: *tourism, climate change, adaptation, mitigation, Sweden*

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Sustainable value creation within business models in nature tourism: exploring the underlying drivers

Samira Sahebalzamani

Abstract

Recently, tourism scholars have started to investigate the business model concept, however the research addressing business models for sustainability is still limited [1] [2] [3]. When a company is founded, it applies a specific business model explaining how the company creates value, delivers it to its customers and captures value through payments [4]. Thus, value creation is regarded as a core feature within business models [4]. More specifically, sustainable value creation is obtained through integrating three pillars; value proposition for all the stakeholders, defining a sustainability-related problem and proposing a solution through a new product/service [5].

When it comes to sustainability as a goal, it is argued that there is no specific goal to obtain, thus measuring sustainability is a challenging task [6] and it remains unclear how firms earn money from the creation of social and environmental values [7]. Concerning future endeavors in tourism context, it is recommended to explore the antecedents as well as configuration of new business models [2]. Yet, it is not clear what exactly motivates people and companies to change the business models for sustainability [6] [8].

Therefore, this research aims to look into how sustainable value is created and accordingly the drivers which underlying the change leading to sustainable value creation. Furthermore, through applying case study approach, this study intends to explore sustainable business models and potential drivers (internal and external) conducting change. This research will contribute in the literature related to innovative business models for sustainability in nature tourism through extending the knowledge regarding business models and drivers for change. The cases will be chosen from nature tourism companies in northern Norway satisfying several criteria based on the research purpose, thus the findings can have useful empirical implications for practitioners as well.

Keywords: *business model innovation, sustainability, drivers, nature tourism*

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Urbanization degree and survival of tourism firms

Ursula Landazuri & Oddne Skrede

Abstract

Increasing urbanization and centralization appear to have affected peripheral tourism firms negatively. Specifically, in Norway there has been increasing concern about development in profitability of tourism firms located in more rural areas. In this study we analyze survival of over 9 500 registered Norwegian tourism firms distributed across urban and rural areas. To investigate survival we apply the Kaplan-Meier estimator and the Cox proportional hazards regression model that assesses the relative impact of different factors influencing tourism firms' survival time. Among these factors, we include both characteristics of the firm and characteristics of the tourist destination.

Unlike other duration analysis of tourism firms this one extends beyond the accommodation sector by also including transportations services, tourism agencies, cafés and restaurants, theme parks and more (see e.g. Baum & Ingram, 1998; Gémár, Moniche, & Morales, 2016; Kaniovski, Peneder, & Smeral, 2008; Lado-Sestayo, Vivel-Búa, & Otero-González, 2016). Another contribution of our research is to include variables on tourism agglomeration to investigate whether they influence survival. Compared to another study of survival of Nordic tourism firms, Brouder and Eriksson (2013) that analyze entrepreneurial survival among 160 tourism firms in Swedish region, this study has a much broader scope as it includes tourism firms from all of Norway. The estimated results support that urbanization degree positively influences survival of tourism firms to the detriment of tourism firms located in rural areas. Policy implications of these results are discussed in the paper.

Keywords: *survival analysis, urbanization degree, tourism firms, Cox proportional hazards regression model*

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Session 26: Tourism in coastal and marine environments

The *unsustainability* of cruise tourism

Svein Larsen, Katharina Wolff, Einar Marnburg & Torvald Øgaard

Abstract

Proponents of cruise tourism often defend cruising by arguing *ex nihilo* based on alternative facts claiming that cruise tourism is economically important for destinations, that cruise tourists have high word of mouth propensities and that they return later as land tourists, but the evidence supporting these allegations is nonexistent.

In this presentation we exhibit data from 3 studies ($N > 110000$) indicating that cruise tourists spend less than other tourists (Larsen et al., 2013), have lower revisit intentions than other tourists and over-estimate their expenditures more than other tourists (Larsen & Wolff, 2016). In this paper we also present new data indicating that cruise tourists bring crowding to destinations, that they are less inclined to revisit as land tourists (than land tourists) and more likely to return as cruise tourists. We also found that cruise tourists bring crowding to destinations. Cruise tourism is therefore neither economically nor socially sustainable.

Keywords: *cruise tourism, sustainability, economic impact, crowding*

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Developing a stakeholder informed curriculum in coastal and maritime tourism: A perspective from Finland

Sanna-Mari Renfors & Jaana Ruoho

Abstract

Coastal and maritime tourism is considered one of the key tourism sectors in Finland. In order to reach its potential the sector needs people with the right skills and qualifications: investing in people is a prerequisite for sustainable growth and competitiveness. Therefore, the development of coastal and maritime tourism programmes and courses should be stimulated. The aim of this study is to increase understanding of the development needs of the content of the curricula in coastal and maritime tourism in Finland. The study contributes to the theory of curriculum development in tourism by presenting a sector-specific case.

The necessary skills and knowledge are approached from the stakeholders' perspective. The first set of the data were collected by semi-structured interviews from 25 different tourism stakeholders affected by the decisions on curricula. Secondly, the most important national and regional reports and strategies were reviewed. All the data were analysed with qualitative content analysis.

The analysis resulted in three categories describing the curriculum content: 1) sustainable development of coastal and maritime tourism, 2) identification and use of coastal and marine resources, and 3) blue experience design. There is a strong emphasis on the skills and knowledge related to the management of environmental, social, and economic impacts on coastal and maritime tourism. In addition, it is important to acknowledge the available resources to develop a variety of business activities in coastal and marine destinations. In particular, there is a strong demand for skills in developing attractive blue experiences, i.e. experience-based products promoting attractiveness of coastal and marine destinations.

The curriculum offers a themed route focusing on the nature and development of coastal and maritime tourism, its niche products and markets, which require specialist skills and knowledge for their effective delivery. The results suggest that to meet the evolving needs of stakeholders and to equip the graduates with specialist skills and knowledge in coastal and maritime tourism, a themed, multidisciplinary curriculum is needed.

Keywords: *coastal and maritime tourism, tourism education, curriculum development, tourism stakeholder*

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Temporal aspects of communicating metocean information for Arctic marine tourism

Jelmer Jeuring

Abstract

Shipping activities in the Arctic are increasing, not the least in the form of expedition cruises. These heightened levels of activity come in an era of metocean conditions that are becoming more dynamic, in an environment that is often difficult to navigate due to high waves, fog and sea-ice. The variation of tourism-oriented engagements with and within the Arctic environment implies a constant negotiation between risks that emerge from metocean conditions, and maintaining opportunities for valuable tourist experiences. Relevant and usable weather and sea-ice forecasts and monitoring products are therefore essential, in order for expedition cruise personnel to make informed and timely decisions. In that sense, more dynamic and extreme Arctic metocean conditions pose a challenge not only to various tourism stakeholders, but to all parties involved in the value-chain of metocean communication. For example, up-to-date metocean information is not always available when it is needed by end-users: These products come available at specific moments throughout the day, at particular intervals, while also their content is signified by temporal aspects such as forecast periods. In this paper, we approach the process of negotiating safety as a decision making process that emerges in space and in time, and across various actors. The focus is on the communication practices of personnel of meteorological institutes and how they communicate with stakeholders such as expedition cruise personnel sailing in the Arctic waters around Svalbard and Greenland. The study is based on scholarship in resilience engineering and builds on concepts rooted in time-geography. It gives new insights in how, from a metervice perspective, potential temporal constraints of metocean products are interpreted, in order to align with specific demands from end-users marine Arctic contexts.

Keywords: *tourism, weather, metervice, communication, timeliness, decision making*

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Session 32: Other themes

The Baltic Sea region and other blank spaces. Swedish tourism industry narratives: A geography in making

Christian Widholm

Abstract

The aim of this paper is to analyze the imagined geography in the discourses of major Swedish tourism stakeholders. The analysis, inspired by the discipline of human geography, will focus on spatial articulations manifest in the branding and tourism management narratives about Sweden, but also focus on spatial articulations that seep out from silences and naturalizations within the same narratives. These narratives include more or less evident articulations of a seemingly arbitrary geography with considerable interest in e.g. the Far East and a neglect of neighboring regions like the Baltic Sea Region. This study will analyze the elements and processes that constitute the Swedish tourism stakeholders geographies in making. The stakeholders to analyze are: Visit Sweden, Swedish Agency for Economic and Regional Growth, Visit Stockholm, Svensk turism AB and Visita. Through an investigation of practices pertaining to spatiality in these bodies the qualitative analysis aims to illuminate a geography in making. The material will consist of the textual and visual narratives in electronic and printed documents as well as interviews and observations. The project will be conducted by one researcher during three years, halftime. The result will increase our knowledge about how the tourism sector through institutional logics, conventions and naturalizations unintentionally, parallel with outright branding, constructs and sustain geographies of the outside world.

Keywords: *imagined geography, tourism, DMOs, branding*

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Shopping as a tourist activity: On meaning creation and the salience of place

Lucia Pizzichini & Erik Lundberg

Abstract

The relevance of shopping in the tourism experience has been widely recognized by numerous authors, that defined it as a common and preferred tourist activity (Kim & Littrell, 2001), pervasive and pivotal component in tourist's destination choice (Jin, Moscardo, & Murphy, 2017). Shopping is often considered as the most significant expenditure category on vacations and trips (Oh, Cheng, Lehto, & O'Leary, 2004), and in a Swedish context, approximately 30% of total tourism expenditure is on shopping and foodstuff. For international visitors it is as high as 46% of total expenditure (Tillväxtverket/SCB, 2015). The consumption of goods as souvenirs such as handicrafts, food, alcohol, clothing, etc. it represents an important aspect both for tourists whose main reason for traveling is shopping, and for those that consider it an accessory activity during their journey (Sundström, Lundberg, & Giannakis, 2011; Timothy, 2005). Being a tourist or an event visitor means consuming places and experiences (Urry, 1995), where one of the most important components is the physical consumption of goods and souvenirs. Therefore, "destinations are increasingly interested in developing a variety of shopping opportunities to increase their attractiveness"(Oh et al., 2004). This paper aims to contribute to literature on shopping as tourist activity (Lehto, Chen, & Silkes, 2013) by exploring the meaning creation of shopping and shopping practices on vacation. Particular focus is on the salience of place, which has received limited attention in previous research (Swanson & Timothy, 2012). For this purpose, in-depth interviews with international tourists to Sweden are performed to explore shopping practices and the importance of place associated with shopping. In addition, participant observations of tourists shopping in an urban environment will add to the understanding. This study is part of a larger project on shopping as a tourist activity, which contributes to the literature on tourists' shopping experiences.

Keywords: *shopping, meaning creation, salience of place, tourist activities*

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Predicting satisfaction with co-production: A systematic review and meta-analysis of feedback intervention on consumers' satisfaction with task performance

May Irene Furenes, Trude Furunes, Olga Gjerald, Jo Røslien & Torvald Øgaard

Abstract

Aims and objectives. To examine research findings regarding predictors of consumers satisfaction with the outcome of co-production.

Background. Consumers' satisfaction with co-production is essential for the hospitality and tourism industries' competitive advantage (Sørensen & Jensen, 2015). A better understanding of how face-to-face feedback from service employees drives consumers' satisfaction with the outcome of co-production will help the hospitality and tourism industry to design, customize and deliver meaningful experience-based products.

Method. Empirical articles published in English were searched in electronic databases using the search terms "feedback", "task performance", "performance" and "satisfaction" in vary combinations. 57 of 742 screened abstracts met the inclusions criteria. The included studies' eligibility considering satisfaction with task performance were reviewed. 7 of the 57 reviewed articles were considered eligible for a meta-analysis involving Pearsons' r correlations.

Results. Satisfaction with the outcome of co-production, seem not to derive from feedback, but rather to the style, valence and medium.

Conclusions. Further experiments are needed to test and explore the power of feedback on satisfaction with co-production.

Relevance to the hospitality and tourism industry. Surveying the effect of feedback on satisfaction, service employees should not give feedback. Nevertheless, if service employees comment on consumers' task performance, they should give positive comments to enhance consumer's satisfaction with the outcome of co-production.

Keywords: *satisfaction, feedback interventions, co-production, meta-analysis*

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Making, sustaining and sharing rurality: The role of festivals in rural place-making

Grzegorz Kwiatkowski & Ove Oklevik

Abstract

Progressing festivalisation, that is an instrumental usage of leisure events to support image building and catalyze local development (Steinbrink et al., 2011), has been fueling the public and academic debate on events impacts on host region, tourism destinations and/or countries (Cudny, 2016; Jaeger & Mykletun, 2013; Getz, 2010; Richards & Brito, 2017; Richards & Palmer, 2012; Smith, 2017). Events and festivals have gained in importance in the last decade, and are no longer only present to provide a host area with tourists in order to stimulate new spending, combat seasonality or spread tourism spatially. Further, they are no longer only seen as economic vehicles for the host that create (alleged) employment and tax revenue effects (Kwiatkowski, 2016). Conversely, events and festivals have assumed a key role as regional development strategies (Moscardo, 2007), and considerations about their single, short-term impacts has been replaced by long-term, cumulative (economic, societal, spatial, etc.) effects that form the basis for local growth and change (Ziakas, 2014). In this context, it is particularly important to further the understanding on festivals role in place-making processes and explain whether, and if yes how, festivals sustain, create, and/or change rural places?

The current paper investigates the intersection of festivalization and place-making processes in rural settings. The thematic focus is a spin-off of contemporary debates in social sciences on the empowerment and revitalization of rural communities and places (McHenry, 2011). The empirical ground for the study constitutes a combination of two datasets. First, offers an insight into organizers' perception of festivals' spin-offs, whereas the second does so, yet from the festival participants and local community members standpoints. As such, this is the first examination of its kind that in one elaboration brings together perception of different festivals' stakeholders: (a) organizers (n=315), (b) participants (n=305) and (c) locals (n=205). The paper is currently developing, and will be ready by June 2018.

Keywords: *festivals, place making, rural areas*

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Session 3: City tourism: Dilemmas and implications in destination development

A stakeholder analysis of Leeuwarden Fryslân as European Capital of Culture 2018

Klaes Eringa & Oleksii Khrebtiiievskyi

Abstract

The European Capital of Culture (ECoC) has proven to be a successful concept with an aim to promote cities across Europe through hosting art performances, exhibitions, concerts and other cultural events. Culture as a part of public policy is widely seen as a tool of positive political and socio-economic transformation (Boland, 2016). Leeuwarden-Friesland was selected as ECoC in 2018. This status could change the city and province perception from a somehow underdeveloped periphery to a leading tourism, educational, innovational hub of Northern Netherlands as well as wider Wadden Sea region. Usually, leisure development in a city or region is meant to trigger overall development (Meekes, Buda & De Roo, 2017); in the case of ECoC obviously cultural aspects will play a significant role. A retrospect of the painter Alma-Tadema was an extremely successful exhibition in the Frisian museum and it was followed by exhibitions centring on Mata Hari Escher, featuring a notorious (Coelho, 2017) and a famous person from Leeuwarden.

The aim of actual paper is to present a stakeholder analysis of various participants in the ECoC project, highlighting both the politics and the poetics (Ooi, Håkanson & LaCava, 2014), and, following Therkelsen, Halkier & Jensen (2010), bringing forward different views on the place brand. The results should help the city in their development of a brand that provides more lasting positive effects for its stakeholders (Kavaratzis, 2005).

Keywords: *visitor perception, European capital of culture, destination branding, city reinventing itself*

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Shopping and sustainability: The case of Stockholm

Dennis Zalamans

Abstract

The transformation of city centres in Sweden in general and Stockholm in particular has been an ongoing process for the last century or so. The out-sourcing of factories and workshops in the first half of the 20th century was followed by the modernisation of houses, development of the transport-systems and establishment of suburbs in the middle and second half of the last century. At that time the city centre and/or the suburb centre (ABC) were also the commercial centre. But since the 1990's those traditional centres are in competition with a new type of commercial centres based on shopping and other activities, namely the malls.

One of the newest and probably the most popular shopping mall in Stockholm, Mall of Scandinavia (MOS), promote itself as the biggest shopping mall in Northern Europe with more than 300 shops established. MOS is located next to Friends Arena, the biggest arena in Sweden, and a new business and housing district. Despite that MOS attracts a lot of local visitors from the region as well as people from outside, e.g. tourists. But there are always two sides of a coin, so the success and fortune for MOS at the same time mean less clients and misfortune for many commercial centres and other sites in the neighbourhood and elsewhere in the Stockholm area. And what about the city centre of Stockholm?

This paper aims to evaluate what impact these new Commercial Centres has on a destination and its development from a sustainable point of view. The study will emphasise on the planning processes and different roles of the stakeholders.

Keywords: *destination development, city-centres, Stockholm, planning, stakeholders, Mall of Scandinavia, shopping*

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The practice of targeting visitors to urban destinations: A critical discussion of DMOs information strategies

Lena Eskilsson, Maria Månsson & Malin Zillinger

Abstract

How do you attract visitors to your city? How do you manage to be visible in the information flow for potential visitors? Urban Destination Marketing Organisations (DMO) operate in a fast changing environment with ongoing challenges to face. Digitalisation is one of the issues that DMOs have to handle. As a result, we can see that many tourism offices are closed down in Sweden. However, has new technology entirely changed tourists' information search, as is sometime suggested? In this paper, we discuss an ongoing project about how to target tourist information material to different tourists segments, and the value tourists inscribe to them. The project is carried out in collaboration with the DMO in the city of Helsingborg, which is an illustrative example of the issues above. The methods used are mapping of tourism information strategies and materials, interviews with different members of staff at the DMO and visitor groups in Helsingborg. The interviews with visitors consist both of short interviews in the city and of in-depth interviews where we together with the respondents discuss examples of analogue and digital tourism information material. The project will contribute with enhanced knowledge about how tourist value information sources and possible tourist information strategies for urban DMOs.

Keywords: *tourism information material, value, information search, mobile tourism info points*

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City, ethnicity, diversity and the origin of Fire festival in Swedish major cities: A research idea

Saeid Abbasian

Abstract

Urban Ethnic festivals have positive impacts on the image of cities and countries (McClinchey, 2008) and create a sense of belonging among immigrant groups (Chacko, 2013).

Every year, a Tuesday in the middle of March and after 17:00, Iranian Fire Festival is held outdoors in the center of Stockholm and Göteborg. It is financed and organized by Riksteatern (The Swedish National Theatre). In Stockholm it is held in the King's Garden park, 500 meters from the parliament, and it is used to be opened either by some Swedish ministers or by the Prime minister. This is not a big event in international comparison; it can be classified as local event and it is held when it is still very cold in Sweden. The event lasts in 4-5 hours but draws thousands of audiences (mostly from the same city region) to these two simultaneous arrangements. The audiences as well as the artists are mostly of Middle Eastern background (mostly Iranians, Kurds, Afghans) and there has been no report on ethnic Swedes among them over the years. This event, however, gets a huge attention from the Swedish media but also from some international media (Like Voice of America, Persian section) and Iranian diaspora media worldwide. In accordance with Getz et al (2007), many stakeholders are involved in this event; the Swedish governments, the event organization, municipality offices, many ethnic associations in Sweden, media, invited artists from Sweden and other countries, participants, sellers and volunteers.

The aim of this research is to get insight into this event, incentives behind it and the expected outcome of it from different stakeholders. Especially it is important to find out what interest different Swedish governments have since they support the event financially regardless of ideological belonging while the event's own preconditions are not the best one.

Keywords: *ethnic festivals, fire festival, Stockholm City, Sweden*

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Session 17: Conducting high quality tourism- and hospitality research – reflections and demonstrations of methodological approaches

Discrete choice experiments in nature-based tourism and outdoor recreation: A systematic quantitative review

Kathrin Jathe

Abstract

Discrete choice experiments, based on the theory of utility maximization, allow for analyses of preferences and demand, accounting for trade-offs between different choice attributes that individuals are willing to make in choice situations. This elicitation method has proven to be useful in a growing number of empirical applications in tourism and outdoor recreation research (e.g. destination or product choice). However, methods are numerous and constantly developing, and there are no existing up-to-date reviews in these fields of research. This paper presents a systematic quantitative literature review of original empirical studies in nature-based tourism and outdoor recreation applying multi-attribute-based discrete choice modelling (where more than one attribute is varied in a systematic manner). The review is primarily set out to identify methods used. Further topics to be covered include timing and geographical spread of publication, addressed research questions and topics, studied recreational activities and variables measured. Findings will provide valuable input to future studies attempting to develop and apply the available methods in tourism and outdoor recreation research.

Keywords: *discrete choice, systematic review, nature-based tourism, outdoor recreation*

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The application of a multiphase approach to explore tourists experiences in depth

Åsa Grahn

Abstract

This presentation will demonstrate the usefulness of fundamental philosophical and methodological principles underlining a research project, where the interpretive, qualitative paradigm has been employed to gain insight into the complex and dynamic phases of tourist experiences. Phenomenological approaches, adopting pure qualitative techniques to guide future research of tourism experiences should gain more attention in order to cater for the future tourism development since it will focus on the human experience, which requires that tourists are being approached through their presence in conscious awareness. In reflecting upon the conscious and actual experience, the researcher can explore the meanings that are associated with specific experiences.

This research approach was phenomenological in nature and implemented pure qualitative research techniques with a multiphasic framework in order to examine tourists' experiences over time (during 14 months). The applied methods were semi-structured interviews, participant observation and personal travel diaries, which were implemented throughout packaged cultural tour experiences. The empirical research was conducted during the anticipation, on-site, reflection and recollection phases.

The employed research methods will be presented and special attention will be given to the justification of the applied research design together with its utility and validity. The presentation will also discuss the importance of reflexivity, which offers the possibility of conducting subjective, engaged and personally interpreted research. This acknowledges the researcher's multiple roles and contributions within the study and thus combats objectivity. The challenges and dilemmas associated with the performance of dual roles (researcher and participant) that may occur during participants' observation will also be addressed.

By generating insight into the complex and dynamic phases of a tourist experience, this research has demonstrated the usefulness of a phenomenological approach to understanding tourists' in-depth experiences.

Keywords: *qualitative methods, multi-phase approach, tourist experiences*

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Measuring perceived risk: How item wording will influence your findings

Katharina Wolff & Svein Larsen

Abstract

Psychometric risk research and the heuristics and biases tradition have identified many ways in which subjective risk judgements diverge systematically and predictably from expert risk assessment. Therefore, a great deal is known about how phrasing items and framing questions will influence participants' risk ratings. Some of this knowledge has dripped on more applied tourism risk research; however, a far greater spillover of knowledge from basic to applied risk research is needed. The fact that item construction in tourism risk research seems largely unenlightened by the findings from psychometric risk research hinders a systematization and accumulation of findings from tourism risk research. One example, may illustrate this point: Risk is defined as the product of outcome probability and outcome severity; however, people largely ignore probability and mainly rely on outcome severity when judging risk (a phenomenon known as probability neglect). This implies that people overestimate the risk of dreadful events with small probabilities, like terror, and underestimate the risk of mundane events with higher probabilities, like the flue. Therefore asking participants to estimate the "risk" of something may yield opposite results compared to asking someone to rate the "probability" of something (i.e. terror is unlikely but risky; the flue is not risky but highly probable). Still many tourism risk researchers claim to be measuring risk when assessing probability (e.g. Quintal, Lee & Soutar, 2010; Sharifpour, Walters & Ritchie, 2014) Their findings may diverge quite a lot from others who are measuring risk by asking about riskiness (e.g. Lepp & Gibson, 2008). The present paper attempts to use further examples to give a short overview of how item wording can influence risk judgements in a number of systematic and predictable ways. It immodestly hopes to be of practical use for tourism scholars researching risk perceptions among tourists.

Keywords: *risk perception, item wording, measurement issues*

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Parallel Sessions III, 0950-1110, Wednesday 26th September

Room	Track	Chair
1068	2: Tourism encounters in the sub-arctic North: Implications and dilemmas.	Beate Bursta, Trine Kvidal-Røvik, Kjell Olsen & Outi Rantala
1087	18: Conceptualizations: Blurring the boundaries of tourism practices.	Brynhild Granås, Katrín Anna Lund & Gunnar Thór Jóhannesson
Magerøy (A103)	11: Sustainable tourism growth in the Nordic countries.	Sigbjørn Tveteraas
Brattholmen (A105)	3. City tourism: Dilemmas and implications in destination development.	Göran Andersson
Seiland (A203)	9: Human factors in the tourism and hospitality services.	Olga Gjerald & Åse Helene Bakkevig Dagsland
Loppa (A204)	21: Advances in contemporary tourism public policy.	Dorothee Bohn & Cecilia De Bernardi
Kultursalen (E102)	22: Transforming destinations: Tourism dynamics, governance and localities in change.	Jarkko Saarinen & Outi Kulusjärvi
Stjernøya (E102)	10: Sustainable experiences in tourism.	Hogne Øian & Monika A. Breiby

Session 2: Tourism encounters in the sub-arctic North: Implications and dilemmas

Encountering tourists and countering tourism

Guðrún Helgadóttir, Guðrún Þóra Gunnarsdóttir & Georgette Leah Burns

Abstract

The rapid growth of international tourism arrivals in Iceland has led to serious misgivings about the sustainability of tourism development. The media coverage of tourism has moved from enthusiasm about the popularity of Iceland as a destination to issues of overtourism. An important aspect of tourism impact on quality of life is the relative success of accommodating tourists and locals in the public space. The distribution of tourists in time and space in Iceland quite uneven, while the centre of Reykjavík is touristic year round, the centre of a more rural town may only be a tourismscape during high season. The study reported here focussed on resident experience of and beliefs about tourists and tourism in their daily environment.

Observation in public spaces showed disruption in daily routines for residents as physical infrastructure initially designed without consideration for tourism fills with tourists and the activities of tourism enterprises. In-depth interviews reflected residents' awareness of potential benefits and problems with tourism, but a positive experience of and attitude toward tourists. An ethic of care toward tourists came across in comments about their safety about the needs for infrastructure improvement and not the least in what locals think are important and important places for tourists and what places and spaces should be off-limits.

Comparing the experiences of residents and viewing them in light of the planning and construction of the public space in the research sites reveals interesting differences in how residents encounter tourists, and by extension, whether and how they wish to counter tourism. These have clear implications for town planning, tourism policies and tourism marketing of the public space.

Keywords: *public space, tourismscape, resident quality of life, resident tourist encounters*

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Mediated place encounters: A place for me and a place for you?

Trine Kvidal-Røvik

Abstract

Media play a key role in how places and destinations are created and experienced. Media is central in creating place related roles, expectations, and opportunities, both for visitors and locals. Media also allows for place relationships across distance and time. For instance, having moved to the opposite side of the globe, does not prevent one from having a close connection to one's home town – you can stay connected to the people in the home town, “move” around in the streets, via digital maps, watch local news and weather reports, and actively engage in locally anchored social media. Along similar lines, tourists can meet a place before setting foot on the ground and (re)experience the place after they have left it. Tourists' own media productions from places are part of the discursive resources other people – tourists, locals and people with some connection to a place – incorporate in their place meanings. In this article, I explore the role of media in place encounters. Using the small Northern Norwegian town of Vadsø, located in Eastern Finnmark, as an example, I discuss how locals and tourists can encounter and (re)connect to a place via media. Specifically, I am interested in what kind of place is being created by media, and what such a place affords in terms of community and tourism developments for different groups.

Keywords: *media, encounters, place, tourism, Vadsø*

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Human-animal encounters in Nordic tourism: A study of user-generated content in social media

Jose Carlos Garcia-Rosell, Minni Haanpää & Dominika Klos

Abstract

Animals have become a very important part of tourism and leisure experiences around the world and they are used in tourism in many different ways. They can be seen in captivity, in the wild, as entertainers and as part of tourism activities. The picture of animals or human-animal encounters has become common in the marketing and promotion material of many travel destinations. This is the case of Nordic destination such as Northern Norway, Swedish and Finnish Lapland, where animal encounters are a central element of place branding and tourism experiences. Although many tourists feel that close interaction with animals is an exciting way of spending a holiday, they have also become more aware of the negative impacts that tourism can have on animals. These concerns have been recognized by global tourism firms, which are currently taken concrete actions to address animal welfare in tourism.

This study aims to explore the symbolic, material, emotional and ethical aspect of human-animal encounters in tourism. To that end, we use content analysis to code and examine user-generated social media content related to animals and animal-based tourism services in Finnish Lapland. The data used in the study is limited to sled dogs, reindeer and horses due to their popularity among Lapland visitors. The data were gathered from Facebook, Instagram, TripAdvisor and YouTube during 2016, 2017 and January 2018. Preliminary findings show that animal welfare concerns tend to prevail in the user-generated content considered in the study. Emotions were reflected in content stressing care, and love for the animals met during the trip. In addition, strong emotional human-animal bounds became visible in the data. In particular, the relationship between dog and humans. Indeed, most of the user generated content produced by tourists focused on their encounters with sled dogs.

Keywords: *human-animal relations, animal-based tourism, social media*

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Welcome to your finest nature: The touristic discourse on nature in information materials about Swedish national parks

Emelie Fälton & Johan Hedrén

Abstract

In this article, we problematize the concept of nature by focusing on how subjects related to nature are constituted through the touristic discourse in the context of national park tourism in Sweden. We are interested in how nature is produced and reproduced, but also what implications those representations can carry with them. Thereby, we seek to distinguish and make visible how nature in Swedish national parks is portrayed, represented, and assigned values in a touristic context. The material consists of pictures and texts from websites and books with a touristic orientation towards national parks. One part is produced by three tourism actors that market or sell travels to the Swedish national parks, while the other part is produced by actors who state themselves as experts in conservation questions. These actors produce and communicate information about the national parks and the nature within them, but they are also carriers of discourses, which makes them potential influencers on the touristic discourse on nature in Swedish national parks. By visual discourse analysis, aspects of power, subjectification, objectification, normalization, naturalization, marginalization as well as internalization and externalization, are put into focus. The analysis was done stepwise to discern analytical themes, guided by the material. The result shows that the touristic discourse on nature contains utopian imaginaries and portrayals of nature in national parks, where nature is understood to be ideal and of a sublime character, where humans are temporary guests. Simultaneously, nature is portrayed as a pedagogical exhibition for tourists to learn from.

Keywords: *utopianism, environmental ethics, visual discourse analysis, non-human, subjectification, nature-based tourism.*

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Session 18: Conceptualizations: Blurring the boundaries of tourism practices

Versatile tourists: A case study of Norwegian visitors to Spain

Leif Selstad

Abstract

This paper explores the contrast between preconceptions of tourists as helpless and gullible, on the one hand, and the considerable competences of tourists in planning and executing their trips, on the other hand. In the literature it will appear that tourists are often and habitually met with stereotypes, not only in the public but among practitioners and scholars as well. Tourists are typically portrayed as ignorant travelers (Cohen, 1974). By contrast, many tourists will portray themselves as resourceful and inventive. They get the most out of life; and they are not easily fooled. In this paper it will be demonstrated that tourists can be versatile; using the Norwegian visitors to Spain as a case example. Norwegians in Spain are eager to show that they are not 'ignorant foreigners', but that they take an interest in Spanish society and try to act responsibly as frequent visitors. The intention is to discuss the contrast between preconceived ideas of 'stupid tourists' and the widely ranging adaptations of people during their travels; also to discuss why stereotypes are common in tourism and how they can be overcome. It will be shown that tourists are not passive visitors; they are generally resourceful and have competences in planning and performing their trips. This will lead up to a discussion of how preconceptions about tourists and travelers can be modified by a more empirically based study of touristic behavior.

Keywords: *tourist versatility, tourist role, stereotype, Spain*

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Worlding tourism: Responsible/response-able research practices

Katrín Anna Lund & Gunnar Thór Jóhannesson

Abstract

Tourism studies are a recent field in the academic world. In fact, it has been contested if it is possible to define it as a discipline as it is a hybrid created out of several other disciplines and also borrows its tools and techniques from them. Similarly the subject of tourism studies, or tourism, is a complex and multi-relational topic that touches on all aspects of life as it delves into complex mobile practices and encounters of everyday life. Moreover, tourism researchers are indisputably a part and parcel of the mobile world they seek to encounter through their work. Nevertheless, the trend in tourism research has until recently been to define and insulate the topic of study as a particular subject which creates boundaries between academia and the everyday mobile world and separates tourism practices from the reality they are a part of. In this presentation we will argue that the multidisciplinary character of tourism studies should be regarded as a strength, it is a source for creative practices in research that is able to ground it in the reality it is entangled. By doing that we put less emphasis on how tourism studies should be defined but rather how the values of research and knowledge creation emerge through communication and co-creation by different actors. We look at research as creative process that takes place in dynamic, mobile and multi-relational, more-than-human environments which recognises the need to acknowledge the strength that everyday practices and interactivity adds to knowledge creation. We contend that this is the base from where we can sculpt more responsible research practices that are simultaneously response-able in their nature as they open up for further, even alternative, possibilities and practices.

Keywords: *tourism research, co-creation, knowledge creation, responsibility*

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An easy place of balance. A dawning ski touring destination in Finnmark, Northern Norway: A place of balance

June Anthonsen Røsbø

Abstract

In this paper, I want to explore tourism development in West Finnmark, Northern Norway, where ski touring has become a prominent touristic activity.

I approach this area as a dawning ski touring destination and investigate this as an ongoing process, where guides, locals, tourists, human and non-human actors become part of negotiations of meanings of how tourism, landscapes and places should develop.

Ski touring, characterised by its engagement with mountainous terrain, is where skiers engage in embodied and sensuous activity with landscape, technology, other skiers, weather and place. Through ethnographic encounters, I explore diverse processes of how tourism and ideas about destinationisation are produced, sensed and performed.

My encounters reveal several processes of 'balancing acts', where for instance, embodied sensations, where balancing on fragile snow conditions provides reflexivity about the nature of the activity, reflections of place that further shape ideas how concept of destination can be understood. What does this mean for tourism and development of its infrastructure? What does it mean for understanding of place and the production of representations? These encounters show that several epistemic communities are involved, as this type of tourism are fused with alternate environments, provide no clear boundaries of what is touristic or not. It is important to question if these balancing acts have unclear performances, some touristic, others not perhaps. This is the conceptual challenge that I want to explore through one ethnographic story, where the sensuous and embodied experience is important for the type of performances that take place. This enables me to tune in on matters that unfold outside language and discursive formations, and I wish to explore other possible conceptual tools on how destination can be conceptualised, or if this type of engagement evoke other stories about destinationization.

Keywords: *ski touring, Finnmark, ethnographical encounters*

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What can dogs teach us about touristic world making

Brynhild Granås

Abstract

Bourdieu once encouraged constructivist researchers to acknowledge the construction of the research object as crucial in the research process. With this request as a point of departure, this paper accounts for some of my experiences from studying protagonists and practices located on the fringes of what researchers in the field of tourism studies tend to define as their study objects. In my case, they have been sled dogs and mushers in long-distance dogsledding and their everyday doings and whereabouts in Finnmark. Based on my experiences so far in this fieldwork, I investigate how and why scholars that engage with the twist and turns of tourism can – and sometimes should – identify study objects through relational conceptualizations that do not rely on the ontological premise that the world is constituted by the touristic on the one side and the non-touristic on the other. I describe how authors ranging from Bourdieu via Haraway to Löfgren, Franklin and others provide arguments for paying attention to processes of tourism emergences and how access to such processes sometimes requires alternative conceptualizations and the similarly alternative empirical approaches they prompt. As part of this discussion, I also problematize how to assess and relate to multiple subjectivities and materialities in studies of touristic world making, hence blurring the boundaries of tourism practices and scholarly practices further.

Keywords: *dogsledding, blurring the boundaries, Finnmark*

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Session 11: Sustainable Tourism Growth in the Nordic Countries

Tourists' perceptions of people density in cruise ports

Jens Kr. Steen Jacobsen, Nina M. Iversen & Leif E. Hem

Abstract

Some cruise port areas are visited by quite large numbers of various leisure travellers, arriving both with cruise ships and other means of transport. This survey-based paper explores various summer season visitors' perceptions and assessments of possible people density in three cruise port areas in south-western Norway. While some holidaymakers appreciate large numbers of fellow travellers and enjoy people-watching, others avoid crowds for various reasons. The study adds to knowledge of (dis-)confirmation of destination image expectations resulting from perceived people density.

Keywords: *cruise port, density perception, density assessment, avoidance reaction, collective gaze, romantic gaze*

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The birth of a tourism nation

Jinghua Xie & Sigbjørn Landazuri Tveterås

Abstract

The role of relative price among competing tourism destinations is widely understood (Assaf & Alexander, 2011; Dwyer, Forsyth, & Rao, 2000). However, the causes of price differences are seldom discussed. Nor the question of how the contraction of non-tourism sectors in a country can create room for tourism growth through its influence on prices is discussed in the literature. In this study, the impact of the oil price collapse on the Norwegian tourism industry was investigated in two dimension. First, the oil price caused the Norwegian Krone (NOK) to depreciate, making it cheaper to visit Norway and dearer for Norwegians to travel abroad. This jointly encouraged more tourists to visit and to stay in hotels in Norway. Second, the fall in the oil price made the Norwegian economy slow down, particularly in the regions where the oil industry clusters are located, with a negative effect on domestic hotel demand.

To estimate the oil-price induced effects on tourism, six revenue models were estimated for the hotel accommodation sector in six Norwegian regions. The results show that the weakening of the NOK has boosted Norwegian tourism growth, since the positive impact of the exchange rate reductions far outweighs the negative impact of the GDP reduction caused by the oil price fall. Based on this analysis it appears that nothing is quite as impactful as a weakening of the local currency to birth a tourism nation.

Keywords: *oil price, exchange rate, tourism demand, Norway*

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Three transnational migrations and precarious labour in the tourism industry in the Norwegian High North/Arctic: Comparing Svalbard and Sør-Varanger

Aileen Aseron Espiritu

Abstract

Neoliberal politics and globalization have spurred small Arctic communities to diversify their economies. Communities in Norway's High North and Arctic that have been historically dependent on mining resources have chosen to develop and exploit possibilities for the tourism industry with hopes of sustaining livelihoods and populations in their cities and regions. Indeed, comparing the first three months of 2016 and 2017, statistics released by the Norwegian Statistics Bureau (SSB) in May 2017 indicate a rise of 15 and 9 per cent, in Finnmark and on Svalbard respectively. While unemployment in these communities because of the closing or downgrading of mining operations have provided some of the workforces in the tourism industry, newcomers from around the world are recruited and hired as temporary, precarious labour in order to develop, sustain, and maintain tourist industries in the sparsely populated regions in the Circumpolar Arctic, notably Norway's High North and Arctic. The significant questions are: what does precarious labour mean for the tourism industries that need them; what does it mean for the worker in the position of precarious work; and what does it mean for the sustainability of transnational economic globalization?

Using focus group and individual interviews, and participant observations, this paper explores these salient questions at the cusp of rapid advances and expansions in Arctic tourism.

Keywords: *precarious labour, transnational migrations, Arctic globalization, economic diversification*

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Session 3: City tourism: Dilemmas and implications in destination development

The mediatized tourism city under terror: Dilemmas and strategies for destination management organisations

Cecilia Cassinger, Jörgen Eksell, Maria Månsson & Ola Thufvesson

Abstract

The concern of this paper is with the mediatization of tourism cities through fast circulating narratives on digital platforms in an era characterised as post-truth involving the spread of fake news and disinformation. Hence far, there is scarce knowledge on how misleading information and false rumours concerning terrorism affect the image of tourism cities. In addition, extant research studies predominately concern image in destinations, which are in a permanent state of crisis or war. Less is known of cities that are randomly subjected to terrorist attacks.

The research aim in the paper is therefore to advance the knowledge of the narrative rhythm of the mediatized destination in the aftermath of an actual terror attack in contrast to a false one.

A mixed-methods approach is used to examine the event trend of online search traffic, Twitter data, and news in the aftermath of the Stockholm terror attack, and President Trump's misleading claim of a non-existing terror attack in the city of Malmö in Sweden during 2015. Emerging narratives in different stages of the course of these events were identified and analysed. In the false case a broad range of stories emerged quickly which tried to establish a dominant narrative of the city. Whereas in the real case, the emerging narratives are more condensed and related to the event.

The study contributes with novel knowledge on the role played by disinformation in the mediatization of cities. The study raises questions to the need and importance for destination management organisations to handle and respond to disinformation in false events.

Keywords: *tourism cities, destination management, mediatization, narrative*

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Smart city tourist segmentation: How can aspects of heritage experience be used in city tourist segmentation?

Göran Andersson

Abstract

Most tourists to Sweden come to urban areas, but a dilemma is that there is a lack of visitor attractions to offer experiences in the cities. Therefore, the shift from heritage being only preserved to also being experienced by different tourist segments is welcome.

Different tourist segments have their own unique heritage experiences. The “classical” experience aspects proposed by Pine & Gilmore (1999) can be used to explain the experience. However, special aspects of experience at heritage sites have been pointed out, such as Must See, Must Learn, Must feel and Must evolve (Poria, 2012).

Visit Sweden (2018) focuses on three tourist segments, such as Active family. Our empirical studies show that the experience-related motives of visit are somewhat different for these three segments. The study also shows that human senses are strongly connected to the experience, but the importance of the senses differ. Another empirical implication is that smart cities give prerequisites for what Mossberg (2007) call experiencescape.

The purpose of the present study is to clarify how tourists' experiences of heritage attraction can be analysed into aspects of experience for different segments of tourists, and how this may be further applied in the market segmentation. An overall case study method will be used to study three maritime tourist attractions.

The research contribution is to show how meaningful aspects of experience can represent the experience of heritage attractions for different target groups. This is based on that aspects of tourist experience can emerge from the sensory impressions (Agapito et. al, 2014). Another contribution is how these aspects of experience can be used in marketing segmentation using the smart city tourism concept. Finally, this research will hopefully give attraction developers new tools to market well-attended and efficiently marketed heritage attractions.

Keywords: *city tourist segmentation, human senses, experience aspects, heritage visitors, smart city tourism*

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City tourism and local community: The power to engage people around cultural heritage at the museum. The case study of the Maritime Museum of Barcelona

Mònica Molina

Abstract

Barcelona is a city of 2 million inhabitants that hosted more than 9 million tourists last year (2017), and at the same time it's one of the world's leading tourist, economic, trade fair and cultural centers. This situation generates negative externalities such as the rising cost of living and renting, the globalization in retail consumption and the loose of cultural identity in some areas of the city, in between of other related problems. But in this scenario cultural tourism plays an important rol. As Basulto and Taboada-de-Zúñiga (2014) argue, cultural tourism revalues and recovers diverse cultural elements that characterize the community and at the same time it constitutes a way to raise awareness among the local population to recover, conserve and revalue tangible and intangible cultural heritage. And the museum, as a classic element that is part of cultural tourism it's considered a tourist attraction and a main element for the regeneration of urban spaces (Jansen-Verbeke and Rekom Goes, 1996). So, the museum has the potential to become a meeting space, both physically and intellectually, for the local population and its visitors.

Nowadays, cities face the challenge to create spaces of participation that can be able to welcome local people, newcomers and also tourists. Cultural exchange and participation with the museum takes place with its direct visitors, but also with educational institutions, associations of their environment, private companies, universities and research centers. The models of public participation in museums can be very different depending on the typology of the project. This article shows the case of the Maritime Museum of Barcelona and some of its projects based on community participation.

Keywords: *city tourism, cultural tourism, cultural heritage, museums, participation, inclusion, community engagement, Maritime Museum of Barcelona*

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Beyond the Red Square: The Red October district as an emerging post-industrial tourist site, creative cluster and a global village showcase

Per Strömberg & Sergey Ilkevich

Abstract

This study focuses on the former industrial area of Krasny Oktyabr, or Red October, in Moscow city center. Likewise its Western counterparts, the area plays a revitalizing role as an emerging post-industrial tourist site and an environment of creative clustering and global urban life forms. Since the 2000s, the former chocolate factory complex has been redeveloped into art and photo galleries, designers' studios, television and Web media headquarters, bars and cafes, and, noteworthy, the site also hosts Strelka Institute for Media, Architecture and Design. Recently described as "Moscow's answer to New York's Tribeca or London's Docklands", the area claims to be a new tourist destination in the urban fabric, but is it true? Who are the people visiting this area and what do they do? What are realistic and achievable potentials for Red October in terms of playing a major role as one of city's key secondary attractions? And, in terms of tourism policies, should Moscow and its DMO/Tourist Office services put a bigger emphasis on post-industrial sites?

The study includes both qualitative and quantitative research methods, including a visitor survey, aiming to understand role of the Red October District as a Muscovite 'sub-destination' in the tourist system and its role in urban life in general, among and alongside other similar post-industrial sites in Moscow such as Fabrika, Flakon, ArtPlay and Vinzavod.

The study confirms the view upon the Red October District as an emerging complementary tourist destination and at the same time an influential attraction in its own right, having a synergistic complementary profile towards traditional tourist attractions next to the Red Square. It also shows that Red October functions as a strong hold for unrestricted creativity, while being a door opener towards global urban life forms at the same time, and that may have multiple implications and versatile applications in the context of Moscow's tourism development challenges.

Keywords: *adaptive reuse, creative industries, destination development, Moscow, post-industrial urban tourism*

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Session 9: Human factors in the tourism and hospitality services

Psychosocial work environment in service industries

Olga Gjerald & Trude Furunes

Abstract

Aims and objectives. The aim of the study is to explore perceptions of risks and hazards in the psychosocial work environment across different service industries.

Background. The psychosocial work environment has gained increasing attention in the literature. Components of psychosocial work environment has been linked to positive as well as negative employee and organizational outcomes. There is however a need to gain more specific knowledge about the psychosocial hazards that employees face within different sectors of the service industry.

Method. Data is being collected in five focus group interviews, lasting approx. 1 to 1.5h. Data is recorded and transcribed verbatim. All participants hold the position as health and safety representatives in their respective enterprises, which include hotel, food production, cleaning, construction, and supply services. Data analysis is in progress.

Results. Preliminary data analysis indicates that there are differences in what service employees perceive as potential risks and hazards in their psychosocial work environment. Although most service employees have low job control, they perceive it in different ways depending on the nature of service offering and type of service sector. Qualitative and quantitative job demands change due to technological developments and fluctuations of the job market as well as expectations to service quality. Conflicts emerge due to cultural differences and high role conflict. Relevance to the hospitality and tourism industry. Participants highlight the need for visualizing the end customer for all kinds of service employees.

Keywords: *focus group interviews, psychosocial work environment, risk indicator, service sector*

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Visitor experiences and opinions on services at Alvar Aalto's experimental house

Anne-Maija Malmisalo-Lensu

Abstract

Architect Alvar Aalto's (1898–1976) buildings are popular destinations for architectural tourists arriving from all over the world, but we know very little about visitor experiences at the buildings. The targets of this research are the visitors of Experimental House – Aalto's summer house – in Jyväskylä, a house museum since the 1990's. The main objective of this work is to study the experiences and opinions of visitors, focusing on the museum's services. My research question is how the visitors experience and feel about the services of the museum? Do the visitors share their opinions, or are there different kinds of views?

In order to answer these questions, I interview visitors using a semi-structured interview. The respondents are selected using demographic indicators (age, gender), geographic criteria (homeland, home continent) and education-related classification (architect, non-architect), and divided into five identity groups based on John Falk's Identity-Related Visitor Motivation Model. The hypothesis is that visitors from different above-mentioned groups have different kinds of motives and needs, e.g. architects want to study the building by themselves, but other visitors expect entertaining guidance and refreshments. In order to analyze the interviews, I will use the Process Description for Museum Visits as method. The method relies on a model of a chronologically divided visit and Falk's model of visitor experiences.

When the motives and needs of visitors are known, services can be developed to answer the needs of different kinds of visitors better. The results also help us to find successful and unsuccessful practices, and to know how to improve the quality of services. One of the values of this research is that the results can be applied to other buildings designed by Aalto, and modern house museums both in Finland and abroad. Public interest towards Aalto's buildings has also a positive impact on their protection.

Keywords: *architectural tourism, service quality, experience, house museum*

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Choosing vocational education for work in the hospitality sector: A three-wave longitudinal study of 15-16 year old pupils

Åse Helene B. Dagsland & Reidar J. Mykletun

Abstract

The study is a three wave longitudinal research on Norwegian adolescents' (aged 15-16 years) choices of vocational foundation classes related to the hospitality industry and intentions of completing a certificate of apprenticeship. Departing from the concepts of beliefs, behavioural intentions, and background factors, the study explores the ways in which the pupils' beliefs about the industry and social and informational background factors predict their choices. Survey data were collected in 2002 (n = 1863) and 2011 (n = 1839), the third wave of data collection is due by April 2018. Results from the first two waves showed a strong decline in pupils choosing these vocational courses between 2002 and 2011. Pupils' beliefs about work in the industry were positive, with no major change between the two measures. Their beliefs and their own experiences from encounters with the industry were the most significant predictors of their choices.

In wave 2, personally knowing people who work in the industry further positively predicted these choices, while influence from friends predicted intentions of completing the certificate of apprenticeship negatively. Parental influence did not predict pupils' choices, contradicting previous research underlining the importance of family background and parental support on choice of educational programs.

Results of the first two waves give no explanation to the observed decline in interest in these vocational foundation classes. Different reasons may explain this, and changes in the Norwegian labour market from 2000 and onwards might have an influence. A 'tight' labour market with great options for well-paid jobs might make it easier to choose other occupations or postpone decisions about education and future work career than in periods of high unemployment.

Keywords: *beliefs, social influence, vocational education, hospitality industry*

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Building-up service-driven market orientation case of HI hostels in Iceland

Magnús Ásgeirsson

Abstract

The purpose of this paper is to find out if and how service-driven market orientation (ServMo) can be identified within the hospitality sector in Iceland. If such presence is identified, is the build-up done consciously or unconsciously by managers. The paper builds on a pilot study among managers of Hostel International (HI) in Iceland. Service-driven market orientation is a form corporate culture that is orientated by six attributing field's or cultural dimensions; Customer orientation, Competitors orientation, Inter-functional orientation, Performance orientation, Employee orientation and Long-term orientation. According to scholars, building of effective culture is an important puzzle, if not the puzzle itself in firm's success. Semi-structured interviews were conducted with two executive managers of HI hostels in Iceland, and analysed using phenomenological approach. Presence of Performance-, Long-term- and Inter-functional orientations were identified early on in the interviews through goalsetting, quality systems and talks about sustainability (focus on environmental aspect). Other dimensions were not so obvious and only identified through when interviewees were probed. Based on that it is assumed that although all attributing dimensions (orientations) of ServMo could be identified, to some level, the build-up will be considered unconscious. Since conclusions are based on interviews with managers this could describe what is planned to do, rather than what is actually being done. Further investigation is needed, and already underway, both to bolster the management side and to determine to what degree each dimension is present amongst employees.

Keywords: *corporate culture, service orientation, tourism service, hospitality*

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Session 21: Advances in Contemporary Tourism Public Policy and Planning Research

Tourism strategies for all?

Anu Harju-Myllyaho, Salla Jutila & Maria Hakkarainen

Abstract

Increasing accessibility in tourism is indeed an important part developing the quality of tourism products and destinations. Nearly a billion people in the world face different accessibility issues in their daily lives and on travels. Concerning this issue, the tourism companies have a significant role. However, accessible tourism is about entire travel chains and, consequently, single companies have only limited possibilities to influence them. Thus, holistic and sustainable development of accessible tourism requires that the issue is taken into the tourism strategies in the whole tourism destination. Accessibility for all should be included to the general accessibility agenda of the destination.

The aim of this study is to find out how tourism strategies support inclusion and accessibility in tourism and what are the assumptions and beliefs that can be recognized behind tourism strategies. The data consists of Finnish and British national tourism strategies, regional tourism strategy of the Finnish Lapland and Edinburgh. The selection of strategies is based on data gathered in several accessibility- and wellness-related research and development projects at Multidimensional Tourism Institute (MTI). In addition, data from these projects, namely situation descriptions from the same regions, serve as secondary data for the study.

The strategies are analyzed using Causal Layered Analysis (CLA). CLA is a futures research method, which is typically used in strategic planning. CLA can provide a tool for challenging conventional thinking, facilitating multidimensional conversation and in gaining a better understanding on our own worldviews and sense-making processes. It can also be used in constructing shared visions and ensuring that existing plans include deep and diverse perspectives. In this paper, CLA is used for recognizing diversity of tourism actors and deepen understanding of the ways in which tourism strategies guide thinking and what are the underlying worldviews behind the strategies themselves and how they affect the way we see accessibility in tourism. Besides the strategies, situation descriptions written in previous projects are analyzed.

We use the different viewpoints of tourism accessibility as a framework for the analysis. In addition to physical accessibility, we consider also, political, cultural, communication and economic accessibility. The study helps understanding the worldviews and systems behind the strategies and provides insights on how the strategies could support inclusion and accessibility in tourism and therefore increase social sustainability.

Keywords: *inclusion, accessibility, tourism policy, causal layered analysis*

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The role of workforce and labour in Nordic tourism strategies

Dorothee Bohn & Cecilia de Bernardi

Abstract

One largely neglected field within tourism research is work and labour. In a recent study Baum et al. (2016) find that only two percent of all published articles between 2005 and 2014 in the top four tourism journals address work and labour and 15 percent of all articles in the four main hospitality journals cater to the topic. Furthermore, existing research focuses predominantly on micro level themes such as staff management and customer-worker encounters, while enquiries of structural and macro level issues that are shaping tourism labour are rather scarce (Baum et al., 2016). Yet, work is a pivotal component in the tourism system. A skilled workforce is vital for the delivery of quality tourism experiences and relates directly to the competitiveness of tourism firms and destinations. Beside the significance for the private sector, tourism work is firmly embedded in the public domain with respect to education, socioeconomic organisation, law and regulation.

Departing from those notions, this study examines the role of tourism workforce, labour and education in national and regional tourism strategies. Empirical material consists of past and present tourism strategy documents of Finland, Sweden and Norway. The qualitative content analysis places emphasis on the asserted value of work in comparison to other areas of tourism planning, the organisation of training and retaining a skilled labour force plus the seasonal dimension of tourism work. In this regard, the paper at hand amends current tourism policy and planning research, which is thematically concentrated in spatial planning, economic growth, stakeholder involvement and sustainability (Dredge & Jamal, 2015).

Keywords: *tourism work, labour, tourism strategies, tourism policy*

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Session 22: Transforming destinations: Tourism dynamics, governance and localities in change

Models for transforming peripheral tourism destinations

Peter Björk

Abstract

This paper aims at presenting models for transforming peripheral tourism destinations from being almost non-existing to become a small player in a regional, national and international context. As so many peripheral destinations, Bergö, a small island on the West coast of Finland outside the city of Vaasa, is suffering from a shortage of tourist, which, at least to some extent can be explained by weak tourism offerings in terms of undeveloped attractions and absence of suitable accommodations. Having answered the critical question, should Bergö at all invest in tourism, positively, the next question arises how should Bergö go about and develop tourism for transformation. Results from the first pilot study with central stakeholders in the area gives reason to believe that a generic development model, founded on existing resources, is to be put in practice. Small scale, step by step, germinal development models, certainly have their benefits, but other more radical models may also have something to offer. For governance, it is important to be able to make decisions on models fit for the destination in focus. On a macro level and out of a marketing perspective, models for transformation must be able to match supply and demand in a sustainable way today and in the future, and provide guidance for policy making and planning. The empirical findings, based on personal interviews, give reason to conclude that peripheral tourism destinations benefit most from an integration of both germinal and radical development models. Germinal for an inclusive socioeconomic process, and radical to meet up to future demands. Furthermore, a one-tier governance models seems to fit the case destination, Bergö, best.

Keywords: *destination development, governance models, peripheral tourism area*

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Overtourism and sustainability for local communities

Tonje Kvam & Anne Wally Ryan

Abstract

An increasing global middle class along with an ever more globally connected world through travelling and technology may be a sustainability paradox for small peripheral communities striving to be attractive living places fighting depopulation as well as being attractive to tourists.

Tourism as a force of change is currently debated in Norway when looking at how popular tourist destinations are experiencing different forms of negative effects; pollution, depopulation, overcrowding etc. In this case, overtourism has become a buzzword explaining the negative effects of modern tourism trends.

In Lofoten, tourism is an important income for local communities. However, tourism may also be regarded as a force of transforming the “home place” to tourist destinations. The issue is if it is possible to maintain the authenticity and sense of belonging in local communities.

The purpose of this study is to look at how rapid tourism growth transforms places, and challenges the principles of sustainability, from the local inhabitants’ point of view.

Place theory, which emphasizes an integrated perspective on place attachment and -belonging, is used to bring findings through a local community perspective. This, we argue, is an important and perhaps forgotten dimension when looking for true (social and local) sustainability of present and future tourist destinations. It is also expected that this study may inform current discussions of the formation of local communities in a modern, globalized and increasingly mobilized world.

Keywords: *tourism, sustainability, tourism impact, tourist destination development, local community sustainability*

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Encouraging collaborative conservation through increased second homeowner engagement: A case study on Saaremaa Island, Estonia

Jana Raadik Cottrell

Abstract

Current trends in more mobile lifestyle and civic engagement as well as sustainable development are relevant issues for research of second homeowners in rural areas. Rural areas have proven to benefit from second homeowner engagement (Farsad & Rye, 2013), however, less is known about the second homeowner's engagement in collaborative conservation efforts (Gallent, 2015). Better understanding of interests and constraints in engagement of second homeowners in nature protection will provide information to help local communities map opportunities for more effective conservation efforts by bridging social capital and resource potential.

This case study mapped issues with civic engagement of second homeowners in nature protection in Saare County Estonia. Semi-structured interviews with representatives of second homeowners in Saare county were conducted in 2016 and 2017. Main issues and concerns raised by participants of the study concentrated around perceived ownership, social cohesion, effectiveness of communication or lack of thereof, and coherency between environmental policies and natural resources management practices. Second homeowner representatives stressed on the importance of active local community engagement in conservation efforts as part of local natural and cultural heritage protection and community belonging.

Keywords: *second homeowners, nature protection, social capital, civic engagement*

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Pro-poor tourism destination development and prospects for poverty reduction: A study of Wli, Ghana

Kennedy K. Akrong

Abstract

Tourism development has been regarded as the means to reduce poverty. Yet, the literature on tourism and poverty reduction has rarely focused on how tourism is developed to reduce poverty. Rather, much of the current empirical research examines tourism impacts on poverty rate at different destinations. In regard, this study explores the role of stakeholders in tourism development and prospects for reducing poverty from community perspective. The theoretical framework of the study is inspired by the pro-poor tourism approach to tourism development. The approach aims to accrue 'net benefit' from tourism to poor local people through strategies that result in employment generation, infrastructural development, and skills development of locals. Also stresses on are community inclusion in tourism decision making, and tackling of social and environmental problems associated with tourism development. Critics however doubt the effectiveness of using tourism to improve on the welfare of poor people. By drawing on the divergent accounts on tourism relationship with poverty reduction, this study utilises pro-poor tourism approach as analytical framework to investigate the potential of tourism development in creating opportunities for local people, including challenges to pro-poor tourism development with recommendations for improvement. The methodology of the study is framed in interpretive methodological paradigms of ethnography and participatory action research. These methodologies enhance an understanding of micro level approach to tourism development as oppose to macro level analysis. The case is at Wli, a tourist destination site in Ghana with the highest waterfall in West Africa. Ghana is one of the countries that embraced tourism for poverty reduction through economic activities, and infrastructural development. These intentions are explicated in the current National Tourism Development plan (2013-2027). The research contributes to scholarly debate on the practical possibility of using tourism to reduce poverty.

Keywords: *poverty reduction, pro-poor tourism, stakeholders, tourism destination development*

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Session 10: Sustainable experiences in tourism

Environmental knowledge in entrepreneurial Arctic tourism.

Mark McKee

Abstract

Since much can be learned from tourism enterprise and its cognition of environment, this paper considers environmental ‘knowledge’ among tourism lifestyle entrepreneurs. Its time frame is the present and near future, its geographical location Finnmark, its subjects, quota sampled tourism actors in the county. The paper considers ‘knowledge’ (and concerns what is ‘known’ may lead to) in terms of subjects’ pursuit of livelihoods at a time of significant environmental degradation, caused partially by, and with potentially grave implications for, tourism. It examines in broad terms the meaning of inhabiting, and working within, a humanly transformed global environment, and how such meaning in-forms subjects’ understanding of, interactions with and sense of responsibility for environment(s). In particular, it considers whether lip service alone is being paid in subjects’ articulated responses to what is ‘known’ about current environmental concerns, and aims to gauge the sincerity with which conflicts between environmental ‘knowledge’ and economic considerations, and that conflict’s management, are being addressed. The paper presents empirically based qualitative insights based on interviews conducted with subjects, and researcher observations. It considers how subjects’ relationships with environment and economy are prioritised and performed, and how priorities and performances are arrived at. In addition to exploring ‘knowledge’ as applied to tourism practice, the paper considers how the former may be conceptualised and whether it is feasible at present, cognitively or economically, to prioritise environment over livelihood. Economic imperatives’ compatibility with environmental ‘knowledge’, the possible de-emphasis of ‘knowledge’ in face of such imperatives, and epistemological questions of the knowable and the unknown are considered conjointly. Actors’ ‘knowledge’ of scientific data that may or may not inform tourism practice is assessed within the research design’s parameters.

Keywords: *entrepreneur, environment(s), knowledge(s), tourism*

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Resources for nature-based tourism products

Knut Fossgard & Stian Stensland

Abstract

Nature-based tourism products depend on a variety of different natural, cultural and infrastructural resources. Different stakeholder groups have different objectives for the use of these resources. Thus, suppliers of nature-based tourism products, as one key stakeholder group, must have good knowledge of the resources that are important for the delivery of their products and services. In some cases, the connection between product and resource is obvious and basic, as angling products require access to fish. In other cases, this can be more complex, as for e.g. a compound sea kayak product depending on weather and sea conditions, local history and culture, and local food and accommodation. When activities develop into tourism experiences, the complexity is further increased. Resource requirements will also vary with the type of activity. “Slow or soft” activities such as hiking are often seen as closely related to nature, while “hard or extreme” activities such as ski touring are sometimes accused of using nature as a backdrop only, where the strong and deep relation to the natural is missing.

Our data is based on 582 responses from a national survey of nature-based tourism firms in Norway. The aim of the study is to show how natural resources play a role in conjunction with cultural and infrastructural resources. We specifically investigate how important a range of resource categories are for the product delivery, to what extent the firms deliver product packages, and which activities are included in their products. A factor analysis indicate three resource groups: (i) specific phenomena, species and areas; (ii) wilderness and tranquility; and (iii) comfort and traces of human activity. Based on this, we analyse which resource groups are important for different product and activity categories. The results of the study will lead to better decisions on trade-offs between tourism and competing uses of natural resources in nature.

Keywords: *nature-based tourism, resource categories, nature-based activities*

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Building a sustainable tourism brand in the periphery: Experiences from the Slow Adventure in the Northern Territories (SAINT) project

*Daniel Laven, Tatiana Chekalina, Matthias Fuchs, Lusine Margaryan,
Peter Varley & Steve Taylor*

Abstract

The Slow Adventure in Northern Territories (SAINT)¹ project was designed to improve the promotion of slow adventure activities, extend the marketing reach of SMEs that deliver slow adventure experiences, and advance the development of a trans-national slow adventure brand. SAINT was a three-year effort (2015-2018) that was co-financed by the EU Northern Periphery and Arctic Programme and included 11 different partners located in 7 countries of Northern Europe (Finland, Iceland, Ireland, Northern Ireland, Norway, Scotland, and Sweden). The project draws directly from Semple and Varley's (2015) concept of slow adventure, which is partially rooted in Nordic concepts of sustainable outdoor recreation (e.g., friluftsliv). The core pillars of the slow adventure brand include such elements of sustainable tourism as human-powered slow journeys, inspiring connectedness with nature, wildlife watching opportunities, nature interpretation, local, wild or slow food as well as the honing of outdoor skills. These core pillars (or themes) were highly relevant to SMEs involved in the SAINT project and constituted the essence of slow adventure as a product concept.

In our contribution we introduce the SAINT project and the slow adventure concept, followed by reporting on the empirical component of the project, which included a survey among the providers, as well as implementation case studies in each of the participating countries. Results from the survey and case studies provide insight into the ways that SME's form clusters in order to market and deliver a full range of slow adventure experiences, and ultimately, build the slow adventure brand. We conclude by discussing the implications of these marketing and cluster activities within the Nordic tourism context. Our paper is based on the chapter contribution to an upcoming book by Cassinger, C., Lucarelli, A. & Gyimóthy, Sz. (Eds.). *The Nordic Wave in Place Branding*. Edward Elgar.

Keywords: *slow adventure, sustainable tourism, periphery, Nordic*

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Sustainability on nature-based guided tours: A quest for a sustainable path

Axel Rosenberg

Abstract

Nature-based tourism (NBT) plays a central role in the thriving Norwegian tourism industry. According to the latest white paper about tourism, no. 19; “Experiencing Norway – a unique adventure” (2017), much of the industry bases its products on the natural environment, and nature is still the main reason why tourists choose Norway as a destination. The report states that sustainability must be the basis for further development of the tourism industry. Although research on sustainable tourism experiences have received increased attention, there appears to be little research concerning how guides and tourists themselves understand, experience and do sustainable tourism while on guided nature-based tours. This paper draws on findings from literature study and document analysis and will discuss the current state of knowledge and explore to what extent NBT in general and nature-based tourist guides in particular can affect nature-based tourists’ attitude, knowledge and behavior towards a more sustainable perspective. Preliminary results from the literature review and document analysis indicate that this has not yet been researched in a Norwegian context, and only partially investigated in an international context. The results do not provide a clear answer (Powell & Ham, 2008), although Pereira & Mykletun (2012) finds that the guide’s contribution to sustainable tourism seems to be low. The white paper no. 19 (2017) focus on a more systemic approach concerning sustainability and seems to lack guidelines and policies regarding how sustainability can and should be developed on guided nature-based tours. The discussion will be complemented with preliminary findings from an ongoing project’s fieldwork and qualitative interviews of nature-based tourist guides in Norway and their tourists, investigating how they understand, experience and do sustainable tourism. The paper will shed light on the complex phenomena of sustainability that in policy documents seems to stop once the nature-based tourist guide starts guiding.

Keywords: *nature-based tourism, sustainability, guide perspective, tourist perspective, literature review, document analysis*

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Parallel Sessions IV, 1235-1355, Wednesday 26th September

Room	Track	Chair
1068	2: Tourism encounters in the sub-arctic North: Implications and dilemmas.	Beate Bursta, Trine Kvidal, Kjell Olsen & Outi Rantala
1087	1: Coming to our senses in tourism?	Mads Bødker & Ana Maria Munar
Magerøy (A103)	8: Innovation and entrepreneurship	Peter Fischer
Brattholmen (A105)	25/27: Maritime tourism: Challenges and opportunities of cruising.	Hin Heemstra, Peter Haugseth & Urban Wråkberg
Seiland (A203)	9: Human factors in the tourism and hospitality services.	Olga Gjerald & Åse Helene Bakkevig Dagsland
Loppa (A204)	3. City tourism: Dilemmas and implications in destination development.	Göran Andersson
Kultursalen (E102)	22: Transforming destinations: Tourism dynamics, governance and localities in change.	Jarkko Saarinen & Outi Kulusjärvi
Stjernøya (A104)	10: Sustainable experiences in tourism.	Hogne Øian & Monika A. Breiby

Session 2: Tourism encounters in the sub-arctic North: Implications and dilemmas

“Walk the line”: Seasonality and border crossings at Arctic Circle landmarks, an ethnographic study of tourists’ practices – Case Rovaniemi

Alix Varnajot

Abstract

In recent years, arctic and sub-arctic regions have attracted increasing economic and political interests. This includes the tourism industry, which is seen as having a good capacity to contribute to socio-economic development throughout the circumpolar North. Although several borders can be used to define the spatial area of the Arctic, the Arctic Circle is often used as the main boundary in the tourism industry to delineate the Arctic, usually pictured as an untouched, pristine and hazardous region, from the usual or familiar civilized and ‘temperate’ zone. Crossing the Arctic Circle is also frequently celebrated in various forms and promoted as a formidable experience. This is especially the case in Rovaniemi, Finnish Lapland, where different landmarks are used as a gateway to the Arctic and where tourists can directly engage with the border by taking the “walk across the line”. In Rovaniemi, the Arctic Circle landmarks are located in the midst of the Santa Claus Village, which is the main reason for many tourists to visit the city, guaranteeing abundant Arctic Circle crossings and potential tourists that are not aware of ‘officially’ entering the Arctic. In addition, the Arctic is characterized by a strong seasonality, bringing a large variety of climates and landscapes, and offering a diverse base for Arctic tourism experiences. This study aims at assessing how seasonality affects tourists’ practices and experiences at two different Arctic Circle landmarks, both located in the Santa Claus Village in Rovaniemi. By studying what tourists are doing around these landmarks in winter and in summer, using ethnographic observations and interviews, it is expected to understand how seasonality affects tourists’ experiences of crossing the line and ‘entering’ in the Arctic.

Keywords: *Arctic Circle, seasonality, tourist experiences, border crossings*

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Offering sites and the landscape: On traffic and other relations in circumpolar Europe

Kjell Olsen

Abstract

Sieidis, sites to make offerings, are found scattered around the whole Northern Fennoscandia. Respectively, as objects Sieidis have been and still are, among others, seen as heathen idols, concrete expressions of Sámi traditional religious practices, heritage sites, places to make an offering, tourist attractions and sometimes not seen at all, since they usually are natural rock formations in the terrain. As all things subsumed under the label of Sámi sacred sites and offering sites, they are multivocal, and have meant and still mean different things for different people

In this paper, I analyse the contemporary use of two such offering stones located in two different landscapes in the municipality of Alta in Finnmark, the northernmost county of Norway. The analysis is based on what Anderson et al (2017: 400, 412) labels and ethnographical informed narrative to explain how many agents work together in these two settings. The aim is to focus on ‘the place and the action’ rather than ‘validating the critical insight of the story teller’ (Anderson et al 2017: 412). Therefore, the offering stones are in Ingold’s (2012: 435) terms regarded as things: as samples of material with the potential of being “always on the way to becoming something else” (Ingold 2011: 3). Such an ethnographic approach pays an attention to the use of the landscape the Sieidis’ relate to. A landscape shaped by and shaping those activities that make traces.

Keywords: *landscapes, ethnography, traffic-relations*

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Norwegian Scenic Routes and local influence: Collaboration or consent?

Beate Bursta

Abstract

This paper's concern is the creation of a piece of art in connection with Norway's northernmost Norwegian Scenic Route (NSR). I will review and critically analyze how NSR relates to the host municipality for the establishment, and propose and argue for alternative solutions for a collaboration where local perspectives can be more influential in the processes where site-specific architecture and art are created. Norway's northernmost NSR is in Måsøy and Kvalsund municipalities, not far from the North Cape, a 67 km long and winding road through a rugged landscape. Along the way there are four architecturally designed stops. A work of art follows any establishment of a NSR. In this case the American and renowned artist Roni Horn was involved by NSR. The work was planned as a wandering in the landscape between six large glass cylinders, each of about 5 tons, which in a relatively short time would begin to burst and become piles of fragments of glass. This created concern both with some politicians and residents, (and myself as a researcher), some were positive - as they perhaps would have been to any activity in the municipality considered as "development", but the vast majority had no knowledge of the case. It remains to say that this is a municipality which, with its small size and location on the outskirts of Finnmark, has major challenges in maintaining population figures and community development projects are generally demanding. However, the project was stopped by the municipality politicians on the basis of the precautionary principle. It was unclear whether this would lead to an environmental impact. However, the project has quickly been restarted and on premises that probably the local population is better off with. I will follow the process further with regard to how NT manages its role as a partner with a small municipality.

Keywords: *Norwegian Scenic Routes, public art work, re-thinking cooperation, local influence*

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The museum as an actor in tourism encounters

Gyrid Øyen

Abstract

The focus of this paper will be the representation of Varanger as a place for tourism encounters. Varanger is a populated area arranged in small coastal societies along the Varanger fjord. Vast distances, harsh climate and rich wildlife combined with cultural diversity consisting of Norwegian, indigenous people, a national minority and national borders to Russia and Finland, is mainly what attracts tourists to this place.

Compared with other tourist destinations in the sub-arctic north of Norway, Varanger has recently experienced a major growth in visitors, and tourism is an emerging industry. Varanger museum and Visit Varanger are two actors who reach out to tourists and offer insight into the history, nature and culture of Varanger. But, the frameworks that these actors operate within are quite different, especially regarding the commercial aspect.

Despite this difference, both actors have to consider what kind of encounter(s) they will help establish or enable between the tourists they reach out to and the place of Varanger. These encounters between the tourists and the place begin already when tourists are planning their visit. During this planning, the place starts to become familiar to visitors and they are developing ideas of how to experience the destination.

Early in 2018 a collaboration between Varanger museum and Visit Varanger was initiated, and in this paper I am interested in the implication of this partnership regarding representations of the place and the people of Varanger. I ask: What do these two actors` highlight in their marketing of Varanger, and what kind of encounters between place and people are emphasized in these actors` representations? Along with this, I specifically discuss the museum as an actor in tourism encounters.

Keywords: *museum, tourism encounters, Varanger*

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Session 1: Coming to our senses in tourism?

Guiding with body and mind through soundscapes of Arctic nature

Ellen J. Kvalsvik

Abstract

Sound is perceived through our bodily senses. Perceptions are processed in our body and mind and phenomenologically interpreted in specific contexts. Perception is culturally shaped and knowledge, often tacit, is built through situated sensual embodied experiences (Veijola and Joikinen 1994). This complex process shape affects, stored in body and mind as memories (Edensor 2010).

In this work in progress, my aim is to explore guides' consciousness of soundscapes related to nature-based tourism. I understand soundscape as an atmosphere and an environment, created by key sounds, both human and non-human, of different quality. It creates impressions like an orchestra performing a symphony or a piece of jazz. In a tourism context, soundscapes are phenomenologically interpreted by guides and tourists individually, but may be influenced by interactions between them. I will follow guides employed in four nature-based tourism companies in Finnmark. I am interested in learning how these guides experience sounds and soundscapes in their daily life. How conscious are they about key sounds in characteristic soundscapes of Arctic Nature? Do their relationship with these soundscapes affect their guiding practices and preparations?

Knowledge of sounds and soundscapes will enable guides to be more sensuously aware, starting a continuous process of taking in different key sounds in soundscapes. Thus, making guides contribute in deeper and more meaningful conversations with nature (Lund 2013), and better abilities to interpret and narrate Arctic Nature and Culture when inviting guests into this atmosphere. Further it creates possibilities for the innovative guide to design and control soundscapes, co-creating greater value for the tourists.

In this study I will use an explorative design to investigate contingencies of the guides consciousness and experience of sounds and soundscapes. The ethnographic impressionist tale with an interactional approach is chosen to provide empirical data. The confessional tale has been used as a reflexive tool (Alvesson 2003). Analyses look for materiality and pattern in data.

Keywords: *embodiment in tourism, situated knowledge, human-nature conversations, soundscape, contingency*

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Designing sensitive nature tourism architecture

Miia Mäkinen & Outi Rantala

Abstract

We are interested in how nature-based tourism architecture can be designed to sensitively enhance and support human connection with nature. Previously we have been discussing how architecture is affecting our touristic way of moving through the world and how architecture in the dialogue together with human and surrounding natural environment is inviting, intermediating and enhancing our being in nature (Rantala & Mäkinen, 2018). Now we are interested in how these inviting, intermediating and enhancing aspects can become realized and improved in the design process. Thus, we are analyzing and discussing through the concept of affordance about the designs and the design process of the initial spatial concepts made for the new national park area of Finland in 2016.

We use affordance as a conceptual framework to explain and discuss about the relationships between human, architecture and nature environment. According to Gibson, affordance is what environment offers, provides and enables for human (Gibson, 1979). While for Gibson the perceived world is rather stabile, fixed and permanent, for Ingold (2000; see also Ingold, 2011: 11–12) the role of dynamic engagement and improvisation, which take place when affordances are perceived, is central. He claims that a phenomenological approach to the concept of affordance deals with a holistic process of being-in-the-world, where “the world emerges with its properties alongside the emergence of the perceiver in person, against the background of involved activity” (Ingold, 2000: 168). Therefore, we aim to understand how to design affordances that are sensitive to the processes of emergence. How can we take into account in the design process that both the person experiencing the nature and the nature are emerging? How can we design dynamic and relational affordances in architecture?

Keywords: *affordance, sensitivity, nature-based tourism, architectural design*

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Perception of the Arctic: Winter recreation and place attachment on Svalbard

Dora B Aamot

Abstract

From the moment we are born, we seek safety, comfort and satisfaction. The longing and need for attachment begins and continues throughout our lifetimes. This emotional bond can be directed not only towards humans but towards animals, objects and places as well. In tourism settings, a physical place can appear as a special place; a place to concentrate on hobbies, a place to be together with others, a place which reflects who we are – a place for personal growth. The term “sense of place” involves the meaning people give to places, and it encompasses all the elements which make a place unique and evoke belonging and attachment needs.

Present research was conducted in Longyearbyen in February 2016, using a quantitative survey to reveal and understand the interaction between place attachment and tourist experience during winter recreation in Svalbard. The research aim was to give insight into the human-place relationship, and describe how personal experiences and physical, emotional and social aspects can affect a person’s relation to places.

One of the most interesting findings of the study pointed out that a natural disaster, an avalanche could also create positive attachment to places. A foreign tourist experienced something physically and mentally negative through being an essential part of the rescue team, still, she was able to perceive the other side of the incident; the unconditional help and solidarity of other people.

Consequently, what is the “Sense of Svalbard”? Whether we talk about extreme skiing, glacier hiking, ice-caving, dogsledding or snowmobiling, we can find everything from the most extreme expeditions to the silent tranquility of nature. All of this is embedded in the Arctic surroundings of snow and ice where the number of polar bears exceeds the number of inhabitants. A place where no trees grow. A place where the dichotomy of safe and dangerous is a natural component of every day.

Keywords: *sense of place, place attachment, Svalbard*

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Session 8: Innovation and entrepreneurship

The elusive innovation activity in tourism

Ole Bergesen, Sigbjørn Tveteraas & Jinghua Xie

Abstract

Hjalager (2010) paints a relatively positive picture of innovation in tourism, amongst other, by pointing out some of the great historical transformations in the industry brought about by new technology and innovation. But on an organizational level, tourism enterprises do not have a particular strong reputation as innovators. In this study we use a rich data set based on an innovation survey of 524 tourism firms in Norway from 2010. The data confirms that innovation activity is low in tourism compared with other industries, with a minor exception of marketing innovation. By estimating a logistic model of the determinants of innovation, no factors besides firm size show any statistical significance. The low frequency of innovation activity among firms influences why there are no systematic relationship between explanatory factors and innovation activity. This also reflects that tourism firms for the most part are not into innovation – at least not as defined when analyzing other industries. The dominance of SMEs is one of the barriers to innovation in tourism (Getz & Petersen, 2005). These findings further suggest that the government effort to facilitate innovation in tourism has been largely futile (Mei, Arcodia & Ruhanen, 2015).

Keywords: *innovation, tourism, logistic model, firm size*

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New directions for entrepreneurs within nature based business: The obstacles and possibilities with tourism

Anna Sörensson, Maria Bogren & Annika Cawthorn

Abstract

Nature based businesses are seen by the Swedish government as a central industry where growth and development is of great importance. On the other hand, entrepreneurs are shutting down their businesses due to low revenues meanwhile other see possibilities and growth. The aim with this paper is to identify how entrepreneurs within nature based businesses in Sweden develop their businesses into tourism. How do entrepreneurs within nature based businesses develop their current businesses and for what reasons? What kind of obstacles and possibilities to develop their businesses into tourism industry? The starting point for this study came from a course that students attend at the university, focusing on strategic issues for businesses. We realized that nature based businesses in Sweden have not been studied from an entrepreneurial perspective. We have conducted case studies on total 17 different business during a year. We started in autumn 2015 and continued until autumn 2016. All 17 cases consisted of micro companies within nature based businesses situated in the rural county of Jämtland in Sweden. The data was collected through semi-structured interviews, observations and written materials. The interviews was conducted in various locations and notes were taken. The questions in the interviews was focused around different themes like: How do the situation for the company look like? What are their threats and possibilities? What are their challenges for the future? What kind of solutions do the entrepreneurs see for development? How are their business affected by being situated in rural areas. Each case was treated as a separate unit and was not compared to the other cases before all data collection was finished. The 17 cases was then analyzed and categorized with an interpretative approach based on the study's themes. The result shows that their businesses often are quite small which makes it hard to employee people and growth. They often do not growth within their nature based business but rather often start a new type of business within the tourism industry. Tourism is seen as a great possibility to spread the risks into other businesses as well as a good business opportunity.

Keywords: *nature based businesses, entrepreneurship, entrepreneurs, growth, tourism industry, tourism development*

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Engage or avoid? How do hotel owners relate to and interact with local actors in rural Norway?

Agnes Brudvik Engeset & Karoline Daugstad

Abstract

This study investigates how rural hotels in Norway, owned by the same families for generations, relate to and interact with small-scale actors in their local communities and how the hotels make use of local resources to respond to the growing demand for experiences among visitors. Drawing on the concept of social capital the author also aims to investigate the concept's ability to analyse or capture the entrepreneurial actions of family-owned tourist enterprises. Based on interviews with two generations of rural hotel owners we explore how social capital is an asset or not for the hotel owners in those respects, and the generation-perspective also sheds light on the question whether social capital can be inherited or not. Two main strategies among the hotel owners are identified; from seeking cooperation with local actors to deliberately avoiding engaging with the local community. The results also demonstrate that the fluent and dynamic character of the hotel owner's social capital is of high relevance in-order-to obtain successful cooperation with local actors. Challenges in potential cooperation might occur if the hotel owner does not possess sufficient social capital to overcome differences in motives and ambitions between the hotels, as large actors, and small actors, or challenges due to actors representing different industries. The results also demonstrate that the relational aspect of social capital, the relations between the hotel owners and local actors may be passed on to successors, while the cognitive aspect, the content of the relations, is created by each generation hotel owners, and in this way they must themselves create, maintain and renew the social capital of the family hotels.

Keywords: *rural tourism, family business, social capital, Norway*

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Evolving nature based tourism products: Knowledge development and driving forces

Kristin Løseth

Abstract

The development of innovative and high quality NBT products involves extensive knowledge development and knowledge transfer among entrepreneurs. The evolutionary approach to entrepreneurship (see e.g. Aldrich 1999) looks beyond the individual businesses and emphasizes how specific branches of an industry develop over time. To survive and grow new industries need to develop efficient organizational knowledge and legitimacy.

This research explores the development of commercial mountaineering, a specific branch of the nature based tourism industry. Qualitative interviews have been conducted with owners and guides of commercial mountaineering businesses as well as with their central industry partners. Both actors who were central when year-round commercial mountaineering started out and newcomers to the branch have been included, as the research seek to trace the development of the industry branch over time. One aim of the research is to identify driving forces of product development in this part of the tourism industry. A second aim is to learn more about knowledge development both within the commercial mountaineering businesses and between the businesses and their markets and cooperation partners. The presentation will be based on preliminary analysis.

Keywords: *evolutionary perspective, entrepreneurship, product development, knowledge development*

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Session 25/27: Maritime tourism: Challenges and opportunities of cruising

Development of ocean-cruising in the People's Republic of China

Véronique Mondou

Abstract

The development of ocean-cruising in the People's Republic of China (PRC) presents certain singularities. In the space of about 10 years, Chinese cruise-passengers have become the second largest national group with 2 million people cruising in 2016. US tourists still largely dominate the sector as they represent 50% of all cruise passengers throughout the world. However, the PRC's share is growing faster than other markets. Over and above these quantitative aspects, the development of this activity with its strong Western characteristics poses questions in a country noticeable for its central government, and one which is responsible for taking strategic decisions. In addition to this, cruising is an area of study which is rarely analyzed, and yet such analysis allows us to combine several approaches. We can use it to understand the logic of the different stakeholders involved in its development. The strategies of private companies and the positions of either States or local authorities are all elements which help us to explain the current growth in this sector. As such, the offer available must subsequently be related to the activities of cruise-passengers.

In the case of the PRC, the impetus was initially provided by the central state in 2006, promoting the development of this activity from Chinese ports and aimed at the national population. This wish for growth was principally communicated through private companies searching for new cruising areas and especially new customers. Cruising is today characterised by very strong growth in supply, linked in part to the introduction of new vessels which also have a markedly greater capacity (the maximum is 6,500 passengers, but the majority of new ships can accommodate between 3,000 and 5,000 passengers). In the North American and European markets, the main source of cruise-passengers, companies are forced to search for new customers. The demographic and economic potential of the PRC meets the expectations of operators within this sector which is dominated by two US groups: the Carnival Corporation and Royal Caribbean Cruises Ltd. (RCCL). These are US and European companies representing different segments of the market including the contemporary, premium and high-end ranges.

Keywords: *ocean cruising, stakeholders, China*

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Are we so very different? Conclusions of a North/South investigation into the receiving of cruise ships

Tracy Harkison & Þórný Barðadóttir

Abstract

The global trend of increased cruise traffic has not neglected Iceland in the Northern Hemisphere or New Zealand in the Southern Hemisphere. Both countries have experienced substantial growth in cruise ship visits; both countries have gained many benefits but have also sustained many challenges. An interpretive case study of cruise ship traffic in these two countries was conducted using face-to-face semi-structured interviews with harbour managers, local service providers and tourism policy makers in Napier, New Zealand, and in three geographically connected communities in Northern Iceland. This paper highlights the final findings of this research and concentrates on similarities and differences between the local governance of cruise traffic within Iceland and New Zealand as well as comparing the within-country cooperation of sector stakeholders. Findings show that the increased cruise traffic in the two countries differs in that New Zealand is visited by bigger ships, carrying more passengers than before, whilst in Iceland the increase is rather caused by repeated visits of smaller expedition ships. Similarities can be seen in that, although the stakeholders in both countries find their cooperation productive and well-functioning, their remarks indicate a lack of strategies, guidelines and regulatory work, as well as their reluctance to impose restrictions on shipping companies. The research highlights the need for more investigation in this area, especially into how the two countries can work towards solutions for managing cruise ships visits in the future.

Keywords: *Iceland, New Zealand, cruise ships, opportunities, challenges*

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Cruising tourism as a path to a sustainable future? The ethnographic case of a new cruising quay on Gotland, Sweden

Ulrika Persson-Fischier

Abstract

Cruising tourism is arguably one of the most unsustainable forms of tourism. It is ecologically unsustainable since it brings a lot of people to small places, causing environmental strain to attractions like heritage sites. It is economically unsustainable, since multinational companies drain most of the revenue away from local SMEs. It is socially unsustainable as large number of tourists for short periods of time creates places unpleasant to live in, drained of local residents.

On the basis of this, cruise tourism seems to be the worst idea for achieving sustainable development. Therefore it may seem unlikely that the Island of Gotland, Sweden, chooses to put all public funding available for many years to come into a new cruising quay to attract cruise ships, and on top of it framing it in terms of sustainability. This is however the case, and the new quay was inaugurated April 29, 2018, where the mayor spoke of this will be economically, ecologically and socially sustainable, on the basis of the very high sustainability standards on Gotland.

How can this be understood? To investigate how the project of building the new quay is related to sustainability; actors perception of this relationship as well as the consequences of their actions in terms of economical, social and ecological sustainability, ethnographic fieldwork over the course of two years has been carried out.

During this fieldwork public and private actors involved in carrying out this project, with the basis in the DMO-like privately owned organization Gotland Tourism Business Organisation (Gotlands Förenade Besöksnäring) and the cruise tourism network Gotland Cruise Network, have been followed.

On the basis of this, it seems that sustainability simultaneously becomes a tool for “green-washing”, legitimizing unsustainable practices, and at the same time a way for locals to try to make a better future for themselves through making the best possible out of this new situation. In addition, I argue that academia play a role in this, with the research programme “Sustainable Visits”, which I myself is part of, and which has as an explicit aim to contribute to, rather than merely study, sustainable visits. However, does academia contribute to sustainability or unsustainability in this case?

Keywords: *cruise tourism, sustainability, Gotland Sweden*

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Beautiful but expensive: Passenger-survey at Akureyri harbour, Northern Iceland

Þórný Barðadóttir

Abstract

The international increase in the world's cruise tourism has been evident in Iceland as in other areas of the Arctic. One of the country's most visited port is in Akureyri, the capital of the Icelandic North. This community of 18.000 residents received 45.000 cruise passengers on under 50 cruises in 2011, but in 2017 over 100.000 cruise passengers on over 100 cruises visited the town. Yet, few if any research has in the recent years been conducted to collect knowledge about these guests. That applies to Akureyri as well as to Iceland in general.

International literature indicates that cruise passengers are difficult to reach for survey purpose due to their short visits on shore as well as strict security at docking sites. In the context of both hospitality and service angle and thereby the sustainability of the local tourism, it is of great relevance to seek information about these guests. This presentation introduces findings of a pilot study conducted amongst passengers at Akureyri harbour in the 2017 cruise season.

Findings show that the data collection and survey conduction was very doable and that the survey respond rate was quite high. The passengers were satisfied with their stay and they found the destination to offer beautiful natural scenery while the main downside mentioned was high prices. The survey findings casts' a light on several issues such as what factors played a role in the passengers' decision on a cruise, when they purchased their on-shore activities and if and where the passengers' sought information on the destination prior to their arrival. The findings also indicate possible change in the passengers on-shore travel behaviour, changes that might cause new challenges for cruise destinations to handle in the future.

Keywords: *Iceland, tourism, cruise, passenger-survey*

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Session 9: Human factors in the tourism and hospitality services

The effects of leadership style on restaurant employees' commitment to service quality

Klaes Eringa & Marijke Nicolai

Abstract

Leadership styles and employee commitment are important issues in the hospitality industry. Clark, Hartline and Jones (2009) investigated the relationship between these factors in 279 hotels in the US. They distinguish three different leadership styles, directive, participative and empowering, and study the effect of these leadership styles on multiple employee-factors, shared values, job satisfaction, role clarity and the commitment of hotel employees to service quality (see moel):

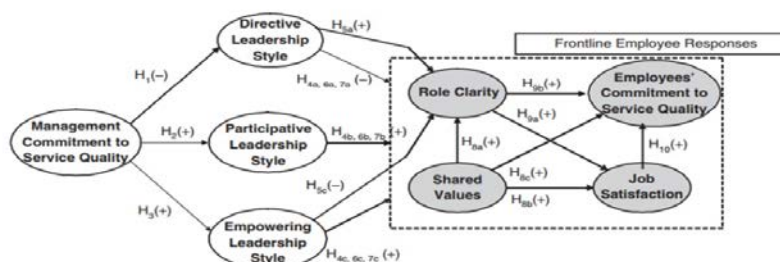


Figure 1: Clark et al.'s Hypothesized Model of Leadership's Influence on Employee Responses

Noteworthy findings in the study by Clark et al. (2009) are that “directive leadership has no effect on shared values, role clarity, job satisfaction, or employee commitment to service quality” (p. 222), and “shared values have a positive effect on role clarity, job satisfaction, and commitment to service quality” (p. 223).

While the study by Clark et al. (2009) has inspired a large number of further studies in hotels, there are only a very limited number of studies of this relationships in restaurants.

Clark et al. (2009) suggest that the “level of close interaction also creates an environment where employees’ job actions are likely to be affected by their manager’s leadership style (p. 218). We assume that in restaurants, and especially the smaller ones, this level of interaction will be even closer and will result in clear patterns between leadership styles and employee commitment.

Our study aims to collect data from 80 restaurants in which at least one manager and multiple workers will participate. This should allow us to analyse dyadic relationships and observe patterns that may distinguish different types of restaurants depending on size and types of employees.

Keywords: leadership, commitment, service quality, restaurants

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Reappraisal: A beneficial emotion regulation strategy when facing job stressors? A study of hotel managers' well-being

Annie Haver, Espen Olsen & Kristin Akerjordet

Abstract

Purpose: This paper tests a theoretical research model incorporating perceptions of centralized authority, organizational requirements, reappraisal and well-being. Having hotel managers that bounce back from adversity, thrive and feel well is important in the hospital industry, and it is therefore essential to study mechanisms that have the potential to explain variance related to their well-being. A mediated model through reappraisal is hypothesised.

Design/Methodology: Online questionnaire survey was used to collect data from 600 Norwegian and Swedish hotel managers (72 % response rate). Data were analyzed using descriptive statistics, confirmatory factor analyses, correlation and structural equation modelling which included bootstrapping.

Results: Job stressors were negatively related to well-being, whereas reappraisal had a strong positive influence on wellbeing. The mediational role of reappraisal was modest, as was the influence of job stressors on reappraisal, which turned out to be weak or not significant.

Implications: The findings will have important implications for management practices, as they illuminate how job stressors reduce wellbeing on the one hand, and how reappraisal positively influences wellbeing on the other. This knowledge indicates that reappraisal is important for hotel managers' well-being when faced with stressful environments. Although the mediational role of reappraisal is weak, our findings illustrate the importance of controlling stress in the managerial environment, and for hotel managers to maintain the ability to reappraise the work situation into a more positive light.

Originality/value: This paper advances our knowledge of emotion regulation, the managerial role and well-being. It is crucial for this hotel industry to avoid burnout and lack of motivation among leaders. Thus, considering the effects of job stressors and reappraisal on wellbeing is therefore important. This is the first empirical study among real life hotel managers in two countries testing a research model (SEM) that illustrates how two job stressors and reappraisal influence well-being.

Keywords: *emotion regulation, reappraisal, well-being, health, leadership, job stressors, emotional intelligence*

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Asymmetric effects of staff mismatch on long run technical efficiency: A Bayesian approach

Fikru Alemayehu & Sigbjørn Tveterås

Abstract

The study investigates whether the effects of staff mismatch – understaffing and overstaffing - on the long run technical efficiency of intensive customer service firms is symmetric or not. The study uses a daily performance data of 94 hotels and restaurants in Norway over the period of twelve years. The empirical model determines the staffing outcomes using panel data regression and estimates the effects on long run technical efficiency using random effects dynamic stochastic frontier. The finding shows that overstaffing yields a more substantial impact than understaffing when the adjustment cost is high. The paper further discusses the managerial and industrial policy implications.

Keywords: *understaffing, overstaffing, customer-intensive service, random effects dynamic stochastic frontier*

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Session 3: City tourism – dilemmas and implications in destination development

Responsible tourism development in Northern Norway: A study of the Designing sensitive nature tourism architecture process of making the city of Tromsø a sustainable destination

Kristin Lindquist

Abstract

The tourism-industry in Norway, and especially Northern Norway is booming, and the city of Tromsø has experienced this in both positive and negative ways. In light of the increasing global focus on sustainability, the national DMO, «Innovasjon Norge», has developed a quality branding of sustainable destinations called «bærekraftig reisemål» (sustainable destination). This branding challenges the local DMOs to meet a set of criterias set for what a «sustainable destination» is. This paper seeks to examine how the concept of sustainability is articulated and operationalized through this quality brand, and in what way «destinations», «places» and «cities» is created through the tourists many practices, in a performative perspective. How is Tromsø presented as a place or city? Who decides which and how stories are told? The debates about sustainability is often concentrated around the economic and ecological dimension, the social dimension is given less space in the discussion and problematizing. This is why I shall focus especially on how social sustainability can be understood in this context. What are the challenges for Tromsø as a destination in how the city is presented? What are the tools the DMO and Tromsø kommune have to set the sustainability-plan into life, and what tools are missing? What place is given to the social dimension, and how can it be operationalized? Tourism as a social system can be regarded as complex and without clear boundaries, this is why I particularly like Jean Hilliers(2007): «Stretching beyond the horizon, a multiplanar theory of spatial planning and governance» as a theoretical vantage point, supplied with theories on destination development, sustainability and performative places.

Keywords: *sustainable destination, performative places, social sustainability, how stories are told*

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Session 22: Transforming destinations: Tourism dynamics, governance and localities in change

Collaboration in rural areas: Tourism as driving force for resilience

Cecilia de Bernardi

Abstract

A tourism destination is a complex interplay of different factors, even though there is no agreement yet on how destination should be defined (Saraniemi & Kylänen, 2011). The development of a tourism destination and activities in rural areas that risk losing inhabitants, especially young, can have positive effects for the local population. Small tourism destinations and villages can be particularly subjected to change, such as the previously mentioned depopulation and the lack of free time activities and entertainment for the inhabitants.

This paper presents the case of collaboration in a network of actors in two small rural tourism destinations in northern Italy. Eight key actors have been interviewed and they have expressed the goal of attracting people through the organization of events, the differentiation of the villages, the creation of accommodation possibilities and they operate in collaboration with the main tourist attraction, with the institutions and locals in the area. Some of the interviewees have also expressed the desire to set up networks with other actors in order to promote the whole area.

Despite their limited size, these cases highlight the complex network of collaboration and issues connected with the development, resilience and change in a small rural destination, especially considering Italy's predominant individualism (Basabe et al., 2002). This is the first case in a study of wider networks, which were identified during the interviews. Several painted villages will be analysed in more detail to understand their role related to change and resilience in rural destinations.

This study aims at better understanding how actors interact with each other in a changing tourism environment of villages and rural areas in order to be able to apply such knowledge to other contexts through the conceptualization of collaboration, resilience and social capital.

Keywords: *rural destinations, collaboration, change, social capital, resilience*

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The role of MICE in the evolution of destinations: From offering places to global governance strategies

Hélène Pébarthe-Désiré

Abstract

Tourism and MICE (meeting, incentive, congress, event) have become important urban functions through the amenities they need, the profits and the social and urban transformations they generate, whether in global cities, in regional capitals or in smaller tourist destinations. In this paper we investigate how MICE transforms urban spaces and governance at different scales of destinations (resorts, regional capitals, global cities). Our research emphasizes a qualitative approach through interviews with MICE stakeholders and by observing urban changes, especially around new or renovated convention centers.

The findings show that even if tourism and MICE have common points, they are two different sectors. The amenities of the territory are the basis of success but are no longer enough: cities now compete to show a consistent offer and their consideration of the needs of the different types of events to structure themselves as destinations in the sector. The analysis of the construction and renovation of congress centers, like in Rennes (France), shows that those costly projects can be the occasion for local authorities of an overall strategy of destination relying on the MICE. At the scale of smaller but already prestigious and frequented tourist cities, MICE is developing when the destinations highlight their unity of place (La Baule, Deauville or Cannes), and thanks to strong partnerships between the public institution and the operators, especially hoteliers. Some tourist destinations even manage to rise to the rank of what we propose to call “event cities”. With this research we demonstrate that MICE, which is little analyzed by tourism and urban researchers, becomes an important urban function through the amenities that it needs, and the urban transformations that it generates. MICE makes it possible to seize, differently from tourism, the transformations of urban destinations, their recognition, their diversification, their governance and their hierarchies.

Keywords: *MICE, social and urban transformations, competitions between cities*

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Local tourism agency in destination change: A poststructural political economic view

Outi Kulusjärvi

Abstract

Tourism geography studies have highlighted how tourism destinations are socially constructed relational spaces that are in constant transformation. The role of economy and its globalization is here recognized: tourism growth and internationalization create changes in destination localities. Yet, not all changes are desired. In order for tourism economy to serve northern communities and not vice versa, change towards sustainability is called for.

In this presentation, I discuss the destination transformation process from the perspectives of local tourism actors and their everyday tourism realities. Research draws on two ethnographic case studies conducted in the Ylläs and Ruka destinations in northern Finland. I ask through what local relational processes is tourism economy constructed in destinations. The gained understanding helps in theorizing how sustainability transformations can be achieved.

The study brings into the light the alternative economic thinking that exists in northern destinations. Local actors perceive the desired change in destinations in diverse ways. I conceptualize this heterogeneity as ‘economic difference’ (Gibson-Graham, 2006, 2008) arguing that it exists in tourism enterprises beyond the so-called greenwashing.

This poststructural political economy perspective contributes to the critical tourism geographies by offering an alternative approach for thinking and practicing (global) sustainability. The recognition of political agency inside ‘the economy’ demands rethinking ‘relationality’ in destination change analytically but also pragmatically. Neither all-encompassing ideal of economic cooperation nor conflictual resistance seems best in facilitating sustainability transitions in cases when the marginal economic voices should be let lead the way forward. Instead, changes could be achieved through ‘dialogical coexistence’ in tourism destinations.

Keywords: *development, tourism, sustainability*

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Session 10: Sustainable experiences in tourism

Collaborative development of sustainability at the destination level

Kaarina Tervo-Kankare

Abstract

Sustainability is becoming a more and more important aspect considered in tourism development. Parallel to the growing general awareness, many tourism development officials at international, national, regional and local levels are nowadays increasingly promoting the development of sustainable practices. This is the case also in Finland, where the national tourism agency, Visit Finland, has started to favor destinations with a sustainability program at the expense of destinations without a sustainability program. This means, that the so called sustainable destinations are or will be given more emphasis in Visit Finland's international marketing activities. This practice has led more and more destinations to develop their sustainability further. Kuusamo, a famous nature and winter tourism destination in northern Finland is one destination where Visit Finland's promotion principles have led the local actors to consider and develop their sustainability. In addition to paying more attention to sustainability, the destination also aims at increasing the visibility of sustainable practices in their marketing to gain competitive advantage. However, the first step to increase and develop sustainability, is to acknowledge the current level of sustainability at the destination, i.e. among tourism entrepreneurs who are the ones providing the experiences for tourists. This presentation presents the findings of a study that examined sustainability awareness among these actors and tried, in collaboration with local tourism developers, promoters, national park representatives and tourism researchers, to produce guidance for developing sustainability in a more organized way. The preliminary results indicate that sustainability is mostly understood as ecological and environment-related sustainability. The other elements of sustainability are less acknowledged, even though many current practices do support also them. It is possible that the challenge mainly lies in increasing general awareness about the different aspects of sustainability and in creating effective ways to make these aspects visible for all stakeholders.

Keywords: *sustainability, planning, awareness, tourism marketing*

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Guided tours and emotional design in UNESCO World Heritage sites: The case of Suomenlinna Fortress

Oona Simolin

Abstract

Guided tours are central tools for interpreting the meanings of destinations and sites. As such they serve as an important vehicle for delivering information and creating experiences. This presentation examines how guided tours carried out in the Suomenlinna Fortress, Helsinki, seek to manage the participants' emotions and what reactions arise during the tour. The Suomenlinna Fortress is one of the UNESCO World Heritage sites, whose guided tours I will study in my doctoral thesis.

The theoretical framework combines the heritage-as-process model where cultural heritage is seen as a phenomenon created through performative action, such as sightseeing. Furthermore, heritage making is understood as action that seeks to direct visitors' feelings, cognitive processes and their on-site behaviour. Thus, guided tours play an important role as a provider for sustainable experiences.

In this study, emotions are dealt as sensational states that are defined by the people themselves. I will be analysing data collected during the spring and early summer through interviews and emotional mapping. In my presentation, the data collection process will be briefly outlined. The aim of the presentation is to give insights, how the managers responsible for the tour planning assume the emotional experience to be and to what extent these expectations meet the actual visitor reactions. Subsequently, guided tours are discussed as tourism products, that balance between education and entertainment and their role in the sustainable tourism development is discussed through the case of Suomenlinna.

Keywords: *guided tours, emotional design, heritage interpretation, presumptions in tourism product design*

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Sustainability and experiential values on tourism destinations

Monica Adele Breiby

Abstract

Creation of experiential values for visitors is a critical task and thereby relevant for tourism destinations and providers. On the other hand, sustainable tourism has not triggered much practical activity and change. This paper presents a way to link creation of experiential values for visitors with sustainable tourism to contribute to greater competitiveness for tourism destinations in the future. Previous research has mainly focused on sustainability from a theoretically perspective, but the practical implementation is a challenge. As the local contexts vary, a flexible approach is needed on finding tools for local tourism providers. Up until recently, innovation processes and product development have been an affair within and between the tourism providers. More recently, this traditional approach has been challenged. An experience is subjective, and the different users define whether they find product elements attractive or not. From a sustainable perspective, both visitors, owners of second-homes and residents are users who might contribute with valuable knowledge to innovation processes on a destination. They have the power and capacity to participate at all stages in the process. The purpose of this paper is to develop a new conceptual framework for understanding the role of different users for facilitating sustainable experiences at tourism destinations. This might highlight the relevance and increase the practical interest for sustainability from tourism providers. The need for appropriate language and contextually discussions about the practical steps towards sustainable destinations might be examples.

Keywords: *experiential values, sustainable tourism, innovation processes, tourism destinations*

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**Parallel Sessions V, 1415-1535,
Wednesday 26th September**

Room	Track	Chair
1068	29: Advancements in event management	Tommy D. Andersson & John Armbrecht
1087	22: Transforming destinations: Tourism dynamics, governance and localities in change.	Jarkko Saarinen & Outi Kulusjärvi
Magerøy (A103)	8: Innovation and entrepreneurship.	Peter Fischer
Brattholmen (A105)	28: Tourism dimension of water sustainability.	Stina Alriksson, Marianna Strzelecka & C. Michael Hall
Seiland (A203)	4: Implications of the circular and sharing economy in tourism.	Jesper Manniche, Rikke Brandt Broegaard & Evgueni Vinogradov
Loppa (A204)	16: Tourism education and provision of competence.	Gustav Onn & Kajsa G. Åberg
Kultursalen (E102)	23: Indigenous entrepreneurship, indigenous knowledge and tourism.	Vigdis Nygaard, Brynhild Granås, Trine R. Kvidal, Kjell Olsen & Albina Pashkevich
Stjernøya (A104)	14: Wildlife tourism.	Stian Stensland, David A. Fennell & Nikoline Dybsand

Session 29: Advancements in event management research

Festival enthusiasts: Characteristics of frequent attendees at rhythm music festivals in Finland

Maarit Kinnunen & Mervi Luonila

Abstract

This is a study of festival enthusiasts who spend a major part of their summer leisure time at rhythm music festivals. Studies of travel, leisure and event career trajectories have indicated changes in attendees' motivation and behaviour as their expertise increases. In the event field, these studies have concentrated on sport events and special interest festivals, demonstrating the growing importance of higher-level motivations and skills development as the attendance accumulates. Since there is a scarcity of research on the music festival career development, this study aims to add knowledge on the causes of festival enthusiasm in the context of Finnish rhythm music festivals.

The research data comprises eight (three males, five females, 24 - 47 years of age) in-depth interviews with festival enthusiasts who attended at least nine festivals a year in 2014 - 2016. Five of the participants were single and three were in a relationship but only one of them had a child. One of the participants was employed in the music industry, one worked extensively as a festival volunteer and one wrote reports on festivals.

Rhythm music festivals were a way of life for all informants, and they frequently attended other live musical performances as well, one of them up to hundreds of times each year. Furthermore, the findings indicated that attendance patterns changed over time in response to meaningful personal developments or transformative experiences, including coming of age, moving from the childhood home, entering the workforce and earning money, camping or volunteering at a festival for the first time, attending a festival abroad, the start of systematic festival attendance and even festival burnout.

From the management viewpoint, these enthusiasts are willing to contribute to festivals' production for minimal compensation, which indicates that they would be a valuable resource for festival management in any co-creational efforts.

Keywords: *festivals, audience, motivations, festival enthusiasts*

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The North Sea Race in a health perspective: The relationship between participants' weekly training hours and motivation

Reidar J. Mykletun

Abstract

This study focus on how a combined amateur and competitive sport event may contribute to participants' health-related behaviour. It does so by exploring how participation in a cycling event is related to hours spent on different physical exercise activities and, in particular, how participants' motives relate to time spent for such exercise. The event studied is launched under the "Sport-for all" concept and invites both amateurs and competitive participants. The study is justified by the importance of increased physical activity as a preventive strategy against multiple health problems and their related costs, suffering, and premature death. National health authorities in Norway and elsewhere have consistently argued for a more active life-style in the population. Interventions tailored to increase physical activity has been shown to have some effects. Thus, it was expected that participation in this cycle event, which requires some level of physical condition, should influence its participants' physical activity. Data were collected by electronic questionnaires from 2600 participants in the North Sea Race in Norway. The majority of the participants were far more physically active than the population on average. Most participants were men between 31 and 50 years of age, which is the group that is least physically active in the population. By factor analysis of a cycling motivation scale, the factors Competition, Hedonism, Mastery, Social, and Health and fitness were identified, accounting for 66% of the scale variance. Being female, older, and motivated by competition predicted high levels of weekly training hours, while hedonistic motivation (being motivated for participation by having fun) and, paradoxically, mastery motivation, predicted low levels of training activities. It was concluded that the race related to increased time spent on exercise for female, older, and competitive participants, and the relationship might reflect causality, however, the present study design cannot support such a claim.

Keywords: *North Sea Race, amateur and competitive bicycling event, physical training, motivation, demography*

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Don't have to do it: Just dream it

Tommy Andersson & John Armbrecht

Abstract

How to become happy was an important question in ancient Greek philosophy. One fundamental discussion was then to what extent happiness is hedonic as argued by Aristippus or eudaimonic, as argued by Aristotle. Aristotle considered it vulgar that happiness should equal a lazy hedonic life, avoiding any pain or effort, filled only with physical well-being. To Aristotle such a life would turn humans into slaves under lust and desires. Aristotle argued that people will be happy when they realize their full potential. Eudaimonic happiness may therefore not necessarily exclude pain if pain and effort are ways to realise your true self – your daimon.

Following this line of thought, the importance of making progress towards goals has been related to subjective well-being by several researchers (e.g. Cantor and Sanderson, 1999; Emmons, 1986). This study will focus on the issue of “making progress towards goals” by looking into two aspects of the matter consisting of first deciding on goals and planning for their realization and, secondly, pursuing actions needed in order to achieve these goals. Whereas the second part, i.e. pursuing actions, often has distinct eudaimonic characteristics, the planning for a better and more healthy life can certainly also be part of a hedonic life-style and hedonic happiness.

Participation in challenging sport events such long distance running races has grown at a quite surprising rate. Since participation is not only voluntary but also quite costly we find it plausible that participants do it over and over again in order to be happier with their lives. This study will investigate more than 7000 participants in four different sport events with the objective to find out whether and how their happiness, measured as SWB, is related to planning for a more healthy and better life and/or the frequency of actual sport event participation.

Results indicate that planning and dreaming of a healthier life is more important for happiness than acting and doing. Both dreaming and doing have significant positive effects on happiness in a multivariate (regression) analysis. However, quite surprisingly, there is no correlation between dreaming and doing suggesting that planning for a healthier life is not significantly related to acting for a healthier life.

Keywords: *happiness, SWB, sport events, goal achievement, goal intentions*

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Event start-ups as catalysts for place, sport and tourism development: Moment scapes and geographical considerations

Kari Jæger

Abstract

This paper focuses on how the Finnmark Race in Norway, identified by a *key moment* and four other *post moments*, shaped by their occurrence, creating new pathways for sport, place and tourism development. The dogsledding race has influenced tourism development and has helped create new tourist products its rural locale. This research uses data from qualitative interviews with 19 informants, connected to the race through different roles—business people involved in tourism, volunteers, former race managers, journalists and mushers (dogsled drivers). The event start-up has contributed to a new ‘path-creation’, active development of Finnmark as a winter tourism destination, and dogsledding as a new tourism product of the place. A process of path-creation, involving volunteers and lifestyle entrepreneurs, built up a meeting place for the event and for other stakeholders, enabling the sustainable development of attractive, locally-run tourism products.

Keywords: *sporting events, place/tourism development, lifestyle entrepreneurs, dogsledding*

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Session 22: Transforming destinations: Tourism dynamics, governance and localities in change

Interpretation and rural tourism community development

Jessica Faustini Aquino & Anna Vilborg Einarsdóttir

Abstract

What has been seen in the media and been discussed among the tourism industry is how to manage the growing number of tourism. Interpretation in tourism has been shown to stimulate interests and promote learning, guide visitors for appropriate behavior for sustainable/responsible tourism, encourage enjoyment, and increase satisfaction. The goal of this project is to develop interpretative strategies for rural tourism development in Iceland for the promotion and management of cultural and natural heritage. The objectives will be to use a case study approach to identify community assets and better understand tangible and intangible cultural and natural heritage (Mitsche et al., 2013). A model of integrated rural tourism (IRT) developed by Cawley and Gillmor (2008) will be applied for this project because it takes into account the various uses of tangible and intangible cultural heritage and the role key stakeholders have on the development, promotion, and conservation of these assets. Because the study of rural tourism is contextual—i.e. in order to comprehend the way people perceive lived experiences of a phenomenon the contexts in which people live and how they understand meaning must be understood (Fendt, 2018; Moustakas, 1994; van Manen, 1990); this research takes a phenomenological orientation to investigate lived experiences of different stakeholder groups of a rural area in Iceland and works to understand the community's perspective towards development, promotion, and conservation of these assets. This research will have a practical value as its aim is to inform tourism managers about the role and value of interpretation for sustainable tourism development and to promote authentic and meaningful experiences. The research question is: How can interpretation be used for sustainable development, promotion, and conservation of cultural and natural heritage sites for Iceland? The municipality of Hunapíng vestra and the town of Hvammstangi will be used as a case study.

Keywords: *interpretative strategies, Iceland, cultural and natural heritage management*

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DMO: How to balance the different shareholder's interests and create a common goal?

Helene Kvarberg Tolstad

Abstract

Over the last 15-20 years, Sjusjøen in Ringsaker municipality in Inland Norway has evolved into the country's largest second home destination. 01.01.18 Ringsaker municipality had 7108 second homes, the vast majority located in the Sjusjøen area. This development has led to considerable pressure on the infrastructure, land use conflicts and resistance to further development. The number of shareholders in the DMO has almost doubled over a short period of time, and the DMO as a network was characterized by conflicts of interests, lack of collaboration and no common vision.

This paper focuses on the role of the DMO and a) how the DMO manager has to balance and prioritize activities and work tasks in order to satisfy shareholders, and b) how to create a common goal for the DMO and the shareholders.

A network approach is used as the theoretical fundament.

This paper is a result of a project funded by The Research Council of Norway and Programme for Regional R&D and Innovation (VRI). During winter/spring 2016 we conducted 16 in-depth interviews with DMO shareholders and held a process workshop. A follow-up interview with the DMO manager is conducted in spring 2018.

The main conclusion is that the DMO manager has to invest time and effort in the shareholder network. Simultaneously the shareholders must actively engage in the DMO and invest their time and effort in the network.

Keywords: *destination management, tourism networks, stakeholder management*

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Terrorism and effects on tourism

Christer Eldh

Abstract

This study in progress, focuses on how risk and safety is cultural constructed in tourism. It's emphasized that anxiety and aversion is the dominated attitude against risk (Beck 1992, Giddens 1991) embraced in the self-monitoring and self-arrangement, still being a collective reaction shaped by cultural influences. Tourists tend to respond on perceptions of risks rather than actual risks (Clayton, Musterlier and Korstanje: 2009). What is the rationality in tourism behind fearing terrorism and how is terrorism cultural expressed in tourism? These questions is going to be discussed based on a material consist of interviews with people visiting Stockholm and Barcelona in connection with the terror strikes. The debate about terrorism is often confusing and there's are risk for ending up in a convenient demonization of terrorism (Korstanje, Skott and Timmermann: 2014). Beyond to understand how terrorism as phenomenon is used, inflicts and affects the political landscape it's relevant to understand the cultural and economic relation between terrorism and tourism. Tourists are "soft targets" and therefore a temptation for military weak groups, under the condition that there is some Western victims there are possibilities for attention in media. The result of terrorist attacks on tourism and hospitality industry may be unexpected. It could be claimed that terrorist attacks actually contributes to the industry. Two patterns could be defined. One pattern is the effect than the attacks hits a country in the Western world. The industry is negatively affected immediate after an attack but after a period the visitors is increasing when the place of an attack becomes an object for tourists. According to Global destinations visiting cities index the attacks from 2001 and forward in other cities ending in 2017, the period of decreasing visitors seems to be shortened from a couple of months in New York to a couple of days in Barcelona. Another pattern is when the attacks takes place in Islamic countries. Tourism from the victims' countries declines as tourists from other Westerns countries but also to all Islamic countries (Neumayer and Plümper 2016). Considering these complexities, the study will investigate how terrorism influence tourists' construction of risk.

Keywords: *terrorism, tourism, destination, governance*

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Co-habitation: Tourism and other sectors the West fjords, Iceland

Elva Björg Einarsdóttir

Abstract

The aim of this paper is to examine the cohabitation of tourism with other economic sectors in a region in Iceland where tourism is a relatively new and small-scale component, although growing. In recent years tourism has increased considerably in Iceland and has become the country's largest economic sector. Still, the benefits are not evenly distributed and the West Fjords have, for example, not been a part of this rapid development. However, recently tourism has been changing and tourists are now also visiting the more marginal areas of the country, that are untouched and out of reach of mass tourism because of their geographical distance and local tourist operators are eager in maintaining this image. This paper will examine where conflicts regarding tourism and its co-habitation with other sectors of activity, such as agriculture, aquaculture and nature conservation lie in the area as well as how tourism and other economic activities may benefit each other.

My theoretical approach is based on relational approach and material phenomenology that embraces tourism as an all-encompassing more-than-human phenomenon that allows exploring how the relationship between people, nature and tourism in the West fjords are characterized by complex entanglements of lines and connections. As a part of an ongoing fieldwork focusing on destination development in the area, various stakeholders will be interviewed to gain a further insight into cohabitation regarding tourism and other industries. This is done to get a sense for the entanglements of lines and interconnections and bring onto the surface and to build a conversation and common understanding of the dynamic of cohabitation and then how it may open up for different possibilities.

Keywords: *co-habitation, tourism and other sectors, relational approach, tourism in marginal areas*

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Session 8: Innovation and entrepreneurship

Commodifying outdoor recreation in the nature-based tourism domain: Insights from a Delphi survey

Peter Fredman

Abstract

While recreation in the outdoors has a long tradition in the Nordic region under the “friluftsliv” parasol, changes in recreation behavior the last decades point at increasing commercialization through the “outdoor” and “nature-based tourism” industries (Buckley, 2000; Margaryan & Fredman, 2017; Sandell & Sörlin, 2008). What used to be close-to-home and not-for-profit activities has developed into commodities for trade, representing significant economic values (Fredman et al, 2012). This study focuses on recreation activities that experts identify as having a potential to develop into new or existing commercial products, offered by the nature-based tourism sector. Data is from a Delphi study, a structured communication technique organized in several iterations, where respondents get controlled feedback for each repetition, and the researcher looks for convergence in the distribution of opinions. The survey, undertaken in 2017-2018, included 70 experts in Norway, Sweden, Finland, the European Alps region and Western United States. The first survey round targeted activities people can do in the outdoors for recreation and asked the experts which ones they think will increase and/or decrease in terms of participation rates. The second round focused on the activities experts identified as increasing in the future, and concerned the potential to develop new or existing commercial products offered by the nature-based tourism sector in each country within the next 10 years. Results across all countries studied show that mountain biking, e-biking, hiking/backpacking/trekking, nature photography and wildlife watching are rated to have the highest commercial potential – but significant regional variations are present. Results will be discussed in terms of activity specifics and associated innovation potentials. This research is part of BIOTOUR, a multi-disciplinary research project with the overall hypothesis that an integrated perspective of the nature-based tourism sector will provide a basis for innovative products and a more sustainable development.

Keywords: *nature-based tourism, Delphi method, outdoor recreation, commodification*

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Experientization of micro and small businesses: Adding value by integrating experiences

Morten Boesen

Abstract

This paper introduces the concept of experientization as a means for companies to develop competitive advantages by integrating experiences into its core corporate offering. Particularly, it is addressed how micro and small enterprises from the retail industry can add value through experientization and thereby join the hospitality industry. As the experience literature is mainly developed in the context of larger corporations with big budgets primarily from the hospitality industry (Pine and Gilmore 1998), this paper focuses particularly on experientization in micro and small enterprises with only limited financial and human resources. Moreover, as the relative sparse number of empirical studies of experientization in micro and small enterprises mainly focus on specific industries such as the tourism (Sørensen and Jensen 2015) and the food industry (Eriksen 2015), this paper particularly focuses on experientization in the second experience sector (Boswijk 2013; Candi, Beltagui, and Riedel 2013). Hence, the paper investigates the research question: “How can micro and small enterprises from the second experience sector with limited resources join the hospitality industry by adding value through experientization?” This is important, as it contributes to the discussion of how companies can obtain the benefits of experientization without having huge budgets and human resources to make it happen. The research question is addressed through an explorative study of co-creative innovation processes in four micro to small retail enterprises. Methods for data collection consist of participant observation, qualitative interviews and documents. The research question is investigated by reviewing the literature of servitization and experience innovation, presenting the methodological approach, and reporting the insights obtained in the explorative investigation of experientization in four businesses. The main findings are empirical evidence indicating that micro and small businesses despite the lack of resources have the potential to obtain the benefits of joining the experience economy.

Keywords: *experience innovation, servitization, experience economy, SME*

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The value of incremental and liminal innovations for learning tourism destinations

Peter Fischer

Abstract

The point of origin of this study project under development is twofold. First, innovation measurement acknowledge that innovations of small tourism firms are mainly incremental. While incremental innovation is regarded valuable on a firm level, there is no significant potential to contribute to a higher order development process is attributed to them. Effects on network structures, on supply chains, on new market access etc. are widely neglected. Second, research findings show that only few small and micro companies pro-actively seek support for innovation from HEI or government programmes. Rather invited by DMO's, business- and government organisations they join regional development pre-designed programmes where efforts are top-down managed.

The main objective of the study is to strengthen a bottom-up perspective, asking whether and to what degree it is possible to adapt tourism development programmes to emerging innovative potentials in a destination already in an early stage. Complementary to key findings of innovation measurement research, we argue that incremental and liminal innovations of small tourism firms hide a potential for destination development, and that research can indicate this potential when examining small innovations as dynamic elements in a networking process rather than completed outcomes of a firm effort.

To validate these assumptions and, if so, to determine possible implications for the design of development programmes, the study applies a complexity theory perspective and a processual approach to entrepreneurship, including network theory, and the concept of Learning Organisations with regard to regional innovation systems.

In spring 2018, a series of semi-structured interviews will focus on recent innovation processes of two companies in the North Norwegian periphery. In a similar way, problem-related perspectives of DMO's and regional development programme managers will be explored. Tentative analysis outcomes and the study as a whole is planned to be discussed in September 2018.

Keywords: *incremental innovation, destination development, entrepreneurial process, complexity*

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Session 28: Tourism dimension of water sustainability

Water-scarcity and lodging industry in Muga basin (Girona, Spain): Perception, problems and actions

Maria Torres-Bagur, Josep Vila Subirós & Anna Ribas Palom

Abstract

Mediterranean tourist destinations have big challenges in order to adapt the activity to the new climate change scenarios. Difficulties are rising to guarantee water availability to different economic sectors and ecosystem services. In this sense, actions and measures developed by lodging industry will be essential to maintain the activity and also to guarantee global water sustainability.

The aim of this study is to know and analyze which perception of water scarcity has the lodging industry (hotels, campings and rural accommodation) in Muga basin (Girona, Spain), an important tourist destination in the Mediterranean. Indeed, it is important to know how they are acting and adapting to this situation. Methodology is based on interviews to managers of lodging industry and the study contains the analysis of which water-saving measures are implemented in the different establishments, and which elements influence their implementation.

Most of the establishments are not worried about water availability, but some differences arise when take into consideration different typologies of establishment (hotels, campings and rural accommodation). So, results show that there is different perception between coastal and inland establishments; and also there are variety of perception between hotels and campings. Furthermore, taking into consideration the services offered such as pool, gardens or spas perception of water problems and future measures are different.

Knowing this perception and which water-saving measures are implemented or not in lodging industry is fundamental in order to plan measures and short, mid and long-term actions to facilitate tourism sector resilience front of loss of water availability and demand increase.

Keywords: *tourism, water scarcity, water-saving measures, Mediterranean basin*

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Mitigating water shortage impacts: Water consumption and sectoral adaptations among tourism and farming enterprises in Öland, South East Sweden.

Christer Foghagen

Abstract

Tourism development has, for many areas, become an important means to mitigate impacts from rural restructuring and out migration. At the same time, tourism is an additional stress factor on local infrastructures, environments and water resources. The peak season for both farming and coastal tourism often coincide with the dry summer season. As a result, since both farming and tourism have a high demand for freshwater consumption, water scarcity and related issues has become an increasingly pressing matter (Gössling 2001; Gössling Et al, 2012; Cole 2014). This is especially evident for many coastal and island destinations where freshwater demand and water consumption accelerate. The increasing demand is in part a result of increasing volumes of incoming tourists, cattle livestock changes as well as the 20th century wetland reductions to feed the need of larger areas of farmland. The capacity to cope with low amounts of precipitation for periods of continuous years becomes increasingly challenging. This paper examines the awareness of water scarcity among tourism and farming businesses in Öland and Gotland, as well as measures taken to mitigate of impacts and freshwater use. Focus group interviews as well as surveys have been conducted among tourism and farming businesses and stakeholders in Öland and Gotland. The results show significant differences between tourism- and farming stakeholders regarding perception of causes and effects of water scarcity. Variation in responses is also seen in water management issues as well as matters of responsibility and solutions. There is also a difference between tourism- and farming businesses regarding mitigation and the actions and measures taken to secure freshwater their access or reduce freshwater abstraction.

Keywords: *water consumption, tourism and farming, Öland*

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In hot water: The case of Arctic char in tourism

Guðrún Helgadóttir, Hans Renssen, Helgi Thorarensen, Laufey Haraldsdóttir, Tom Robin Olk & Tone Jøran Oredalen

Abstract

The Arctic char has been a species of cultural and ecological importance in the lakes and rivers of the arctic and subarctic north. It has been vital for human sustenance, as well as for the recreational activity of fishing and in tourism as emblematic of local, heritage food. While the climate gets warmer, the lakes and rivers are coming less hospitable for the arctic char that thrives best in cold waters. As an interdisciplinary team, we review climate change effect on the water ecosystem and its meaning for the use of arctic char as leisure fishing species and for marketing it as traditional local food.

The northward spread of species may inevitably result from climate change but increased mobility through tourism may play a role in this process, as suggested by various quarantine measures to prevent the spread parasites and diseases to formerly uninfected fresh water ecosystems in the region. Meanwhile direct introduction of new species is an occurring while contested and controversial alteration of the natural and cultural heritage in parts of the region.

There exists a gap in arctic research between focus on basic research on natural phenomena such as ecosystems and focus on socioeconomic phenomena such as tourism. This culture/nature divide leaves the middle ground of the picture of the arctic blurred. The research collaboration is a meeting ground between the current focus of arctic nature tourism research on specifics such as attractions, destination development and nature tourism codes of conduct on one hand, and the climate change research focusing on the larger scale changes in arctic ecosystems on the other.

Keywords: *Arctic char, climate change, freshwater ecosystem, water based recreation*

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What factors determine guests' water saving behaviour at hotels that apply water-saving measures?

Ariadna Gabarda-Mallorquí, Xavier Garcia, Rosa M. Fraguell & Anna R. Palom

Abstract

Water is one of the most strategic natural resources, especially in areas where droughts occur frequently and water becomes scarce, such as the Spanish Mediterranean Coast. In this area, tourism is strongly dependent on water for recreational and consumptive purposes. Therefore, public administrations, as well as tourism sector stakeholders, should explore effective approaches to ensuring and improving water quantity and quality. In this line, water conservation strategies have increasingly been considered in the environmental management programs in the hotel industry. A paramount example of the implementation of water conservation measures is the Samba Hotel, located in Lloret de Mar, a well-known mass tourism destination on the Costa Brava in Spain. With two international environmental certifications, and the implementation of an efficient grey water reuse system, the Samba Hotel is thus a good example of best practices in water management. However, the highest efficiency in water saving management can be reached only when guests show a proenvironmental behaviour through water saving habits, as they are contributing to reduce water consumption. The aim of this study was to investigate which are the most significant factors that influence on guests water conservation behaviour and, consequently, actively contribute to enhance water saving management during their stay in Samba Hotel. To do this, we conducted 648 structured surveys with guests at Hotel Samba between September 2015 and August 2016. We gathered information concerning different water conservation habits in the hotel, as well as water consuming facilities satisfaction, type of stay, and sociodemographic characteristics of the guests. A generalized linear model was applied to analyse the influence of these potential factors on guests' water conservation behaviour. Results of the model confirmed that some of the explored variables significantly explained water saving habits (age, education, length of stay, among others). These results can support guests-focused strategies to complement structural water conservation measures of hotels.

Keywords: *water conservation behaviour, hotels, mass tourism, Costa Brava*

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Session 4: Implications of the circular and sharing economy in tourism

Tourism in the circular economy

Jørgen Ole Bærenholdt & Flemming Sørensen

Abstract

Sustainability is a central concern in tourism, but there is little evidence of tourism contributing to environmental sustainability (Gössling & Hall 2006, Sharply 2009, Peeters 2017). There is a shortage of practical guidelines and enlightenment among tourists, business actors, public authorities and civil society associations on how to achieve sustainability in tourism. Circular Economy theory suggests another solution-oriented approach to sustainability and it may also provide an approach to identify ways of moving tourism production and consumption towards sustainability. However, such an approach must scrutinize the complexity of tourism production and consumption. We suggest that understanding how to sustain a circular economy of tourism requires a focus on three elements and their interactions: (1) actors in the tourism system, (2) types of tourist practices and (3) forms of ownership of tourism assets.

In this paper we focus on tourist practices (de Souza Bispo, 2016) and their interactions with the other two elements. Tourists constantly make choices among alternatives and they are themselves the central resource integrators (c.f. Grönroos & Voima, 2013) of tourism. Types of mobility, is one such choice and tied with choice of travel type, frequency, and speed, choice of destination, accommodation, attraction, etc. Thus, tourist are central resource-integrators that affect the sharing, use and re-cycling of resources as well as environmental waste production; in other words: the circular economy of tourism.

One strand of research suggests a synergy between sustainability and the experience of slow mobility where slowness becomes an experiential attraction (Dickinson & Lumsdon 2010, Fullagar et al. 2012). Other strands highlights tourists' desire for distance (Larsen & Guiver 2013, Peeters 2017) as decisive for choice of destination and thus travel modes. Thus, a core question in this paper is how valuable tourist experiences may be practiced in ways that comply with the circular economy.

Keywords: *sustainability, circular economy, tourist practices, experience*

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The circular economy and transformative tourism

Jesper Manniche, Karin Topsø Larsen & Rikke Brandt Broegaard

Abstract

The impact of tourism on the natural environment is vast. At the very outset, tourists' travelling to often distant destinations, often by means of aviation, make a considerable CO₂ footprint, and the affluent consumption of food, water, energy and other resources that often characterise out-of-home holiday stays, further enhance the environmental challenges of tourism and add to its overall bad reputation regarding environmental (and social) sustainability (Moscardo & Murphy, 2014). In recent years, the concept of the 'circular economy' (CE) and its underlying restorative and regenerative principles for production, distribution and consumption of reduce, reuse and recycle, suggested as an alternative to the linear take-make-dispose regime prevailing in today's global market economies (Ellen MacArthur Foundation, 2012), has attracted growing attention among businesses, policy makers and researchers. Yet, while the concept increasingly is applied in strategic development efforts within the manufacturing industries and the construction sector, the uptake of CE principles definitely is in its infancy within the tourism sector. The paper introduces the theoretical content and background of the circular economy concept as an approach to (macro level) sustainability transition (Sengers, Wieczorek and Raven, 2016; Von Wirth et al., 2018). It further discusses tourism as the (micro and meso level) context for applying of CE principles and business models. It investigates, theoretically as well as through empirical illustrations, how CE concept may help tourism businesses as an instrumental guide for innovation of more sustainable production practices through reduction of the use (and costs) of energy, water, food, furniture, building materials and other natural resources. The paper also argues, that the concept of circularity can serve as a strong narrative tool for the engagement of tourists in developing more sustainable consumption practices. This would encapsulate the notion of 'Transformational Tourism' (UNWTO and Institute for Tourism Zagreb Croatia, 2016), i.e. the possibilities for tourism businesses of organising co-creative, socially engaging host/guest services and experiences that encourage guests to reflect on and maybe change their consumption patterns and social relations in broader terms during and after their stay. The transformational potential of tourism also relates to aspects of "the sharing economy" and "collaborative consumption", which are commercially integrated elements of today's tourism, as exemplified by the Airbnb platform for sharing/rental of housing, and which connect very well with circular forms of consumption.

Keywords: circular economy, material flows in tourism, transformative tourism, sustainable consumption

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Sharing economy in Norwegian urban tourism: Sustainable impacts?

Iratxe Landa Mata & Eivind Farstad

Abstract

The sharing economy has gained much attention in the last years. Sharing practices are sometimes presented under normative assumptions (Akyelken et al. 2018) and/or claims are made that imply that they contribute to sustainability (Dredge & Gyimóthy, 2015).

Yet, critics to claims have arisen (Murillo et al., 2017; Dredge & Gyimóthy, 2015) and researchers argue that there is a need to understand the impacts of the sharing economy (Debbage, 2018; Murillo et al., 2017; Martin, 2016), as knowledge remains shallow. Moreover, results from exploratory online ethnography analysis investigating the online discourse on the sharing economy indicates that it is unlikely that the sharing economy disrupts unsustainable practices, as it rather develops in a way that fits and conforms to the established structures of the regime (Martin, 2016). On the other hand, insights from co-creative workshops suggest that sharing is much broader than the “sharing economy” and that sharing may contribute to more sustainable cities (Boyko et al., 2017).

This paper attempts to inform and contribute to this discussion by summarizing evidence on what – according to past studies – are the impacts of the sharing economy and, more specifically, of sharing P2P accommodation on cities. The analysis employs perspectives and key concepts from urban geography to understand what these impacts may imply for the sustainable development of cities. By doing this, this paper also seeks to bring closer urban and tourism studies.

As sharing economy practices are diverse (Böcker & Meelen, 2017; Wegmann & Jiao, 2017; Palgan et al., 2017), there is a need to narrow down the analysis. As most of the empirical studies investigating impacts of sharing accommodation practices have been carried out outside Norway, the paper discusses what these impacts may imply for the sustainable development of Norwegian main urban areas. Thereby it highlights research needs.

Keywords: *sharing economy, tourism, impacts, Norway*

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The adoption and development of Airbnb services in Norway: A regional perspective

Evgueni Vinogradov & Abbas Strømme-Bakhtiar

Abstract

Collaborative consumption facilitated by peer-to-peer platforms has witnessed a rapid expansion in the areas of hospitality and tourism. A growing number of travellers that use Airbnb and similar accommodation platforms creates both economic opportunities and social challenges. On the one hand, being the largest single player in the accommodation market, Airbnb busts the tourism business in some locations. On the other hand, when concentrated in a certain hot-spot, Airbnb services disrupt the existing rental and short-term accommodation markets, summoning protests from the local population and hotel industry. Collaborative consumption is very unevenly distributed across countries, regions, cities and neighbourhoods. That said, the aim of this paper is to investigate why collaborative consumption takes off early and continues flourishing in some regions, while it is virtually untouched by this trend in other regions. These spatial differences are striking in the context of Norway. The Norwegian setting encompasses both municipalities with no Airbnb listings registered and municipalities where authorities are worried about the extremely large share of properties that are rented out via this platform. The remote islands of Lofoten (Norway), for example, are known as the region with the fastest growing Airbnb population in Europe.

The extant literature provides some insights into the effect of demand-side factors on sharing economy. However, this literature largely neglects the role of supply. Informed by the innovation adaption literature, the present study seeks to address this gap. The interactive view on the regional variations in sharing economy is offered. The distribution of Airbnb listings across Norway is explained with complex interplay between supply and demand, as well as with the infrastructure enabling peer-to-peer services. The analysis was based on the data on all Airbnb listings in Norway used in 2014-2016, population statistics from Norwegian Statistics Office, accounting data for tourism industry and Instagram data. All the data were aggregated to the municipality level allowing comparison across 398 Norwegian municipalities. The analysis reveals that regions with a) well-developed tourism industry, b) relatively large number of available properties and, preferably, c) situated relatively far from the main tourist attractions, tend to have relatively large supply of Airbnb listings and relatively many Airbnb tourists. An early adoption of Airbnb services is associated with absence of established tourism firms in the area and relatively large average income and wealth. A better access to ICT infrastructure facilitates both the early adoption and the use of Airbnb.

These findings provide practical implications for national and local authorities. On the one hand, they may initiate a search for the ways to regulate galloping collaborative economy where it creates challenges. On the other hand, they may stimulate modern forms of tourism in the areas suffering from a lack of development.

Keywords: *sharing economy, accommodation, tourism, peer-to-peer, platforms, Airbnb*

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Session 16: Tourism education and provision of competence

Digital competency development among tourism enterprises: Experiences from Denmark

Ida Marie V. Andersen

Abstract

For many years the tourism industry has cried for more educated people to handle the growing challenges facing the tourism industry. The digital sphere in particular has seen a large increase in both development but also daily use and application. However, many small and medium sized tourism enterprises (SMTEs) do not have the necessary resources in form of time, money or employees to handle challenges created by this fast moving digital world that faces them. Online presence and behavior is a significant part of the tourist experience and companies therefore need to learn how to use digital platforms and how to navigate in the constant moving digital environment.

In Denmark a national competency education project, aimed at delivering digital knowledge and competencies, has been established for small medium sized enterprises. The program, Digital Growth Culture from 2017 to 2019, evolves around facilitating workshops and building a network for participating companies. All activities are aimed at building stronger knowledge and competencies within a digital context. The overall aim of the project is to strengthen the positions of SMTEs on the tourism market and thereby collectively ensuring a strong position for Denmark as a tourism destination.

Preliminary findings show a lack of knowledge about the different possibilities offered by the digital technology. Many SMTEs do not collect data in a systematic way nor do they use the data already collected through eg booking systems. The aim of this ongoing research is therefore to determine how the companies involved develop new competencies and how the interaction between lecturers, educational institution and companies bring the desired learning outcome and competencies.

This presentation will explore and discuss findings on how the project involving an education institution, different companies and lectures can provide competencies to all participations and how the project itself and the delivering of competencies can be evaluated.

Keywords: *education, competency development, digitalisation & small medium sized tourism enterprises*

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Examining tourism and hospitality students' bachelor theses

Åsa Gran & Olga Gjerald

Abstract

The overall aim of this research is to examine the learning outcomes of bachelor theses among tourism and hospitality students as well as implementing Constructive Alignment (CA) as an attempt to improve the quality of the theses as well as students' enjoyment and experience of the bachelor research process.

The design of the study has three phases. **Phase 1**; qualitative analysis of bachelor theses from the past two years to identify weak areas (core areas). **Phase 2**; set-up of CA interventions in the form of workshops with topics chosen accordingly to the frequent weaknesses discovered in previous year's theses (core areas). Constructive feedback and discussions from students own thesis material were held during the workshops in order to fit the learning needs of the students and hence improve the academic quality of the theses. The three interventions (three different workshops) were designed into two-hour sessions and available for any Bachelor student within the tourism and hospitality program. The total sample size for the interventions were as follows: (WS1) 40 participants; (WS2)-31 participants (WS3)-18 participants. In **phase 2** and **phase 3** surveys were executed to measure how the candidates perceived motivation (self efficacy, perceived task value), learning strategies (critical thinking, effort regulation) and the outcome (process enjoyment, satisfaction with the workshops as well as their own performance). The final measurement (**phase 3**) is scheduled after submission of thesis. The data collection is still ongoing.

The results from phase 1 indicated three areas for improvement within the theses: a) **Introduction**, presentation of research question and positioning, b) **Literature**, to choose and use valuable literature and c) **Discussion**, to use literature chapter to reflect about own empirical data. The analysis of the longitudinal measurements will be presented at the conferences. This research will aid the development of a good assessment guide for the external and internal reviewer of the theses in tourism and hospitality programs, which again will aid the students writing process.

Keywords: *constructive alignment, bachelor theses, interventions/workshops, enhance learning outcomes*

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Introducing experience-based education methods in tourism studies curriculum: Case study of Vidzeme University of Applied Sciences, Latvia

Iveta Druva-Druvaskalne, Ilze Grīnfelde & Linda Veliverronena

Abstract

The curriculum of higher education in tourism is framed by incorporating different skills and knowledge that improves the understanding of the tourism phenomenon. According to Dredge et al. (2012), vocational education provides training and practical skills for a specific trade or occupation. Both the industry and higher education have to face a variety of new challenges and make corresponding changes, and it is questionable whether this eclectic approach is a good way for tourism to enhance its disciplinary status (Hsu et al., 2017). This study illustrates that innovations in study curriculum is a suitable and promising field of inquiry in tourism higher education. Close cooperation with the tourism industry and municipalities plays a major role in introducing these changes.

Vidzeme University of Applied Sciences has implemented Tourism study programs since 1996. While DNA of higher education has not changed, pressure of industry and technological advancement forces academics to seek new ways to train future specialists. Tourism faces a fundamental challenge since it's based in a strong balance between theoretical knowledge and vocational skills. Well-qualified human resources are a mandatory precondition of sustainable growth in the tourism industry. The main study method to identify recent and future needs of industry was interviews in depth (n=44) with representatives tourism sector in Latvia (NGO, private sector, state, municipality). Analyses of this data lead to identifying five main skill-sets with a high demand in the industry - Tourism product development, Multi-channel sales and marketing communication, Managing business operations, Multi-sectorality and collaboration, Cultural awareness and internationalisation. However, personality traits and professionalism was emphasized very strongly even neglecting formal education. Strict indication from industry was about hands-on approach and usage of experience-based education methods.

Results confirmed a need for balanced vocational and liberal aspects in higher tourism education - necessity for complex, independent thinking and a multidisciplinary approach to the training for work in tourism.

In the next stage, based on the skill-sets identified, an updated study curriculum was created. Next to blended-learning approaches during study courses (project based learning, group consulting models, field trips etc.) and internships, the newly developed curriculum included tools concentrating on personality growth and development of professional skills - Integrated regional practice, Outdoor practice, Management simulation and Practical solutions project for Tourism. The implemented courses resulted in - advancement of competencies for all parties involved, development of multiple essential projects, closer cooperation within industry. Although the process of implementing these practice based tools in study curriculum is demanding of all - students, professors and industry professionals-, the results indicate that this is a promising approach to advancing higher education in the tourism field.

Keywords: *tourism education, tourism skills and knowledge, integrated experience-based education*

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Real problems – real competence? Does using real life business challenges lead to better competence within higher education: Case study of attraction development course in Stockholm southern archipelago

Gustaf Onn

Abstract

Stockholm Archipelago is despite its proximity to the metropolitan area considered rural, since it fulfils funding criteria for Interreg Central Baltic programme of EU (Onn, forthcoming). As many rural areas, there are problems with the level of economic activity when the seasonal tourists have left. Archipelago Business Development, a Central Baltic funded project, initiated 2016, is therefore aiming to develop business models used by archipelago businesses. One project feature is educational community engagement. In spring semester 2018, the students of intermediate Tourism Studies do a course in visitor attractions development and management. To investigate if real cases have effects on quality of the work of students, if it is of value to the surrounding community, and if it is perceived by students to be an attractive way of learning, students are to present project proposals for development of visitor attractions in the archipelago. Based on a survey of challenges to the businesses made within the project, challenges with bearing on attraction development were put into broad themes where attraction development may be part of addressing them. In all cases, creating alternative seasons is somehow connected to the issue. The students are to develop events or more permanent activities within health/sports/wellness, culture/history, nature or food. To their aid they have business model canvas (Osterwalder & Pigneur, 2010), one of the agile methods in the business models literature, in addition to the ordinary literature of the course. Reports will be assessed on academic merits as well as applicability to the users. Businesses will be interviewed on their merits and student attitude will be assessed via course evaluations. At present they are on the verge of going on field trips for their projects, so results from this field experiment are not due until next month, but will be at hand by the conference.

Keywords: *educational community engagement, attractions development, Archipelago Business Development*

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Session 23: Indigenous entrepreneurship, indigenous knowledge and tourism

Are we there yet? Indigenous tourism and the maneuvering in a terrain of tension

Trine Kvidal-Røvik

Abstract

Indigenous cultural entrepreneurship is generally emphasized as a way to use culture to create regional benefits that instill economic growth. For instance, indigenous culture is a central component of the tourism experiences offered in peripheral areas of Northern Norway. Despite institutional efforts to address indigenous cultural entrepreneurship in peripheral areas in Northern Norway, such areas are still marked by weak entrepreneurship. In order to take advantage of the potential of indigenous culture, and stimulate to sustainable development of tourism products based on indigenous culture, it is important to have a thorough understanding of the type of challenges indigenous tourism entrepreneurs face. That is, such entrepreneurs are often dealing with several tension sites, which are not only related to the traditional business context, but also involving societal and personal relations. In order to encourage and aid development processes around indigenous tourism entrepreneurs, we need to understand some of the tension sites such actors are dealing with as part of their development processes. In this paper, I discuss some aspects of these tension sites as I have come to know of them via in-depth conversation with indigenous cultural entrepreneurs. The objective is to bring forth knowledge on how indigenous tourism entrepreneurs attempt to maneuver their own development processes in a complex terrain of tension.

Keywords: *indigenous tourism, indigenous cultural entrepreneurship, terrain of tension*

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Assessment of indigenous entrepreneurship in tourism sector: A case study of Bhandardara- Kalsubai Wildlife Sanctuary

Ravindra Jaybhaye & Praveen Saptarshi

Abstract

The Western Ghats lie in western part of India is rich in biodiversity and cultural heritage but due to significant human interference causing negative impact on biodiversity, declared as biodiversity hotspot. The government of India took the cognizance and the area identified as ecologically sensitive zone to impose restrictions on the economic and development activities. It has created unrest among the local people. On the background of dilemma on environment or development, ecotourism could be the one of the best alternative for conservation of natural and cultural resources with well-being of local communities. The main objective of the paper is to find out participation indigenous communities and nature of indigenous entrepreneurship in tourism activity in Bhandardara- Kalsubai Wildlife Sanctuary. The area has number of famous tourist attraction like historical monuments and temples, fort, water bodies, unique geological structure, beautiful places and indigenous cultural traditions. There were efforts from the department of forest and wildlife department to develop tourism on line of ecotourism with participation of indigenous communities. The investigation is based on integrative perspective and follows multi-methodological approach by applying qualitative and quantitative approach. After compiling authentic secondary sources, the intensive fieldwork has done at three remote tribal villages having potential for tourism development. The data is generated through survey method by using questionnaire, discussion and interview techniques. The compiled data quantified to understand indigenous entrepreneurship with context of social, cultural and economic perspective. The outcome of the analysis revealed that the aspects of ecotourism and participation of locals in tourism planning and management has shown insignificant. It is mainly because of too reluctant attitude toward progressive change, addiction, inflexible attitude, lack of professionalism and entrepreneurship; geographical limitations, are problems of the local community. It need holistic planning to strengthen indigenous value creation with development through the professional entrepreneurship.

Keywords: *indigenous, entrepreneurship, ecotourism, holistic*

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Two-eyed seeing: An integrative co-learning process

Anne Wally Ryan

Abstract

In terms of addressing entrepreneurial growth in indigenous areas, research points to the importance of anchoring development processes in indigenous knowledge and practices. In this paper, I will argue for an integrative science co-learning process and open up for a discussion about the usefulness and inspiration from the principles of Two-Eyed Seeing. Two-Eyed Seeing refers to learning to see from one eye with the strengths of indigenous knowledge and ways of knowing, and from the other eye with the strengths of western knowledge and ways of knowing, and learning to use both these eyes together, for the benefit of all. It was in relation to health science that the guiding principles were developed. In what way could the principle of Two-Eyed Seeing be transformed to indigenous tourism entrepreneurship? A main precondition is a cooperation of indigenous competence with western competence from the beginning of the development process.

Keywords: *two eyed, integrative, indigenous, tourism*

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Supporting tourism entrepreneurship in Sami areas: Financial and political instruments in Norway and Sweden

Vigdis Nygaard, Albina Pashkevich & Line Mathisen

Abstract

Despite institutional efforts to address growth in tourism business in Sami area, they are still marked by weak entrepreneurship and lack of business-research collaboration for stimulating creative and innovative industrial processes.

Our paper focus on the economic and political framework for entrepreneurship in the context of Sami areas in Norway and Sweden. We describe this framework and ask to what extent national financial instruments enhance or restrain scope of entrepreneurship in Sami areas. Further, we investigate how key actors involved in supporting entrepreneurship on the state, regional and local level manage (or fail) to fill the gap between national financial instruments and needs in Sami areas. One important question is; can the scope of the financial instruments and policy towards entrepreneurship in Sami Areas be changed to better catch the needs of the business, if so how? Is it possible to develop a model to encompass local place and culture specific needs of the Sami people and still fit the national policy of entrepreneurship?

To address this question, we have use data obtained from a survey among applicants for entrepreneurial support (financial, networking and competence) to the Norwegian Sami parliament. Further, we have made personal interviews key individuals designing financial and supportive instruments for this particular target group, and finally interviewed Sami tourism entrepreneurs. The Sami entrepreneurs are an important source of information, because their personal knowledge as users of the financial system. Therefore, we have establish a dialogue with Sami entrepreneurs involved in our study. Involving Sami entrepreneurs more actively in research that include indigenous perspectives, can contribute to address the challenges of decolonized research within political science. Further, we have studied policy documents of the Sami Parliament in Norway and Sweden and statutes for other financial and supportive institutions relevant for entrepreneurship in Sami areas.

Keywords: *entrepreneurship, Sami, indigenous, economic framework*

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Session 14: Wildlife tourism

Evolution in tourism public sector policy: Toward an ethic for non-human animals

David Fennell & Valerie A. Sheppard

Abstract

This paper presents the content analysis of 126 tourism policies at both the national and sub-national level, from around the world. Specifically, we examined the policies for evidence of growing awareness of and concern for the impacts of tourism development and activities on non-human animals. The analysis reveals that tourism policy has been evolving over time, particularly as it relates to the depth and breadth of issues addressed. Policies that were mostly focused on economics in the 1990 have evolved to now include a broader range of topics related to the welfare of social and natural environments, including concern for the welfare of non-human animals. However, we temper this positive finding by suggesting that until the interests of non-human animals are considered at a higher level in the tourism industry, their rights to exist and thrive will be considered only as it relates to their ability to enhance the attractiveness of and economic potential of a destination.

Keywords: *tourism policy, strategy, animal ethics, welfare, rights*

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The influence of assumed consequences and social norms on birding tourist behavior

Stian Stensland, Øystein Aas & Mehmet Mehmetoglu

Abstract

A survey among birding tourists in 2017 to the bird cliff Hornøya in northeast Norway was conducted in the winter of 2018. The objective was to investigate the role of assumed consequences and social norms on birders' behavior towards seabirds nesting in a bird cliff. At Hornøya, birders are able to get close to birds and birds not necessarily leave their nest or nest area even if people get close. Yet, studies show reduced recruitment success of birds nesting close to areas open to visitors. We analyse the importance of assumed consequences, as well as social norms on regulating birders' behavior toward birds, for instance to the extent they choose to move into areas closed to visitors or standing (very) close to birds. Implications of findings for management of the area including how to combine tourism and conservation will be discussed.

Keywords: *bird watching, sea birds, nature-based tourism, structural equation modeling (SEM)*

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Wildlife Tourists' reactions to not seeing the animal they would like to see: Polar bear tourism as a case study

Hilde Nikoline Hambro Dybsand

Abstract

Wildlife Tourism providers continuously need to balance the needs of their customers and how their products affect the environment and wildlife. As products are often based on interactions with wild animals, it is not always possible to guarantee that the main attraction will be found. In my study, using Polar Bear Tourism as an example, the focus is on Wildlife Tourist's attitudes towards the uncertainty surrounding wildlife watching experiences, as well as their reactions when not being able to see the animal they would like to see. To gather in-depth information about visitors' opinions on unpredictable wildlife, and how not encountering polar bears affect their overall experiences, content analysis has been utilized. 926 Tripadvisor reviews about Polar Bear Tourism Experiences in Svalbard (Norway), Manitoba (Canada), Wrangel Island (Russia) and Alaska (the US) have been collected. Initial analyze provided 71 reviews that are reactions from customers that did not see (enough) polar bears, as well as 77 reviews that comment on the unpredictable nature of wildlife. Initial results show that it is possible for customers to enjoy their wildlife experience, even if they do not encounter the animal they would like to see, in this case the polar bear. Factors such as staff behavior, signs of polar bears in the area and encounters with other wildlife can often improve the experience. Furthermore, 56 reviews comment on the importance of respecting the animals, and environmental concerns are expressed in 29 reviews. These reviews indicate that while encountering wildlife is important to most customers, many of them are also environmentally conscious and prefer environmentally friendly tour operators. Further analysis of these reviews, as well as content analysis of the companies that offer Polar Bear Tourism in my case areas' websites will provide insight on how Wildlife Tourism operators can manage customers' expectations, and improve customers' experiences in cases when the desired animal cannot be seen.

Keywords: *wildlife tourism, nature based tourism, polar bear tourism, dilemmas in wildlife tourism*

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Sustainable fishing practice: Assessing the presence and quality of catch-and-release (C&R) guidelines on tourism operators' websites

Patrik Rönnbäck, Malgorzata Blicharska, Sam Blyth, Jody Handoko & Göran Sundblad

Abstract

Catch-and-release (C&R), where the fish is set free after being caught based on regulations or voluntary reasons, is a prioritized management strategy due to non-extraction and re-use of resources, and is increasingly common in Europe. However, a lack of or non-conformity to C&R best practice may cause stress, behavioral changes and even mortality of the fish after being released. Hence there is a need for standardized guidance for C&R and ensuring its distribution among recreational fishers. Internet is a primary information source for fishers regarding opportunities for fishing as well as improving their knowledge on particular fishing practices such as C&R. In this study, a content analysis of 151 Swedish fishing tourism operators' websites was conducted to assess the frequency, accessibility and context of C&R information as well as the quality of tentative C&R guidelines in relation to 12 established best practice criteria. The results are discussed based on distinguishing patterns for presented C&R information and the quality of C&R guidelines among tourism operators' websites. The relative acknowledgement of established best practice criteria for C&R are used to identify knowledge and information gaps. The role and responsibility of fishing tourism operators versus other stakeholders in supporting sustainable fishing practice is also discussed.

Keywords: *sustainable fishing, catch-and release, guidelines, tour operators*

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Parallel Sessions VI, 1550-1710, Wednesday 26th September

Room	Track	Chair
1087	22: Transforming destinations: Tourism dynamics, governance and localities in change	Jarkko Saarinen & Outi Kulusjärvi
Brattholmen (A105)	28: Tourism dimension of water sustainability	Stina Alriksson, Marianna Strzelecka & C. Michael Hall
Seiland (A203)	33: Film and media in tourism	Elin Johansen & Stine Sand
Loppa (A204)	15: Safety and leadership	Arild Røkenes
Kultursalen (E102)	23: Indigenous entrepreneurship, indigenous knowledge and tourism	Vigdis Nygaard, Brynhild Granås, Trine R. Kvidal, Kjell Olsen & Albina Pashkevich
Stjernøya (A104)	14: Wildlife tourism	Stian Stensland, David A. Fennell & Nikoline Dybsand

Session 22: Transforming destinations: Tourism dynamics, governance and localities in change

GO Andøy. Governing tourism and community transition

Anniken Førde

Abstract

What kind of tourism development do we want for the future? This question is raised in Andøy, a coastal community in Vesterålen, North Norway. But how, if at all, can tourism and destination development be governed? What autonomy does communities have to control the expanding tourism industry? How can responsible innovation in local enterprises be mobilized? And how can conflicting interests be negotiated in the process of developing a tourism destination?

Andøy is currently undergoing severe transformations as they are about to lose many military workplaces. Traditionally a fishing community, they also face challenges of structuration and downscaling of the coastal fleet. In a process of identify and planning for new pathways, tourism has become a priority area. Known as a destination for whale watching, The Whale – a project to establish a world leading whale centre - is introduced as a motor for tourism development. Local tourism enterprises undergo feasibility studies to find their future niche. And Visit Andøys has started a process of developing strategies for responsible tourism development; GO Andøy. Following these processes, I seek to explore how alternative futures are negotiated in this work, how visions and sustainability goals are operationalized in plans and strategies within the municipality, the DMO and by tourism enterprises. Applying a performative and relational perspective on innovation and destination development, tourism development is seen as enacted through complex networking relations. With an emphasis on how local planning practices can contribute to visions of alternative futures for the coastal community, I discuss how tourism development can be planned for in ways that secure a sustainable community.

Keywords: *governing tourism development, responsible innovation*

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Destination communities, resilience and sustainability: Governing localities in change

Jarkko Saarinen

Abstract

Change characterises tourism. This is highly evident especially in the peripheries where evolving forms and activities of tourism are creating change; opportunities and challenges for destination structures, localities and surrounding socio-ecological systems. Peripheries are often experiencing complex and multi-scaler economic and social restructuring, and in this respect the tourism industry is seen beneficial ‘partner’ as it can provide wellbeing to local economies and communities. Therefore, tourism is widely promoted as a tool for development by policy-makers and regional developers. Tourism is also increasingly regarded not only as a replacement industry but also as a socio-economic ground for building community resilience. However, good intentions and plans do not always materialise in practice or, at least, they need a long-term governance that emphasises sustainability and development over growth thinking. This presentation aims to discuss conceptually, with case examples, the relationships between tourism destinations, change and local communities in the context of sustainability governance and resilient destinations.

Keywords: *destination transformation, governance, sustainability, resilience*

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Session 28: Tourism dimension of water sustainability

The water-energy nexus in hotels and recreational activities of Benidorm, Spain

Hyerim Yoon & David Sauri

Abstract

Benidorm, represented by brands #BenidormAlwaysSummer, and City & Beach, is an epitome of the mass tourism offering urban and “sun and sand” tourism through 126 hotels attracting more than 2 million domestic and international visitors annually. This success exerts an enormous pressure on water resources manifested in the impacts of recurrent droughts. Therefore, actions at managing water better are of critical importance for the resort but some of these actions cannot be understood without considering energy issues as well. This paper explores the water-energy nexus (WEN) in Benidorm focusing on hotels and a water theme park to estimate the energy used for water in tourism and recreational activities. Few studies have investigated the WEN of the hotel and recreation sector despite the fact that water and energy management have been proven crucial in the sector’s efforts to improve its environmental performance and adapt better to climate change. From an exhaustive survey of a sample of 18 hotels in the city we acknowledge extensive water and energy use in this sector with a value of electricity for water of 50kWh/m³ for hotels and of 1.75kWh/m³ for the water theme park. If we introduce other types of fuel, we foresee the energy intensity to increase significantly. Interviews discovered that the notion of conservation nexus was still unexplored by hotel management. Thus most hotels in Benidorm showed low awareness of environmental impacts (including climate change) while economic cost, a much more sensitive variable, was the main motive for sustainable management. This results in prioritizing energy management instead of water management as the cost of energy tends to be much higher than that of water. We also highlight hidden trade-offs between energy and water as the result of WEN. For example, groundwater extraction for the water thematic park may reduce stress on potable water sources. However, it shifts the problem to energy as additional energy is required to treat the increased salinity of urban effluent due to saline water intrusion. Revealing the energy costs related to water use in hotels and recreation activities could incentivize hotels to take further actions in reducing water consumption to the benefit of both water and energy.

Keywords: *water-energy nexus, hotel sector, sustainable resource management, water theme park, Benidorm*

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Toilets and tourism: A critical yet hidden aspect of the tourism environment

C. Michael Hall

Abstract

Everybody goes to the toilet. However, to examine the tourism literature you would think that this is not the case. Even though access to and quality of toilets are an important part of the tourism experience such are the taboos surrounding going to the toilet such issues are seldom investigated. Yet availability of toilets is an integral part of public health provision, especially given issues of aging populations, gender and safety, and has substantial implications for sewage, waste disposal and impacts on water quality. The paper provides an examination of the issues associated with toilets in a tourism context and the development of a research agenda. Examples of some of the issues associated with lack of toilet provision and failure to provide clear guidelines for tourists with respect to going to the toilet where public toilets are not available are made with respect to Iceland and New Zealand. It is noted that a decline in the availability of public toilets is related to broader changes in government spending priorities, especially at the local government level, and tourism presents particular problems and issues with respect to funding. Potential strategies for increasing public toilet availability are noted as well as improving visitor behaviours.

Keywords: water quality, public health, freedom camping, public toilets

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Tourism dimension of water sustainability: A thematic review

C. Michael Hall & Marianna Strzelecka

Abstract

“The global demand for water has been increasing at a rate of about 1% per year as a function of population growth, economic development and changing consumption patterns, among other factors, and it will continue to grow significantly over the next two decades. Industrial and domestic demand for water will increase much faster than agricultural demand, although agriculture will remain the largest overall user. The vast majority of the growing demand for water will occur in countries with developing or emerging economies.” (The United Nations World Water Development Report 2018, p. 3) While globally tourism accounts only for a minor share of water usage, locally and regionally tourism activities can be a major factor influencing water consumption and water quality (Stefan Gössling, 2013). Surprisingly, however, studies exploring the relationship between tourism, water and sustainability have been rather scarce. Moreover, only recently the problem has received some interest from tourism scholars. In this paper we aim to review relevant literature (thematic review) within tourism studies and related fields (leisure and recreation) linking water, tourism and sustainability in order to illustrate the main themes studies by leisure, recreation and tourism scholars and identify areas where more critical discussion and research is needed.

Keywords: *water, tourism, sustainability*

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Session 33: Film and media in tourism

The value of travel guidebooks in the digital age

Micol Mieli

Abstract

Travel guidebooks are both travel information channels and objects of consumption. In contemporary tourism, Information and Communication Technologies (ICT) make information abundant and mostly free of charge. Therefore, as tourists still buy them, there must be something that makes guidebooks a valuable object. This research aims at understanding the value of travel guidebooks in the digital age. The study was conducted through semi-structured interviews on a sample representing a population that, based on previous research, was likely to use destination-specific literature for travel information but is also accustomed to online information channels.

After a review of previous literature on guidebooks, which focuses on information search behaviour, consumer value theory was applied to analyse travellers' evaluation of guidebooks, in relation to digital information channels. The results suggest that uses and value of guidebooks are strongly connected to emerging ICTs. Information needs are evolving due to technological development: the constant availability of online information has caused the temporal dimension of travellers' information needs to shift so that decisions can be postponed until right before consumption, making the choice of channels and the collection of information more serendipitous. A consumer value perspective, applied to an object that has traditionally been studied only as an information channel and not as an object of consumption, allowed to identify the value dimensions associated with guidebooks, and the underlying reasons for their use. The value of guidebooks appears as an interactive, relativistic, preference experience and both utilitarian and hedonic value emerge from their use.

The study shows a changing reality of travel practice and information search behaviour. It highlights how the tools traditionally used to study information search behaviour are not sufficient anymore within a digitalised, consumeristic society.

Keywords: *consumer value, guidebooks, information and communication technologies (ICT), travel information search*

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The effects of social media marketing implementation on marketing practices in SMTEs

Henrik Virtanen & Peter Björk

Abstract

Many small- and medium-sized tourism companies (SMTEs) are already successfully using different social media channels for the purpose of market communication, branding, selling, and information sharing. One can argue that SMTEs' implementation of social media for marketing purposes is either a deliberate choice, or a reactive response to, for example a competitor's social media marketing activities. However, previous research has identified that marketing in many SMTEs can be characterized as being haphazard, informal, loose, unstructured, spontaneous, reactive and conforming to industry norms. With this in mind, it is alarming when research shows that there is a relationship between a proactive and formally planned marketing strategy and economic performance and survival of companies.

Social media marketing improves the performance of SMTEs, but we also argue that implementation of social media marketing challenges existing marketing thinking and practices in companies, and provides new ways to reengineer and potentially to become more efficient and effective. To our knowledge, if and how social media marketing activities practiced influence marketing thinking in SMTEs are still unanswered research questions. Therefore, the aim of this paper is to explore the effects of social media marketing implementation on marketing thinking and practices in SMTEs.

A self-administered questionnaire was distributed to 100 SMTEs in Ostrobothnia Finland. Based on 32 completed questionnaires it can be concluded, in line with previous research, that social media marketing, to some extent, is practiced separately, not integrated in an overall marketing strategy. This implies, on one hand, that social media marketing implementation has a marginal effect on other marketing activities and thinking. On the other hand there are exceptions, which urged us to continue with a follow up study with a focus on why some companies manage to upgrade their marketing thinking by the means of social media marketing investments, when other SMTEs fail.

Keywords: *strategic orientation, social media marketing, marketing practices, SMTEs*

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The possibilities of 360-videos in marketing of a nature tourism destination

Jenni Mikkonen, Katja Pasanen, Juho Pesonen & Henna Konu

Abstract

Virtual reality (VR) offers great opportunities for tourism and marketing of destinations. Compared to traditional videos, 360-degree videos offer tourists a more compelling imagery of what a potential travel destinations would be like, a “try before you buy” experience (Tussyadiah et al., 2017). VR’s tourism marketing potential lies mainly in its ability to provide extensive sensory information to potential tourists (Guttentag, 2010). The experiential nature of VR makes it an optimal tool for providing rich data to potential tourists seeking destination information. The use of VR within the tourism sphere is a growing fast and it becomes more widely accessible for tourists. Therefore, it is critical for tourism marketers to better understand this technology as well as tourists’ attitudes towards it.

The purpose of this research is to widen the understanding of the use of virtual reality in tourism marketing. The aim is to explore how potential visitors perceive 360-videos filmed in Finnish nature and how the film affects their future travel intentions. In addition, we wanted to find out their experiences of and willingness to use VR-technology in travel related situations. The study was conducted at Helsinki-Vantaa airport where 221 international tourists were given VR glasses or iPad to watch a video and answer a survey.

The preliminary results reveal that the video affected positively to the interest in going for a nature holiday in Finland and participants were mainly impressed of what they saw on the video. The interest to travel was higher for those who watched the video with VR glasses. The participants were also interested in using VR technology especially when looking for inspiration for future travels and information about different destinations. The results suggests that VR has a great but still unused potential for tourism companies and destinations, e.g. engaging customers and differentiating from competitors.

Keywords: *virtual reality (VR), tourism marketing, 360-videos, nature tourism*

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Session 15: Safety and leadership

The development of a risk management system for nature-based tourism in Norway

Arild Røkenes

Abstract

The paper describes how researchers and practitioners work together to design a risk management system for nature-based tourism operations in Norway. The system is made for SMBs within nature-based tourism, and it is supposed to cover both juridical- and market related safety demands. It is planned to be a mandatory element in a national quality insurance system. The system takes into account the specific features related to the creation and co-creation of experiences and its relationship to risk as part of the product. To be more specific, operators can increase the risk level if they want to create challenges or facilitate feelings like thrill and excitement. By decreasing the risk level, it is possible to facilitate feelings of tranquility, relaxation and convenience. Anyhow regulation of risk level is an important and necessary component in experience production.

The final system builds on competence as the key factor in contrast to a rule-based systems, because the nature is unpredictable and relevant solutions used in one situation is not necessarily the right one in others. The project will result in a handbook describing systematically how businesses can develop and carry their own safety system. The introduction explains specific features connected to tourism and experience production and the juridical framework.

The development process combined literature review, study of other risk management systems, interviews of practitioners and workshops where both researchers and managers of businesses participated. On the workshops, organization tools and definitions were tested and gradually improved. The analysis focus the innovation process that was carried out on the 6 work-shops where approximately 60 businesses participated. We go through challenges in the cooperation between researchers and practitioners and discuss positive and negative learning points.

Keywords: *risk-management, nature based tourism, value creation, experience*

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Being raised in the outdoors makes a difference when a nice mountain hike becomes a difficult one

Reidar J. Mykletun, Peter Fredheim Oma & Øystein Aas

Abstract

This “Performance turn” in tourism described how a growing number of travelers actually went beyond spectating the nature from the roadside and moved into the “backcountry” to immerse themselves actively into the nature. As part of this, visitations to attractions in more remote areas have increased and some mountains have attained status as icons attracting large numbers of adventurous hikers. Following this, the number of rescue operations have increased, in particular under rapid weather changes. Ill-equipped adventurers from southern and eastern Europe, Asia, and USA has been badly over-represented in such instances. It has been assumed that lack of competence in a broad sense is a main reason for this. This paper explores aspects of hikers’ competence by studying foreign hikers’ background, experiences, skills, and insights into nature, and how these competences match requirements that might meet them in Norwegian mountains. The study applies the theory of “the extinction of experience” (Pyle, 1993), which describes the ongoing human loss of interaction with nature. In addition, it leans on Beedie (2002) who refers to experienced mountaineers’ set of physical and social skills, gained through actual experiences while spending time there and practicing activities like hiking. Such “embodied experiences” result in critical knowledge about terrain, weather, snow, elevations, ground/rock/gravel characteristics, registered through multiple sensors.

Data were collected at the popular hike to Trolltunga (Troll Tongue) in Hardanger, Norway, using semi-structured interviews of tourists, and supplemented by observations along the hiking route. As expected, hikers’ perceptions of what nature is and contains, what “hiking-experience” implies, varied with the hikers’ background regarding direct interactions and experiences with nature. Lack of direct experiences caused suffering, stress, and potentially dangerous situations during the hike. Observations showed that tourists’ lack of “embodied experiences” with hiking in rough terrain was critical when traversing difficult trail passes. Improving trails, mountain rangers, and gate control in unstable weather may be relevant measures to mitigate negative events for incompetent hikers.

Keywords: *Trolltunga, hikers' competence, extinction of experience, embodied experiences, safety in nature*

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Materializing the meaning of a place by tourist photography: A case of Chinese tourists' visual practice

Shenghan Zhou

Abstract

In the visual culture of tourism, tourist photography had been widely used to materialize the meaning of a place. And the practice of photograph had been often related to the condition of being a tourist (Scarles, 2009). On the one hand, photographs frame place and allow experiences to be created, encountered, and preserved via physical, intellectual, and cognitive activity (Perkins & Thorns, 2001). On the other hand, photographs become lived spaces as tourists overlay physical space with imagined space and create illusions of transparency and opacity (Lefebvre, 1991), creating relational views of space through inter-subjective experience. Thus, tourist photography as visual practice emerges as a series of inter-subjective negotiations. It offers opportunities to explore the meaning of a place and access the hidden minds, behaviours and personalities of the photographer-tourist.

China is currently in the process of becoming the world's leading exporters of tourists, and more and more European destinations are growing in attraction. But because of the language barriers, Chinese tourists more rely on the visual cues to move, to communicate, and to make meaning for their visit in the Europe. However, previous studies on Chinese tourists more focused on the potential for market development. What social, cultural and psychological uniqueness could be considered when explaining the Chinese outbound tourism phenomena are less discussed. And the roles of visuals are less investigated. Therefore, this research aims to explain how Chinese materialize the meaning of a place by tourist photography. A case study was conducted in Leeuwarden, The Netherlands. Three research tasks-the visual product, the visuals producing, and the audience response-were studied. This research provided a better understanding on how this specific cultural group create visual images, attach meaning to visuals, and interpret visuals were investigated. Ultimately the roles of visuals in destination sense-making were expounded.

Keywords: *Chinese tourists, tourist photography, destination sense-making, visual research*

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Session 23: Indigenous entrepreneurship, indigenous knowledge and tourism

From reindeer herder to tourism entrepreneur? Reflections and lessons learnt from Swedish case studies

Dieter K. Müller

Abstract

Sami tourism has frequently been identified by various public and private stakeholders as a way to diversify an indigenous reindeer herding economy. Not least, this has been done in order to enable the sustenance of a traditional economy and a geographically fixed population in remote areas of Sapmi, the homeland of the Sami. This seems to be mirrored in the scientific literature, too, which follows international examples where indigenous tourism is discussed often inspired by a postcolonial spirit. Important questions in this context are, for example, whether tourism is a way to empower indigenous people, or just another way of reestablish colonial patterns of consumption; how the indigenous product is portrayed and by whom; or whether tourism entrepreneurs are pushed or pulled into the industry? Against this background, this paper offers a review of the scientific literature on Sami tourism in Sweden. Little has been written on Sami tourism in Sweden before 2000, and hence, the presentation tries to understand the antecedents of the Swedish literature on Sami tourism as well as its traditions and directions. For moving forward the review identifies the topics that have been addressed as well as questions that have not been asked so far. Particular attention is given to the specific context of the Swedish welfare state, and the development of Sami tourism is discussed not least against this background. This discussion leads forward to the critical notion that research has followed very much in the path originating in quite accepted assumption that the current situation calls for intervention. Therefore, at the end, the paper presents suggestions for a new research agenda on Sami tourism in Sweden and reflects about potential implications on the wider literature on indigenous tourism.

Keywords: *Sami, indigenous tourism, reindeer herding, modernization*

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Performing spaces for creativity and innovation: Entrepreneurship in Sami tourism

Brynhild Granås & Line Mathisen

Abstract

Norwegian authorities see development of the tourism industry as an important way of enhancing economic growth in Sami areas. This is based on an understanding of the attractiveness and marketability of the Sami culture. Knowledge about what is at stake in such commercialization processes and the significance of this for Sami entrepreneurs is lacking. Therefore, the aim of the research project we have just started is to develop knowledge about how Sami tourism develops today and what is at stake in this development. More specifically, we ask how spaces for creativity and innovation in Sami tourism can be described, seen from the perspective of entrepreneurial actors situated within the field in Northern Norway. We will investigate this question together with four or five small tourism companies in Finnmark that, based in reindeer herding, offers Sami touristic products. Our approach is embedded in ideas about dialogue-based research and co-production of knowledge (see e.g. Ren, van der Duim & Jóhannesson 2017). Through a performative theory perspective, we see the spaces for creativity and innovation as something the entrepreneurs perform, i.e. enact and create through corporeal as well as discursive practices, as seen when they establish, develop and change their business. Dialogues that have taken place so far, have made us particularly interested in situations where what the actors perceive to be traditional Sami knowledge is revitalized, not least through pursuing traditional nature practices. Comaroff & Comaroff (2009) describes ‘the history of the present’ as something that alters the ways that ethnicity is experienced, understood, practiced, and represented (Ibid, 38). Inspired by Comaroff & Comaroff, we consider this ‘history of the present’ ontologically as constituted by time-space specific encounters and intersections of spatial-relational processes (cf. Massey 2005) within the entrepreneurs’ scope of action. This perspective enables us to identify processes that involve human as well as non-human parties, located within a wider geography and history. A preliminary observation is how, among such processes, the entrepreneurs’ enactments of creative spaces is connected to climate change and present time’s intensive negotiations of the society-nature relationship. We also see signs that makes it important for us to be sensitive towards the phase that the Sami revitalization process is in, with the establishment of a truth and reconciliation commission.

Keywords: *performativity, human - non-human, Sami, entrepreneurship*

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Researchers as sparring partners: Importance of dialogue-based method in conjunction with Sami entrepreneurs.

Siv Merethe Sara

Abstract

In order to ensure continued growth and development in primary industries, today's societal development has made it necessary to make changes and take a look at new business routes. Primary industries have been through major structural changes. It has led to the depletion of both human and financial resources. Parallel and paradoxically, there has also been a revitalization and growth in combination industries to create viable industries. This is not new, because combination industries have been around for a long time and are part of the cultural heritage here in the north. Utilization of marginal resources and where flexibility, mobility and creative creativity have been and still are drivers for innovation and innovation. This creative force forms people in constant changes to the framework conditions through available resources in nature, but also through political processes. The value base for nature must be secured and anchored in what is sustainable at all times.

Theme, Approaches and Perspectives

How can Sami entrepreneurs ensure continued growth and development based on the resources made available? And how can researchers help to make their professional knowledge available, relevant and interesting to Sami entrepreneurs? How can researchers and Sami entrepreneurs work methodically together to build and share knowledge? What creates, prevents or reduces the scope of action for contractors in Sami areas? Is the dialogue-based method a way to approach and how is this done?

Cultural Sensitive Approach - The importance of creating an interpersonal relationship, will to recognize, accept and respect cultural differences

Orienteering in the landscape - What knowledge do we have, what do we need, what do the researchers have, what can they contribute?

Knowledge Foundation - explicit / implicit knowledge and how to articulate it into a common knowledge base

Meeting places - in the siida, home, tourism arenas

Low-threshold offer- easy to contact, availability

The action room-how to use the knowledge.

Different perspectives - complex, require complex and holistic perspectives

Keywords: *dialogue-based method, Sami entrepreneurs, cultural sensitive approach, knowledge foundation*

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Tourism in mining areas of Northern Sweden: Land of possibilities or continuous struggle?

Albina Pashkevich

Abstract

The northernmost Swedish province of Norbotten has been a subject for boom and bust development cycles of mining industry over several decades. During these times, companies have started massive prospecting campaigns, opened up new mines and re-opened older mines that had been closed for years, and increased production in already existing mines. The mining industry has left its legacy both in the form of immaterial and material remains. This paper focuses on an analysis of the complexities of the present day situation in the mining area of Gällivare and the adjacent Jokkmokk Municipalities. The problems connected with the post-industrial futures, specifically in reference to the tourism development in this area, are discussed here. Indigenous and non-indigenous tourism entrepreneurs active in these two localities are asked to reflect on their relationship to industrial activities in the area (mining, hydro/wind power production, etc.). Discussion circles around social and cultural barriers between these two groups and the wider society. The stories told by the entrepreneurs represent a range of individual and collectively constructed notions of the present and future development of this area showing a contested vision. Tourism development in the region is showing fragmented/disruptive patterns confined to actions taken by either individual entrepreneurs or small groups that collaborate in the creation of experiences. The issues of every day racism towards Sami population, mistrust towards authorities on one hand and community and cultural identity revival with the help of individual entrepreneurial efforts on the other hand support the contested notion of the current development in the area, heavily influenced by the on-going and future industrial development projects.

Keywords: *tourism, mining, Northern Sweden, Sami population*

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Session 14: Wildlife tourism

Science tourism as a form of wildlife tourism

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Abstract

Wildlife Tourism (WT) can be considered as niche tourism and a form of special interest tourism (SIT). It includes consumptive and non-consumptive practices such as hunting, fishing and wildlife watching. In a similar manner, science tourism (scientific tourism) is a form of niche and special interest tourism but also a sub-category of wildlife tourism. Traditionally, science tourism refers to tourism activities conducted by researchers and students for scientific purposes (Slocum et al. 2015). However, science tourism can also be understood as a wider phenomenon related to tourist learning and self-development (Bourlon & Torres 2016) and, thus, as an essential part of nature-based or cultural tourism (Hall & Saarinen 2010). The purpose of this study is to examine science tourism as a form of wildlife tourism. Based on theoretical discussions on tourism research, more specifically on science tourism (Bourlon & Torres 2016) and special interest tourism (Trauer 2006), and on leisure research, namely serious leisure (Stebbins 1979) and recreation specialization (Bryan 1977), a framework of science tourism is developed. The framework identifies four segments of science tourists based on their involvement and the scientific specialization of their activity: tourism based on scientific knowledge, scientific volunteering, exploration/adventure tourism with a scientific dimension, and scientific research tourism. Furthermore, the study presents preliminary results of an empirical study on science tourists' motivation, interest towards scientific tourism activities, and their actual science tourism experiences. During the summer 2018, a science tourist survey data will be collected on the Seili Island where the University of Turku is developing science tourism activities focusing on the wildlife and biodiversity of the island (e.g. Bug and Bat Labs and Bird and Seal Safaris). The study contributes to the theoretical understanding on under-researched science tourism and provides practical implications for tourism development by introducing a strong scientific dimension to wildlife tourism offerings.

Keywords: *wildlife tourism, science tourism, university, biodiversity*

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Disengagement, ambiguity and isolation in wildlife conservation

Adriana Budeanu

Abstract

As natural resources are being placed under market mechanisms in order to create sufficient monetary incentives for conservation (Van der Duim et al., 2015), through commodification, tourism overrides conservation priorities and conservation becomes an instrument for making tourism profitable. The institutional pressure created by tourism leads to a restructuring of conservation practices – transforming conservation actors and local communities into market actors, regardless of whether they have the will or the capacity to perform such functions in a meaningful way. While trust, skills, learning and empowerment of local communities are frequent subjects examined in relation to wildlife conservation and sustainable tourism/ecotourism, the willingness of communities to attend to tourism or conservation received much less attention from research (Moscardo, 2011; Wearing and Wearing, 1999). Building on political ecology perspectives and using observations of conservation-based tourism developments in Tanzania, this essay examines how community disengagement emerges in spaces of ambiguity and isolation created by commodified conservation. The examination of community disengagement leads to further questioning of the “win-win-win” rhetoric that promotes wildlife conservation through tourism but ignores the needs and wishes of local people.

Keywords: *disengagement, wildlife conservation, ecotourism*

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