The 20th Nordic Symposium in Tourism and Hospitality Research

Well-being in Tourism and Recreation

Book of Abstracts

Edited by Liisa Tyrväinen, Seija Tuulentie,
Markku Vieru, Eija Virtanen and Irene Murtovaara

Lapland Institute for Tourism Research and Education

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University of Lapland

Rovaniemi 2011

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Foreword

It is our pleasure to wish you welcome to the 20th Nordic Symposium in Tourism and Hospitality Research, and to welcome you to Rovaniemi, the capital of Finnish Lapland. Located next to the Arctic Circle, Rovaniemi is the main centre for tourism in Lapland, and is rich in cultural and natural assets. The symposium venue is the University of Lapland, which is the only institute offering Master and PhD level education in tourism studies in Finland.

The theme of the 20th Nordic Symposium is '*Well-being in Tourism and Recreation*', and in our call to the research community, we invited participants to address the key question: how modern tourism can enhance the well-being of tourist, tourism employees, local residents and destination areas as a whole? To date, the symposium has attracted more than 120 participants from 15 countries, including researcher, PhD-students and practitioners. Our scientific program will include close to 80 presentations on various topics, and the themes discussed during the symposium will include: What the key elements and features of Nordic well-being tourism are; how tourism work links to the well-being of communities; how entrepreneurship can be developed in a sustainable way; how to use and promote social media in tourism research; and what sustainable nature-based tourism means in regional and local contexts.

The symposium is a joint venture of the Lapland Institute for Tourism Research and Education, the Finnish Forest Research Institute (Metla), and Metsähallitus Natural Heritage Services; and we warmly thank all members of the organizing team, the scientific committee, as well as the tourism students for their efforts towards making this event a success.

It is our hope that this symposium will provide plenty of fruitful opportunities for our colleagues from the Nordic countries and elsewhere, to launch co-operation activities and strengthen ties within this unique research field. We also anticipate that this conference and its findings will act as an important step in promoting modern tourism and hospitality, and help to further enhance the well-being of tourists, tourism employees, local residents and destination areas in a sustainable way.

We wish you an inspiring symposium and pleasant stay in Rovaniemi!

Liisa Tyrväinen, Professor
Chair, Congress Scientific Committee

Markku Vieru, Professor
Chair, Congress Organizing Committee

Organizers

Congress Organizing Committee

Markku Vieru, Professor, University of Lapland, Chair
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Jari Järviluoma, Tourism Researcher, Kajaani University of Applied Sciences
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Professor Raija Komppula, University of Eastern Finland, Joensuu
Professor Jarkko Saarinen, University of Oulu
Adjunct professor Seija Tuulentie, Finnish Forest Research Institute

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20:00 – Nordic Doctoral School Dinner

Wednesday 21 September

08:00 – 17:00 2011 Nordic Doctoral School in Tourism and Hospitality Research (cont.)

14:00 – 18:00 Nordic Symposium Registration Desk open at Arktikum
14:00 – 18:00 Visit to Arktikum and Pilke Exhibitions
18:00 – 18:30 Welcome to the Nordic Symposium 2011 and to Pilke
18:30 – 20:30 Get-together Party, Pilke

Thursday 22 September

08:00 – 16:00 Registration and Speaker Service Centre open
09:00 – 09:10 Opening of the Nordic Symposium 2011, Vice-rector Suvi Ronkainen

09:00 – 09:45 Chair: Liisa Tyrväinen, Fellman Hall
Keynote 1: William Gartner, Tourism image development and destination branding

10:00 – 11:30 Parallel sessions

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A1: Elements and features of Nordic well-being tourism	B1: Advancements in Festival Management Research – relation to well-being	C1: Wilderness tourism: Promoting environmental and personal well-being	D1: Theoretical and Methodological Progress in Social Media and Tourism Research

11.30 – 12:00 Coffee/tea
12:00 – 13:30 Parallel sessions

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13:30 – 14:30 Lunch
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17:00 Transfer from hotels to Ounasvaara
17:30 – 19:30 Outdoor Activities at Ounasvaara
19:30 – 22:30 Evening at Ounasvaaran Maja

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09:00 – 09:45 Chair: Markku Vieru, Fellman Hall
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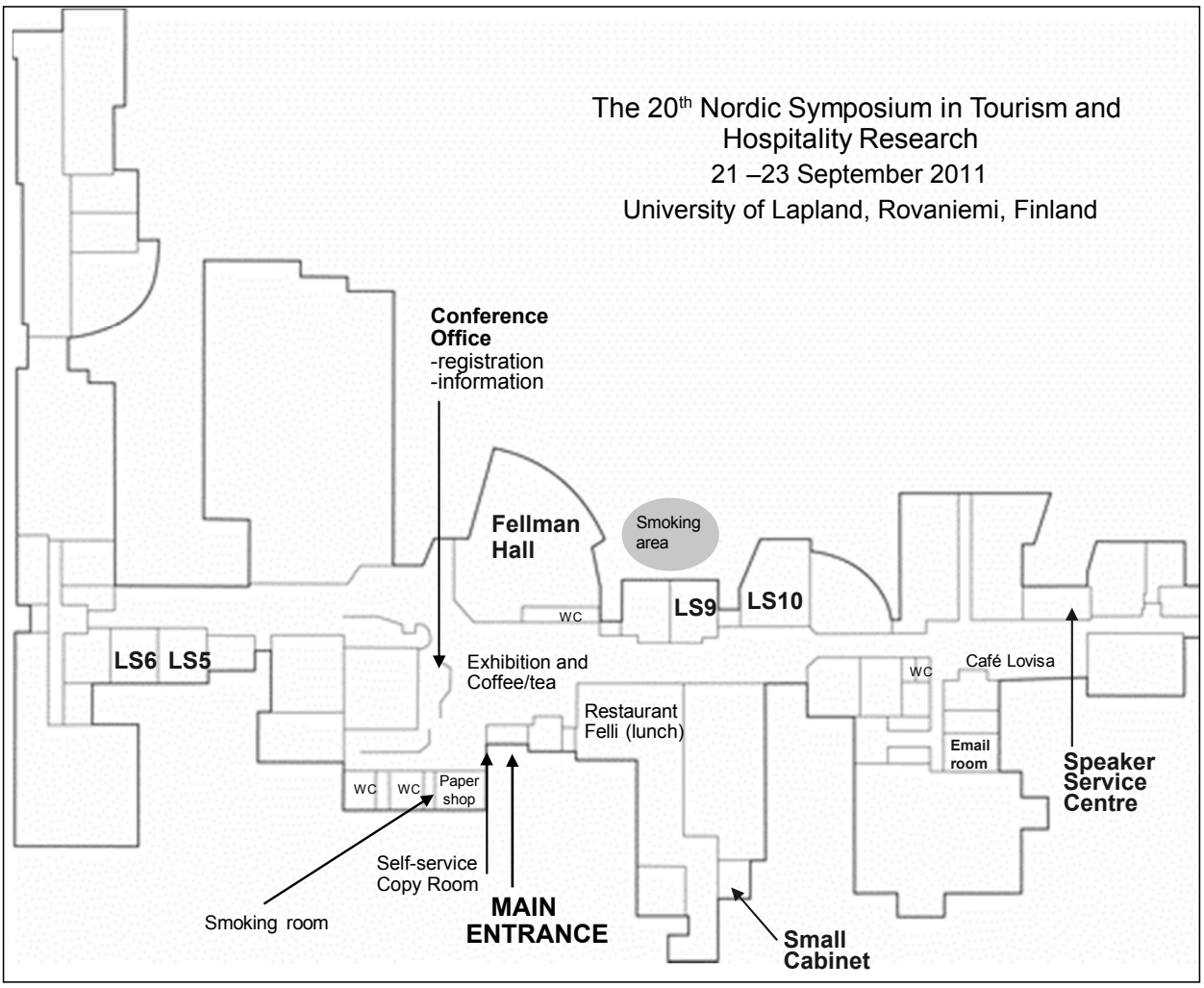
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21 –23 September 2011
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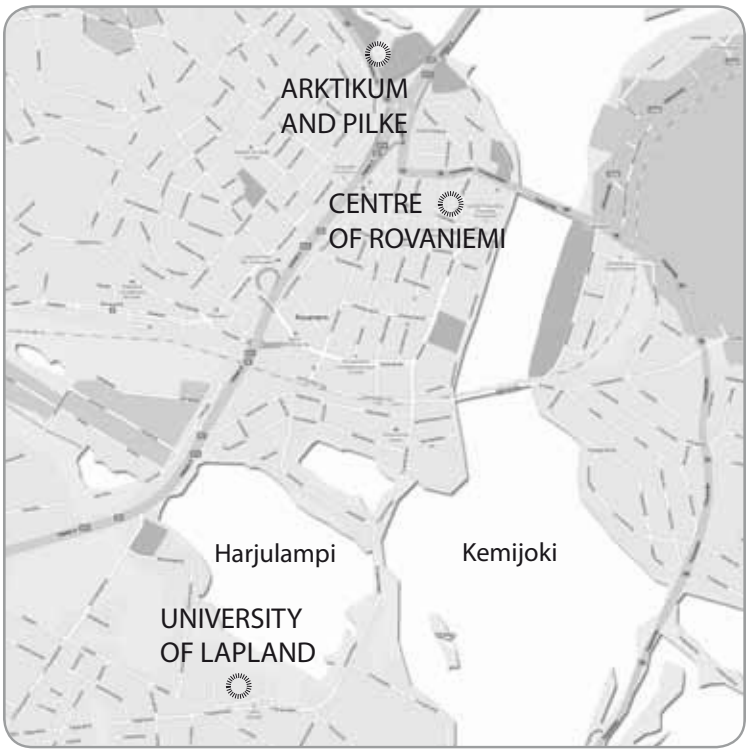
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The 20th Nordic Symposium 2011 in Tourism and Hospitality Research

PROGRAMME

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Chair: Liisa Tyrväinen

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15:30 – 16:30 Northours Board Meeting, Small Cabinet in Restaurant Felli , only for board members

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19:30 – 23:00 Dinner at Santamus

Keynote presentations

Key1

Tourism image development and destination branding

William Gartner
University of Minnesota, St.Paul, USA

Despite the recent academic attention to destination branding, there seems to be no clear path for destination authorities to follow in establishing their destinations as distinctive and strategic brands. The objective of this keynote is to provide a practical framework for destination authorities. Review of relevant literature revealed that branding in a destination context involves development and maintenance of positive image and identity using several elements such as, names, logos, slogans, and color, which are distilled from destination characteristics, and can lead to strong brand equity. Branding has to take into account various dimensions that are market specific. A comprehensive research framework with both qualitative and quantitative methods is suggested to assess these brand dimensions, meanings and assets for both supply and demand sides of the market.

Key2

Customer value based experience design

Raija Komppula
University of Eastern Finland, Joensuu, Finland

Social science literature often regards the tourist experience as a peak experience, being in sharp contrast to the daily experience. A marketing and management approach, based on the centrality of the tourist, treats tourist experience as a consumer experience. From a destination marketer's point of view a tourist is a consumer, whose significance lies in one's ability to consume through spending, and the word "experience" often becomes a synonym for a tourist product.

The core of the tourist product, the service concept, consists of the idea of what kind of value the customer expects and how to create the prerequisites for this expected experience. The service concept is based on the needs and motives of the customer to travel. The service system includes those resources available to the service process so that the service concept can be realized.

Several definitions of the tourist product, as well as the theory of service marketing, emphasize the added value of the product, which emerges at each stage of the service production process. The aim and desired outcome for the customer, and in tourism context for the tourist, is value, which at each given time is a subjective experience. To have an enjoyable experience during leisure is often the ultimate goal of an individual person and, on the other hand, providing enjoyable experiences is the eventual goal of leisure service providers as well. Most tourism managers strive to provide quality and valuable experiences to their clientele in the hope that the guests will want to repurchase the service.

The guest's overall perception of customer value results from a variety of quality-related perceptions and experiences with the service provider over a period of time. On this service continuum, the value concept can be divided into three stages. Expected value reflects the desired value of the customer, referring to the needs, goals and purposes of the customer, and how customers expect the alternative products to satisfy these needs (see Woodruff 1997). The basis for value expectancies in tourism can be derived, first of all, from the person's underlying holiday-taking motivations.

Perceived value reflects both the guest's perceptions and experiences before entering the facilities of the service provider, and those the guest encounters while the service is actually being performed. So, the perceived value of a tourist product consists of two components: the perceived value before, and during the service process. The experienced value is formed both by the experiences encountered during the service process (episodes in the modules) and by those that occur after the guest has departed. It reflects customer satisfaction with the received value, evaluated against the customers' goals and purposes. When buying and using a product, customers form desires or preferences for certain attributes based on their ability to achieve desired consequence experiences.

The importance of customers as innovators has been recognized especially in marketing research. Interaction between the customer and suppliers is often described by using terms co-creation or co-production. Co-creation benefits businesses different ways, such as giving the business more insight and knowledge about customers, enhancing collaboration and providing competitive advantages. Potentials of including customers more systematically and intentionally in the service development processes in tourism should be increased in the tourism industry, and, the future research on tourism innovation should pay more attention to topics related to customer driven innovation practices and methods.

Key3

Moods, emotions and well-being in tourists

Svein Larsen
University of Bergen, Bergen, Norway

Although complex, the concept of subjective well-being is closely connected to affect and cognition (Diener, Suh, Lucas & Smith, 1999), and it incorporates temporal aspects (before, now, future) as well as what Oishi labels eudaimonia – the issue of meaningfulness (Oishi, 2010).

The present paper addresses the following issues: How do people feel while travelling and how do people judge themselves to be as tourists as compared to how they judge other tourist to be. The present paper also discusses how such emotions and cognitions (judgments) contribute to the creation of meaningfulness for tourists. Recent data highlighting temporal aspects in moods and emotions (affect) during tourist trips will be presented. Data concerning cognitive evaluations will also be shown, within various domains of being a tourist.

The paper concludes that affect and cognition influence the feeling of well-being in tourists, and lines up a few future directions for this kind of research.

Session abstracts

A1.1

Well-being Tourism, Perspectives and Strategies – Reflections from the Laboratory Area of Ostrobothnia

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This paper reports on perspectives on and strategies for well-being tourism in Ostrobothnia and a Nordic well-being tourism brand. Finnish tourism strategies identify well-being tourism as a unique tourism form, a blend of traditional spa-related treatments and physical activities, and as one of four tourism categories which have been given top priority (KTM/21, 2006). Policy commitment of this kind has far-reaching consequences on both regional and local level. DMO:s have been invited to participate in well-being tourism development. However, local actors, those who are going to substantiate the offerings, command service quality, conceptualize, and package well-being tourism services are most critical in this process. In this respect, and with a focus on tourism development, it is most important to understand how actors frame and understand the tourism they are going to be involved in.

Ten tourism actors with operation in Ostrobothnia, Finland were in this study asked about how they perceive well-being tourism and how this tourism form should be structured in terms of strategic development. Furthermore this study explores the respondents view on the potential of a Nordic well-being tourism brand. Preliminary findings prove how well-being tourism in Ostrobothnia is perceived as a multidimensional phenomenon. Features linked to the 1) context, 2) process, and 3) outcome are discussed.

The scene for well-being tourism in Ostrobothnia is the nature. The forest, sea and archipelago in tandem with four seasons are unanimously stressed as key features for this kind of tourism. The perspectives on the service process are more nuanced. Two slightly different categories of answers can be abstracted. A focus on strategic tourism planning and how to organize for well-being tourism development in Ostrobothnia point to a hub-structure, and a Nordic Well-being tourism brand did not have first priority.

Keywords: Well-being tourism, tourism strategies, tourism branding, Nordic well-being tourism

A1.2

Second Home Tourism and Wellbeing – An Open and Shut Case?

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Second home ownership is often regarded as an important part of the total welfare of modern societies. Historically, the aim of expanding the second home ownership in Sweden was to cater for the health and wellbeing among the Swedish population. Hence, high ownership or access rate among the population is assumed to correlate with high wellbeing among individuals, in terms of access and outdoor recreation and rural landscapes. However, second home ownership is not always perceived as positive, it can also be or become an unwanted responsibility for the owner due to different reasons. For example there are 'involuntary' second home owners, who have inherited a property and feel reluctant towards the ownership. Further, the Individual attitudes towards owning and being responsible for a second home can change during one's life course, depending on needs and opportunities. The wellbeing experienced during the second home visits can also be dependent on the location of the second home, where the destination acts as a complementary space, compared to the surroundings of the permanent home. Hence, the wellbeing involved in owning a second home is not necessarily an open and shut case. The purpose of the research is hence to assess in what ways the second home is a source of wellbeing for different types of owners and in different stages in life. The data used in the study is retrieved from a nation-wide questionnaire survey, targeting a representative sample of second home owners in Sweden.

A1.3

Sustainable Lifestyle as Brand Image in Nordic Hospitality – A study of Nordic Choice and Scandic corporate responsibility discourses

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According to any dictionary, hospitality and well-being are inevitably embedded into a causal relationship, which relies on a friendly and generous reception of guests or strangers. Indeed, hospitality in its various forms is supposed to create and secure a feeling of well-being. Consequently it also defines what well-being is as well as promotes it among guests.

This study examines how well-being is defined in Nordic Hospitality by focusing on the corporate responsibility discourses produced by two hotel chains: Scandic and Nordic Choice. It explores how well-being has been translated into a lifestyle gravitating around sustainable principles. What is conceptualised in the study as "sustainable lifestyle" is explored in relation to both the representation given of the brand and the transformative experience offered to the guests. Statements and values publicised by the two hotel chains in their corporate responsibility programmes are analysed by isolating meaning units composing the concept of "sustainable lifestyle" using a theoretical framework built around concepts such as happiness, quality of life and sustainable development. The analysis also incorporates recent studies on the Lifestyles of Health and Sustainability (LOHAS) movement in order to contextualise into a global context the Nordic approach of lifestyle and well-being represented by these two companies in their respective discourses.

The study shows how both companies engage themselves in the promotion of a sustainable lifestyle that mirrors their corporate values as well as carefully matches the services and amenities offered to the guests during their stay. Moreover, it identifies how sustainability and well-being are merged into an ideology serving a dual purpose: to offer the guest inspiration in the form of a sustainable lifestyle as well as to define the host as a sustainable and responsible social actor.

Keywords: Well-being, lifestyle, sustainability, brand image, corporate responsibility

A1.4

Experientization of Service Packages in Tourism

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The importance of domestic tourism and the well-being of local residents have led to a re-design of service packages towards value co-creation and tourist experiences. This re-design process of challenging packaged tourism with experience dimensions has largely been concocted as 'experientization'. The experientization as a concept has been thus less elaborated, with links to existing modern tourism literatures, to which the concept is strongly related to co-creation of experiences in interlinked and dynamic contexts over a time. The experientization process is thus explored based on previous literatures to enhancing tourism experience theories. This paper specifically aims to explore the experientization of packaged tourism from the perspective of service marketing and establishes a foundation for future studies on experientization and tourism experience marketing. An understanding of the experientization is crucial for marketers to creating packaged tourism in which experience and well-being are incorporated in the design process.

Keywords: Experientization, service package, value co-creation, tourism experience, marketing.

A2.1

Customers' interest in involving new tourism product development processes

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In recent studies, the role of a customer is highlighted in product and service development processes. Several different concepts are emphasizing the customer's perspective: e.g. customer involvement, co-creation, value co-creation and service design to mention a few. In services marketing literature, co-creation concept is related to value co-creation, when both a customer and a firm create value for the customer. Recently, co-creation has been connected to experiences (see Payne et al., 2009), e.g. including tourism experiences. For service providers, understanding the opportunities for co-creation are vital. Acknowledging e.g. the changing customer lifestyles, increasing using of the social media and customer's willingness to be active participants in the production of their services has brought the co-creation as a relevant concept also in tourism product development process. Customers can be involved in different stages of product and service development processes and give their contribution in various ways. The place marketer's challenge is to support and provide opportunities for co-creation of the experiences.

The purpose of this study is to examine if and in what ways customers are interested in being involved in new product development processes in tourism destinations. The empirical context is the R&D project that aims to develop customer oriented services in Nordic wellbeing tourism sector.

First, the co-creation concept is clarified in this context and second, empirical analyses with preliminary results are described. Data for the study were collected in four Nordic Wellbeing laboratory areas (three areas in Finland and one in Iceland) by using self-administrative questionnaire.

Preliminary results indicate that the customers are more willing to take part activities and involve ways where they can use their personal experience. In addition, methods and activities where certain "expertise" was needed were not appealing for the customers.

Keywords: Co-creation, customer involvement, tourism product, tourism destination

A2.2

From wellness tourism to wellness consumption and lifestyle – Reviewing major journals of tourism, leisure, marketing, and retailing

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During the past years wellness tourism has gained attention in academic research while it has been considered as an innovative and rapidly growing sector of the tourism industry. Current study aims at examining wellness consumption from a wider perspective of consumer research by mapping the scientific knowledge of wellness consumption and lifestyle within the fields of tourism, leisure, marketing, and retailing.

In the current study wellness consumption is considered as a conscious and active pursuit of well-being, whereas a wellness consumer is viewed upon as an active, youthful, and healthy individual who takes responsibly for his own well-being while making consumption choices. In the wellness market, consumers construct their identities by purchasing images of healthy, beautiful, youthful, and trendy selves.

The purpose of this study is to examine wellness-related research articles within the major journals of tourism, leisure, marketing, and retailing. A review of 15 academic journals from the year 2005 to 2010 was conducted in order to identify relevant research themes related to wellness consumption and lifestyle. From the total of 4 187 journal articles 108 were considered to include wellness-related topics and selected for further analysis in which 14 research themes were identified. According to the analysis it seems that although health and well-being are increasingly significant motivators in consumer behavior, wellness consumption seems to be an under theorized and researched domain in academic research. The results of the study provide an overview of past scientific research, explore research gaps, and suggest directions for future research.

A2.3

Between puritanism and hedonism: Consumers view on the spa and wellbeing industry in Norway

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All though relatively new in Norway, the spa and wellbeing industry is getting well established in the consumption patterns of certain groups of people. In accordance with what is pinpointed in the introductory description of session 5, this paper aims at contributing to consumers' perspective in this field of research. In sum it discusses how consumers perceive and evaluate the experiences facilitated for them at spas – and if these experiences provide the intended wellbeing or not. The paper is based on an analysis of semi-structured qualitative interviews with 12 informants (one group of four, three pairs and two individual interviews) who all have visited a spa at least once. The preliminary analysis shows that some dimensions seem central in understanding how the consumers evaluate their spa experiences;

- Social aspects: going with someone is valued – but not just anyone.
- Treatment or pleasure: although spas are associated with pleasure, the treatment-aspect can be used to justify the spending.
- Price: important, but relative. It's not so much about the actual price of the product, but whether or not you get your money's worth.
- Professionalism: the therapist, treatment and equipment ought to have certain standards.
- Beauty ideals: non-surgical interventions like Botox and Restylane are perceived as both 'in place' and 'out of place' in a spa context.
- Spas abroad: appreciated if similar to home – if not the informants quickly adapt.

Has hedonism replaced puritanism in Western society – or do the two co-exist? What role does the experience – hereunder the spa and wellbeing industry, have in contemporary consumption?

Keywords: Spa and wellbeing, experiences, consumption praxis.

A2.4

Holiday Food and Wellbeing. A study of tourists' relations to food

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Food consumption on holidays is closely interlinked with issues on wellbeing in that some tourists consume food for the sensory stimulation and the health enhancing qualities it provides and other tourists are concerned with the social bonding that preparing and sharing a meal with others entails. In addition, if wellbeing is interpreted as insight and personal growth, food may provide wellbeing in terms of the cultural knowledge and with that personal insight into own cultural ways it may facilitate. Hence individually and socially oriented types of wellbeing seem to be at stake in relation to tourists' consumption of food. The qualitative study, upon which this paper draws, demonstrates that tourists' relations to food fall into and across these individual and social categories of wellbeing, and hence a complex picture of tourists' food relations materialise, which the existing literature has not so far acknowledged. For instance seeking sensory stimulation through a large variety of food experiences – from gourmet dinners to street meals – is favoured by some tourists, whereas the family togetherness that sharing a meal facilitates is the primary value of holiday food for others. Hence the paper discusses various complexities of tourists' relations to food in the context of wellbeing and points to implications for future research.

Keywords: Holiday food, food tourists, wellbeing, hybrid consumer patterns

A3.1

Sport activities and health in tourism – The case Peurunka in central Finland

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Sport and health activities comprise significant niche markets of contemporary tourism. Global trends together with the growing impact of leisure in constructing people's life styles and identities have increased the demand for sport and health products also in tourism. Trendiness of active and healthy life style offers possibilities for tourism enterprises. On the other hand, hard competition for customers in economically and structurally unsteady environments sets challenges for the profitability of the tourism activities.

The aim of this recently launched study is to examine the significance of sport and health as reasons for travel in Finland. Theoretical framework is based on a multidisciplinary approach with starting points from sport sociology, health sciences and business economics. The main focus will be on the profiles of tourists, main reasons for visits and the touristic images of a wellness resort. Additionally the strengths, potentials and future challenges of activity and health related tourism will be examined.

The study will be conducted as a case study in the rehabilitation centre & spa hotel Peurunka in central Finland. The data will be collected with the means of a mixed-method and multi-phase agenda from the customers, staff members and key stake holders of Peurunka. Additionally, expert interviews in the areas of tourism and rehabilitation will used as databases of the study.

Peurunka offers an interesting case study for sociological analysis. Originally built in 1974 for the rehabilitation of the Finnish war veterans the resort illustrates the changes and challenges of tourism and leisure in postindustrial Finland. The results of the first round inquiries are expected to be in available for the symposium in Rovaniemi in September.

A3.2

Finland as a sustainable wellbeing tourism destination – A case approach

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The demand of wellbeing and wellness services has increased in last years; people are seeking balance in their busy lives, and wellbeing and wellness services are thought to be helpful in achieving this balance (Smith and Puczkó, 2009). Finnish Tourist Board has also recognized the importance of wellbeing tourism development. This has become visible in form of Finnish wellbeing tourism strategy that was developed in 2008. The strategy includes particular themes that are seen as the unique selling points of Finnish wellbeing tourism.

The aim of this study is to examine Finland's prerequisites and its competitiveness as wellbeing destination empirically. This is done by using Finnish case studies: describing and analysing perceptions and opinions of tourism professionals, experts, entrepreneurs and regional developers of Finnish (Nordic Wellbeing) pilot areas in order to find out competitive advantages of Finland and individual tourism destinations in Finland as wellbeing tourism destinations. A model of sustainable wellness tourism destination by Sheldon and Park (2009) is used as a framework of this study.

The study bases mainly to three different kinds of material and data: 1) secondary sources including analyses that have been undertaken by the pilot areas and the Finnish Tourist Board, 2) interviews with stakeholders in the pilot areas, and 3) participation in pilot activities such as seminars and workshops. However, the main emphasis will be in the interviews.

The paper will discuss about the Finland's advantages and prerequisites as a sustainable wellbeing tourism destination. In addition, challenges and constraints of wellbeing tourism development are examined and analyzed.

A3.3

Modelling the demand for Danish destinations – with an emphasis on domestic tourism

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It is a well known fact that distance – which reflects transportation costs – plays a key role in explaining international tourism and travel patterns, with distance having a clear negative impact on tourism demand. However, domestic tourism demand is also affected adversely by distance. This has not been scrutinized very much. The purpose of this paper is to access the determinants of the demand for bednights in Denmark, with an emphasis on domestic tourism. The paper will contain a model for estimating tourism demand in number of bednights (as well as in terms of spending) at commercial accommodations in 98 Danish municipalities from each of 98 origin (market) municipalities plus foreign markets. Factors of possible importance (for number of bednights and spending per municipality) will include population at the origins, population at the destinations, distance, income levels at the origins, types of origin municipalities, and destination characteristics including coastlines. All types of commercial accommodation are covered in this paper. National survey data for the year 2008 is used in combination with aggregated data at the municipality level. The dependent variables bednights, accommodation revenue, and total revenue per municipality will be partly based on register data (including revenue by type of accommodation per municipality), and partly estimated (either from register data or from survey data, or a combination). The underlying domestic origin-destination matrix is survey based, supplemented by estimates. To easy presentation of the results the municipalities are aggregated to 11 provinces (NUTS3 level).

A4.1

Glacier tourism operators' perceptions of future risks: A 7-year follow-up

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As some nature-based tourism activities may be vulnerable to climatic change, one may think that tourism operators would be concerned about the future of their businesses. Previous research on nature-based tourism entrepreneurs show that although aware of global climate change, many entrepreneurs are skeptical towards climate change effects; hence had no adaption strategies. Researchers distinguish between primary and secondary climate change effects; changes in nature resources are secondary effects. Climate change adaptations can either be caused by climate policy (explicit), changes in natural resources (implicit), or other changes in and around the industry (Aall & Høyer, 2005).

In a 7-year follow-up study of Norwegian glacier tourism operators (N=17) future risks was a central aspect of the study. Data were collected by telephone interviews with all registered commercial glacier tourism operators in Norway.

This follow-up study provides unique data on how operators perceive potential risks related to climate change, and how their perceptions are subject to change over the study period. Entrepreneurs differ regarding their views of the future of their business. Although the main natural resource, glaciers, is declining and some operators have been forced to either reduce activity, move to other locations, or diversify their products into other adventure and nature-based activities, operators do not perceive climatic change as a future risk for their business. Most of them are upbeat regarding the future of their business over a ten-year period, as they regard the development of the glacier to be more dependent upon local precipitation and summer temperatures, rather than climate change. These findings are in line with Saarinen and Tervo (2006), who found that nature-based tourism entrepreneurs were skeptical towards climate change. The skepticism towards climate change may explain why almost no adaptation strategies reported.

Keywords: Adventure tourism, glacier tourism, risk perceptions, climate change, Norway

A4.2

Well-being Tourism an Option to Level out Seasonality Effects?

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In this paper, the aim is to discuss well-being tourism as an option to level out seasonality effects. Seasonality of demand, a scourge for the tourism industry, originates from the simple fact that the nature-based resources, many Nordic tourism destinations are dependent on, have a natural build-in fluctuation. Summer and winter seasons seem to be better explored in terms of tourism products in comparison to what is offered during spring and autumn. There is a vast amount of research about how to lengthen the tourism seasons of destinations (Kastenholz & Lopes de Almeida, 2008). This paper open up another approach to leverage seasonality effects. The option discussed is well-being tourism, here presented as a tourism that might be more seasonality resistant.

Well-being tourism, as a unique tourism form, has been picked up by the Finnish Tourism Board as one of four main tourism categories to focus on. Features listed as typical for Finnish well-being tourism are "sauna, nature, silence, peacefulness, cleanliness, esthetics, and food" (MEK/21, 2006).

The theoretical framework presented in this paper is based on a critical review of existing definitions of well-being tourism and related tourism forms. Strength and weaknesses linked to the option of well-being tourism to level out seasonality effects are discussed in particular. The perspective that well-being tourism not necessarily lengthen the seasons, but open up a possibility to introduce a third season, a new vistas for entrepreneurial behaviors, in contrast to high and low seasons is discussed.

A content analysis of the well-being tourism package "Wellbeing in South Ostrobothnia" (http://www.epmatkailu.fi) proves that central well-being tourism features are well put on display, but extra entrepreneurial efforts to invite visitors during the third season cannot be recognized.

Keywords: Well-being tourism, seasonality effects, entrepreneurship, strategic tourism marketing

A4.3

Food in protected areas – the wellbeing of producers and tourists?

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This study addresses the food production opportunities in two Danish national parks, Mols Bjerge and Skjern Aadal. Both parks accommodate for a significant amount of agricultural holdings, and the qualities and features of the landscapes are to quite an extent associated with the splendour of grassing fields and arable land. The aim is to investigate food and gastronomy as part of an environmental protection and economic agricultural vitalization strategy. Literature studies show that, internationally, park administrations tend to underemphasise the importance of food and food experiences in the parks, contrary to the fact that tourists would like a better supply of enjoyable eating facilities and food related activities and interpretations. In a Danish context a survey among farmers and other food producers and suppliers illustrates an upcoming trend for small scale food entrepreneurship, although at very fragmented and uncoordinated base. Tourism and visitor oriented food entrepreneurs would like to see joint marketing and labelling, much in concordance with OECD's "new rural paradigm". A rapid process in this direction is hampered by the fact that a majority of traditional "productivist" farmers are against the park designation from the point of view that "sharing" the landscapes with others might distort their competitiveness. The study points at governance opportunities and strategies that can accommodate for the wellbeing of both food producers and tourists.

Keywords: National parks, Food, Producers, Governance, Strategy

A4.4

Building sustainability: Construction aspects of Swedish agricultural buildings reused in tourism

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Tourism can only be considered fully sustainable if its components, e.g. its buildings, also fulfil criteria of sustainability. This is especially true in rural tourism where formerly agricultural buildings (ABs) are often used. This study set out to uncover operators' perceptions of formerly agricultural buildings (e.g. advantages and disadvantages) reused in tourism, potential territorial differences and the influence of human aspect in a sustainability context.

The combination of a questionnaire based survey and a comparative case study revealed that operators are clearly aware of the advantages and disadvantages when reutilizing ABs in tourism. Although sustainability was found to be a subjective term to many, choice of building material and construction technology was most often according to sustainability principles when renovating formerly ABs to be reused in tourism. Education, personal background, upbringing and interests, work experience and world view of the owner were of main importance on how building related sustainability was approached. Drastic changes while reutilizing ABs, where absolutely necessary (i.e. in engineering, fire hazard related changes etc.), were found to be acceptable to operators as long as attempts were made to fulfil the criteria of modernity and the requirements of authorities but only in a creative and thought through way, thereby hindering value- and building-information loss, thereby ensuring sustainable reutilization in tourism. Territorial differences were also uncovered. The more rural the environment, the more multifaceted operators became in their activities and also found themselves 'closer' to local authorities creating better communication but also personal conflicts. These together with relatively lower 'visibility' and exposure to trends and fashion affected operators' approach to sustainability just as the longer transport distance and wider availability of local/renewable building materials in more rural areas.

The findings and recommendations of this study in turn may help tourism entrepreneurs and authorities to adjust strategies and improve guidelines in order to increase the sustainability of tourism in rural areas.

A5.1

FarmTourism: Lifestyle Entrepreneurship and Private Hospitality

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This paper draws on a study of one specific type of small tourism enterprises (i.e. farm tourism enterprises) and argues that these enterprises differ from other enterprises in relation to a series of issues other than merely size. The analysis shows that enterprises such as these are characterized by blurriness of boundaries between 'home spheres' and work situations as well as by a unique blend of commercial and private hospitality. Furthermore, the study shows that 'social' motivations and non-monetary benefits gained through host-guest interactions are of great importance to the hosts. In particular, our study suggests that it is problematic to threat farm tourism enterprises as if they have much in common with both larger corporations and other types of SMTEs. Farm tourism enterprises seem to differ significantly from other enterprises as the hosts are not in the tourism business because it is particularly profitable but because of more 'social motivations' (such as the sharing of the rural experience with outsiders, to socialize and meet new people and to re-construct self-perceptions)and the paper points to implications for future research.

A5.2

Innovation types in experience based tourism: The roles of stories and storytelling

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The development of knowledge about innovation in service and experience based industries is still limited and in an early phase. Theories of innovations still often have an origin or strong connection to innovation in manufacturing industries. This we see for example when it comes to measuring of innovations in different industries and countries. The paper seeks to contribute in the discourse about innovation in service and experience based tourism (wellbeing tourism as part of that), such as how to understand and conceptualize innovation and if it is generic or not. We focus on innovation types and start out from a model with four main types, i.e. product, process, market and organization innovation. Are innovations usually one of these four or a mixture of two or more? Are there more types, and should we develop more holistic models? This we explore by choosing a special approach, i.e. by focusing on how enterprises uses stories and storytelling in innovation and production. Can stories be used within each of the four types of innovations? Can it reveal sides that are not covered by the four types? Theoretical perspectives: innovation theory; service and experience economy; tourism; and storytelling. Methodology: qualitative case studies in Nordic countries related to well-being. Preliminary findings show that stories can increase value, e.g. well-being in different ways and with different degrees, from just being part of one or some of the four types of innovations, to framing the business models/concept, new niches or the packaging of products across organizations. It reveal more than the four innovation types. This we illustrate and theorize on in the full paper.

Keywords: Innovation, service, tourism, wellbeing, storytelling, value creation

A5.3

User entrepreneurship: Accidental entrepreneurs, hobbyists and professionals as innovation actors in Tourism

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The paper analyzes two innovative organizations in the well-being field with recent strands of user innovation and service concepts. The Service dominant (SD) logic of marketing (Lusch and Vargo, 2008) incorporates co-creation and a strong network lens and strengthens the perspective that innovative actors can be anywhere in the network of the organization. The Lead user theory (Erich von Hippel, 1986) defines the user ahead of the population in a rising trend, and that more frequently innovates if extreme needs or tastes call for a better solution. I argue that the recent papers by Shah & Tripsas (2007) highlighting "The Accidental Entrepreneur" as a heavy user innovating and the paper by Chatterji & Fabrizio (2008) focusing on "Professional Users as Source of Innovation" can help to expand the traditional innovation concepts in line with SD logic and Lead user theory. The research method is a case-study using historical data and interviews with managers and network partners. The Blue Lagoon case in Iceland describes a skin patient (Accidental entrepreneur) that tried the wastewater mead from a geothermal power plant that evolved in 20 years into a mass tourism spa nearby with over 400 thousand visitors yearly. The Bedruthan Steps and Scarlet Hotels have been pioneers in the sustainable eco-friendly tourism in England. The company has a long history of innovating inside the luxury well-being concept. The family that has run it last 50 years has experimented with new environmental methods creating green solutions. The source of innovations from the family has partly been built on their own hobby as "keen gardeners" and family members using their professional experience to build a new "dream vacation" hotel that has been selected as one of the leading sustainable hotels in the world.

Keywords: Entrepreneurship, Lead-user, Innovation, SD logic, Well-being tourism, accidental entrepreneurs, hobbyists, professionals

A5.4

"I think about my colleagues – I am probably a bit of the old-school type of person". On staff sick leaves in the hotel sector

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The sick leaves rates in Norwegian working life are among the highest in the world and expensive for the employers and the society, as the employee keeps his / her full salary as sick leave benefit. The problem also hits the growing service sector. To avoid attacking individuals' stamina and work moral, interventions to reduce sick leave rates have increasingly been targeted towards working conditions. The service sector has work objects and processes that different from other sectors, and the work is organised different to for instance the production industry. There is need for a better understanding of what produces sick leaves in these newer environments. Hence, a qualitative study of employees and their managers in four hotels within one hotel chain were undertaken to explore how sick leave patterns were explained by the 61 respondents that were interviewed here. The four hotels were chosen to represent the variability in size and location of this chain.

The sick leaves were to some extent related to the working conditions. The common pattern of working conditions to which the respondents attributed their sick leaves included: poor communication, heavy work, uneven and often high work pressure, guest contacts varying from pleasant to annoying, high pressure on being present regardless health condition and mainly good relationships to colleagues. The problems are complex, however, since the hotels have a variety of departments with different type of work, and these departments are organised in partly different ways across the hotels. Hence, each hotel had its unique problem structure to which the sick leaves were attributed. These structures were made up of interactions between material, organisational and psycho-social factors that are unique for each hotel. Interventions must then start with examining each local problem structure.

Keywords: Hotel working conditions, work environment, sick leave, hotel management, Norway

A6.1

The Swedish Tax system: Effects on Competition and Compliance in the National Restaurant Industry

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Similar to the restaurant industry in other countries, the restaurant industry in Sweden struggles with legitimacy, since many companies devote themselves to the shadow economy or the grey economy. As a consequence restaurants are regarded to belong to the Hard-to-Tax (HTT) sector. Previous research indicates that a large shadow economy can lead to unfair market competition and consequently less development in the sector. Companies within the shadow economy, i.e. the companies that with different methods are trying to avoid paying some or all of the taxes due to the tax authority, can survive and prosper with lower margins. Complying companies, on the other hand, are severely affected by comparably high compliance costs. Ultimately the situation threatens to force serious firms out of business and inflict the tax paying morale in a wider perspective. This is a particularly serious issue in a country where tourism is perceived as an important part of the overall economic strategy. A proposition is that the competitive situation and design of tax system are determinants of this situation.

This research project aims to analyse effects of the Swedish tax system on compliance cost and competition for the restaurant industry. A web-based survey with 535 restaurant owners has been carried out. The results indicate that law abiding companies have considerably higher costs related to administration and accounting. Furthermore the unfair competition affects the progress and development of the sector since time and costs associated with tax administration impacts on companies' possibilities to develop and grow.

This study adds knowledge through giving insight to industry specific data on compliance cost and its perceived impacts on competition. This, we hope, contributes to a discussion on new, alternative tax systems such as presumptive tax systems.

A6.2

Rudiments of an innovation system in the tourism industry – How systemic features promote innovation

Martin Rønningen
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The paper deals with innovation in the tourism firms industry. In particular the paper focuses on systemic features, and how they affect the firms' innovative ability. The empirical data is a national survey on innovation in the Norwegian tourism industry. The definition of innovation is similar to the definition used in the Community Innovation Survey, differentiating between product innovation, process innovation, organizational innovation and market innovation. Accordingly, the measurement of innovation in this study is almost similar to the one used in the Community Innovation Survey.

The analyses reveal that the innovation rates are relatively high, and that firms' innovativeness increases with appropriate cooperation. In addition, the innovation ability is affected by internal factors such as involvement of employees, and use of market information. The innovative output of cooperation indicates that systemic features promote innovation. The rudiments of an innovation system include corporate networks that share an industry-specific basis of knowledge. The interaction within the networks and the common basis of industry-specific knowledge and the ideas and logic appurtenant this social system, may be interpreted as the main trajectory of innovation. In addition, situational and temporarily cooperation with consultants, suppliers, some selected firms and funding agencies play a decisive role in the innovative companies' specific innovation projects. Hence, the analyses justify the existence of a loosely coupled system that increases the individual firms' innovative ability. Finally, the paper discusses actions that may enhance knowledge transfer to the industry and to the industry-specific knowledge basis. In addition, the need for follow-up research is addressed.

B1.1

Use and Non-use values of a music event

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Impacts of a music event may appear in many forms and research in the area of impact assessments is at present developing wider perspectives than being limited to economic impact assessments. Concepts like social, human and cultural capital are now appropriate and traditional cost-benefit analysis is regaining momentum.

The purpose of this study is first, to discuss how the value of an event can be assessed within a cost-benefit framework. Second, to evaluate a Scandinavian music event in terms of "user" and "non-user" values and analyse factors that influence these values. Contingent valuation methods have been applied in order to understand the values created in and around the annual Way Out West music festival held in the city of Gothenburg. One survey aimed at festival goers ("users") has been carried out and a second survey aimed at local residents of the city ("non-users").

The results indicate that "non-use" values exceed "use" values in a regional perspective. However, "use" values for visitors are considerable and the total "use" value, including local residents as well as visitors, is more important than the total "non-use" value.

Finally, these results are critically examined and discussed with a particular reference to cost benefit methodology, measurement issues and implications for further research.

Keywords: Music festival, contingent valuation method, cost-benefit analysis, economic value

B1.2

Implementing Tourism Events: The Discourses of Umeå's Bid for European Capital of Culture 2014

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Regional competitiveness has become a truism for many places today. In line with this "competitive discourse", planners in Umeå, Northern Sweden, are seeking to create a "sticky" place where capital and people are attracted by enhancing the cultural sector through the hosting of events. By implementing the bid for the title of European Capital of Culture in 2014 through a positive growth-oriented discourse, it is hoped that a multitude of stakeholders will come together in a network of "co-creation", and enhance an image of the city as a creative and gushing place with endless development possibilities, and competitive tourism attractions. This paper studies how a development proposal is implemented among tourism stakeholders by seeking to create positive expectations towards development opportunities and tourism revenues. Data for this paper was collected through interviews with event organizers and tourism stakeholders during the spring of 2009, coinciding with the end of the bidding process. With a point of departure in stakeholder theory and interdiscursive analysis, this study explores the role of discourse in stakeholder dynamics and engagement in planning for the event. The results of this study show that implementation is not merely a marketing process, but different opinions will emerge that may contest the "official" discourse, and that the outcomes of the implementation strategy may be hard to control unless the "official" discourse is consciously elaborated to adapt to these counter-discourses.

Keywords: Stakeholder theory, event tourism, discourse, legitimate stakeholders, "co-creation"

B1.3

Festival wellness: An ecological perspective on the growth of a festival population

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This paper addresses the growth in numbers of festival establishments within a given region, which is assumed to mirror a contemporary Festivlization trend, nourished by affluence, need for entertainment and the use of festivals as policy instruments. Applying an organizational ecological theory perspective (Barnett, 1990, 1993; Carroll, 1984; Hannan & Carroll, 1992; Hannan & Freeman, 1977, 1989), which seeks to explain the rates of birth, growth, and mortality of a "population" of organizations, one expects limits to growth within festival populations. Environmental factors affect each individual's ability to grow and reproduce, so that even well-managed organizations might fail. A Density dependency theory postulates that vital rates are a function of the number of entities (festivals) in an area (Hannan & Freeman, 1977). Also, Butler's (1980) notion of "critical limits to growth" might apply in terms of whole populations of organizations.

These propositions were tested on a population study of 86 festivals in Rogaland County, Norway, and repeated for Finnmark County and Møre and Romsdal County. Data was analyzed for year of festival establishment (and termination, where relevant). Two main tendencies were observed: 1) An overall increase in festival establishments from 1959 until 2010 was observed, even when termination of festivals were accounted for. This growth is interpreted as representing the Festivalization trend. 2) Festival establishment could be described by peak years followed by years of low establishment rates. This pattern was interpreted as an effect of the Density dependency theory, where peaks were supposed to consume all resources like entrepreneurship, stakeholders' participation and access to sponsorship. In conclusion, both the Festivalization and the Density Dependency theory applies, however, the former may be only the onset of a long-term density dependency effect.

Keywords: Festivalisation, Density dependency, festival ecology, festival population study, Norway

B1.4

Knowing by heart: Voluntary workers as affective subjects in events

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This paper sets out to investigate voluntary workers, and the knowledge they possess, as a part of the event co-creation process. While the notion of knowledge lies at the heart of the co-creation theory, an influential paradigm in today's marketing, it is typically seen merely as an operand resource. In this paper, we problematize this conceptualization and work toward the notion of affective knowledge. Drawing upon the extant literature generated by the recent affective turn, we treat voluntary workers as affective and embodied subjects, who are situated in-between the organization and customers, and as such valuable – yet hitherto unrecognized – sources for both theoretical and practical development of the events. Empirically we lean on the autoethnographic data collected by the other author. The data consist of diaries and photos from different events in Finland. The analysis foregrounds how a range of feelings and emotions – from hate to embarrassment and joy – are mobilized in the social and material scene of the event, and play even a key role in the making of the event experience. Acknowledging the role of voluntary workers' affective knowledge in events contributes to existing literature on events, on voluntary work, and on emotional work. It also paves the way for the development of more socially and economically sustainable events.

B2.1

Equestrian tourism in Portugal: Present diagnostic and development prospects

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This paper wants to analyse the relationship between the phenomenon of the equestrian sport and its tourist impacts on a cultural and anthropological context. Considering an equestrian sport approach we will try to define its different definitions and descriptions. If we look at the equestrian sport from a tourist perspective we can rapidly understand the importance of a historical, cultural, social representation and an identity perspective.

This circumstance requires a planned and sustainable selection of destinations, events, itineraries, protagonists as well as promotion. For this reason equestrian tourism's considered an associated branch of cultural, rural and traditional tourism.

The study was justified through literature review and analysis, problem definition, practical study, practical outcomes, etc. Its main goal was to understand the motivations the participants in equestrian activities regarding the importance of the experience and available options on the decision making process.

This study was characterized by a descriptive study, where the assessment of the participants in equestrian activities was studied. The gathering of primary data has been based on unstructured interviews, direct observation and questionnaires. These questionnaires were conducted to assess the level of interest, motivations and participation in several equestrian activities, as well as to establish relations between gender, age and location of practice. The convenience sampling was the method chosen to select the population. Hence relevant times and locations where it was guaranteed to find the most participants of equestrian activities, such as riding clubs, competitions, events and fairs was one of our concerns. The number of valid responses of our survey was 528 respondents and the margin of error of our study is 4.26%.

Our goal was to establish that equestrian tourism has nowadays a significant importance in different regions in Portugal, which emerges from numerous traditions associated to man and his horse throughout our history.

B2.2

Enjoying the countryside on horseback: The 'fantastic' sport of endurance riding in the UK

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Humans and horses have traversed the countryside together for centuries and the sport of endurance riding – developed in the 1950s – takes this partnership into a new dimension. Endurance riding can be highly competitive or low-key and sociable, depending on how riders want to experience it. What endurance always entails, however, is a horse-human partnership travelling long distances over often remote and otherwise inaccessible terrain. This offers riders an opportunity to experience the pleasures of the countryside from the back of their horse. This paper presents preliminary findings from an ethnographic study into the subculture of endurance riding in the UK. Focusing on the meanings riders give to their involvement in endurance I explore the ways in which the horse-human partnership is negotiated and mediated against the backdrop of wild and sometimes challenging terrain. The unofficial motto of endurance riding is 'To finish is to win' and I explore the extent to which this drives the attitudes of these riders to their involvement in the sport and their relationships with their horses.

B2.3

Economical extent of the Icelandic horse industry

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Horsemanship is the basis for diverse business operations in Iceland as well as a popular leisure activity among Icelanders and foreign guests. Research findings indicate that operators in horse based businesses are more interested in horses than in business and marketing. However economical welfare of businesses within the industry can be considered as important. Research of economical impact of the horse industry in specific areas worldwide exits, but this is not the case in Iceland. The study introduced here attempts to address this gap in knowledge. The aim of this research is to bring out empirical evidence and identify practical ways to improve competitiveness of horsemanship as business and leisure activity. This research will document strengths and weaknesses of the industry and be useful in strategy making of non-governmental organizations, authorities and businesses in the sector. It will increase general knowledge of the Icelandic horse industry and contribute to academic discourse on industries competitiveness. The main research questions are: What is the economical importance of Icelandic horse industry? And what is the structure of the Icelandic horse industry like? In order to answer those questions, various methods are being used. The first step of the research was a literature overview and analysis of secondary data. A pilot study has been conducted in the northwest area of Iceland. This preliminary research phase included mapping the number and distribution of horse related businesses in the selected area, based on secondary data and open ended interviews with selected people. A survey about the image and opportunities of the industry was conducted among university students in equine science in the area. The last step in this pilot project is interviewing selected operators, on the structure and economical extent of their businesses, where total turnover and number of employees are among evaluated factors.

Keywords: Horse based tourism, equine tourism, horse industry, image, economical extent

B2.4

Hosts, guests and horses – horse-based hospitality as a lifestyle work

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The paper discusses horse-farming in Sweden, with a focus on female self-employed horse-farmers involved in service work with and through horses, what is here called horse-based hospitality. The study is based on twelve ethnographic interviews with horse-farmers whose enterprises have emerged from a personal hobby. Through narratives and practices of this service work, ideals of work, lifestyle and wellbeing (for the farmer and her family, the horses and the guests) are emerging and confirmed. Horse-farm hospitality is articulated as a lifestyle work, where the horses are seen as a medium for reaching and maintaining personal autonomy, a rich family life, and a social network of friends, voluntary workers and guests/clients. This lifestyle work comprises a boundary negotiation between various social spheres: the private and public, the personal and commercial, and traditional horsemanship vis à vis a customer oriented service culture. Drawing upon sociological theories of the triad as a specific form of social interaction, it is argued that this lifestyle work embodies a tension between keeping and blurring boundaries and that this tension is maintained through service interactions that involves the horse as a third part or mediator between various actors: the farmer herself, guests/clients, voluntary workers and family members.

Keywords: Lifestyle work, horse-farm, utonomy, service interaction, triad

B3.1

Horse round-ups as a rural tourism product: Interviews with local stakeholders

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The increasingly urban world desires closeness and harmony with nature, an aesthetic experience of landscape. The opportunity for an experience of healthy, relaxed, unpolluted and authentic life style is part of the marketing discourse of rural tourism. Equine tourism in Iceland claims that their products are based on a harmonious relationship between horse and rider, cultural landscape, adherence to horsemanship heritage and rural traditions.

In most of the western world horse breeders and – owners do not have enough land to keep large herds of horses. It is however the case in Iceland that horse breeders and trainers commonly believe that the best and most natural way to raise foals and young horses is in the herd. In north-western Iceland mares and foals are herded to mountain pastures and collected in the fall at the horse round-up involving one up to three days of gathering the horses, on horse back and herding them from the mountains to the lowland. This tradition has become an attraction but is still mostly marketed domestically with VFR visitors as the majority and thus relatively untouched by tourism.

The marketing of the untouched as an attraction for visitors leads to the Midas' touch of tourism, whereby tourism kills tourism by unplanned and unsustainable growth in visitor numbers. The presentation is based on interviews with local stakeholders that are part of a longitudinal study of the issue of tourism at the round-ups. It may be argued that the present study signals a stage where tourism researchers in Iceland adopt Jafari's (1988) cautionary stance by identifying and analysing the potential threats that rural tourism poses to itself.

Local stakeholders – horse farming – equine tourism – rural tourism – destination management – heritage – social sustainability – long interviews

B4.1

Reponse of local communities to the development of national park-based tourism

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The study examines how national parks create economic, social and cultural benefits for the surrounding rural communities, how the visitors find their needs are serviced in those rural communities, and how the rural communities have responded the demand for tourism services. Three actor groups in the rural communities were studied, entrepreneurs, decision-makers and residents. Visitors' motives for visiting the parks and their districts and their intention to re-visit the districts were also studied. The study was conducted in three park districts in Southern Finland – Linnansaari, Seitseminen and Repovesi, which differ with respect to their age, the number of annual visitors and natural attractions. The paper addresses the developmental differences between the three parks. Each actor group had positives attitudes towards their local national park and its tourism. In each district, the visitors' demands for tourism services were greater than the supply by local tourism enterprises. Tourism services were most developed in the municipalities around the oldest park, Linnansaari (50 years old) compared to the communities adjacent to the younger parks. Attitudes to new business ventures amongst tourism service enterprises adjacent to Repovesi were generally weak, which partly explains the low level of service provision in that district despite Repovesi and the greater dissatisfaction in services expressed by visitors. Local decision-makers are not equally committed to creating the preconditions for the development of existing tourism enterprises and the creation of new enterprises in their municipalities. National parks can serve as major tourism attractions in rural regions, but they can not create strong economic development without the development of a wide range of tourism services and attractions in their localities.

B4.2

Mapping tourism resources – Tourism product development in Iceland using GIS

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This paper details the process of mapping Iceland's tourism resources in collaboration with regional stakeholders nationwide. The project is fully funded by the Icelandic Tourism Board and entails a three year comprehensive mapping of tourism attractions and resources into GIS for the whole island. The paper proceeds in two parts. The first part will explain the terms of reference for this work, its purpose and intent. Therein the paper will focus on the process of defining and gathering tourism resources into a digital database. The paper will identify key challenges revolving around power relations in the mapping process and how guidelines and parameters have been set to balance these. Herein the paper will also detail the collaborative planning process underpinning what gets mapped and constructed as a place of interest, notwithstanding the project entails considerable negotiations in terms of what is mapped and how. In tackling these focus groups and online map based discussion forums are deployed amongst regional stakeholders and other interested parties. The second part of the paper is devoted to how these meetings and discussions are to identify key opportunities in tourism product development and marketing for each region under study. In sum, the paper will outline issues surrounding public participation using GIS and thus provide context for the analysis of the focus group dynamics as they unfold in the Icelandic setting. Thus the paper will give examples of these focus group sessions and detail how the first of these have worked in practice.

Keywords: Iceland, GIS, strategic planning, focus groups, mapping

B4.3

A (ski) trip into the future: Climate change, tourism & entrepreneurship in polar Sweden in 2040

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The polar region is perceived as more exposed to climate change and adaptive capacities of communities vary. In terms of tourism, recent research shows that many entrepreneurs are not ready to adapt to climate change. Apart from entrepreneurial adaptation, sensitivities of communities to climate change are dependent on the relative importance of current and future winter tourism in the locale. Ongoing trends reveal a promulgation of a 'four seasons approach' to tourism in polar Sweden in order to reduce sensitivities. However, there is also further winter tourism development potential since the north inland of Sweden is relatively more secure than some other European winter sport destinations regarding climate change impact. An important question is how polar regions, such as the north of Sweden, can capitalise on their natural assets and develop winter tourism without risking a lock-in effect through increased regional sensitivity to climate change? This paper includes mapping of the tourism industry in the polar region of Sweden and generates scenarios for the future based on various trajectories of product/market development, climate impacts and institutional conditions. Scenarios for the region are based on various alternatives for severity of climate change and differing paths for product/market development as well as institutional conditions. Scenarios are developed and discussed from an innovation systems perspective based on previous results indicating some intra-regional variances.

B4.4

Local use of fish resources in an international well known angling tourism destination – or a matter of well-being for some small elite?

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Recreational fishing in Sweden, as in the other Nordic countries, is a widespread leisure activity. The whole group of recreational fishermen includes various segments of fishermen, depending on type of fishing, pray, involvement and not at least where the activity can be placed on a leisure-tourism spectrum. Consequently the resource which forms the basis for fishing may be regarded from different perspective. A devoted fishing tourist may for instance have a different motive and interpretation of a fishing site than a local home fisherman. On the other hand a hypothesis may be raised that claim occurrence of demonstration effects on inhabitants in localities where so called sports fishing hot spots are to be found. In other words, does local people fish and perceive this resource in the same way as the long distance sportfishing tourists do? Studies about how local communities and people perceive the core resource within tourism has been quite rare within the tourism literature. However, it plays a crucial role in the rural restructuring into natural resource based forms of tourism. The aim with this paper is to investigate local interpretations and use of a well known angling tourism destination among local inhabitants. Important variables in the study involves; local attitudes towards fish management; opinions on tourism, local use of different fishing methods, etc. The study is based on a mail survey targeting local inhabitants living along the lower reaches of the river Emån, in the south-eastern Sweden. This part of the river has also been in focus of fierce conflicts between hydro power plant owners, landowners and the anglers associations around the water and fish management, for many years. Findings from the survey show a bit surprisingly a very low involvement among local people in the type of angling that has brought Emån its widespread repute. The results from this study could be of importance for regional and national policy makers, operators of fishing tourism firms and others.

Keywords: Angling, Tourism, Rural restructuring, Local attitudes

B5.1

Nature-based tourism, labor markets and community change in northern Sweden

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Sometimes seen as location for residual capitalist activities only, peripheral areas in industrialized countries have particularly suffered from globalization and subsequent economic decline for a considerable time. In this context tourism has been identified as a tool for sustaining peripheral communities. This tourism solution was enhanced by substantial support from national and European regional policies aiming not least at restructuring the economy of the far North. The purpose of this paper is to review the development of the labor markets in the northern periphery of Europe. This is done by analyzing the geography of labor market change in the World Heritage Area Laponia, Sweden. This is facilitated by a dataset on labor market change in the area. Mainly descriptive statistical methods are used to analyze the patterns of change. The core objective is to assess the consequences of a turn towards tourism for employment and economic well-being in the destination communities. The paper departs from theories on restructuring and peripheral tourism development. Accordingly nature-based tourism at least theoretically offers alternatives for people who lost their employment owing to de-industrialization in the primary industries. The jobs that are an outcome of this process are however hardly suitable for substituting incomes from industrial jobs and hence a return to the latter is likely when the opportunity is given. Therefore the recent interest in natural resources like biomass, oil and gas and mining products, redirects focus back to the primary industries. Thus tourism appears not to be an end in itself, but rather a way of hibernating economic decline in other sectors.

Keywords: Nature-based tourism, tourism labor market, regional development, restructuring

B5.2

Second homes in Iceland – blessing for local businesses?

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Since the second home ownership became common among middle class during second half of 20th century in Nordic countries, growing interest has been directed towards economic implications private recreational developments pose to host communities in rural areas. On one hand scientists have been concerned about negative impact of second housing on property prices in the area and unequal battle between wealthy newcomers and relatively poorer local inhabitants. Others have focused on positive impacts and praised about creation of new market, flow of the capital from urban to rural areas and as a factor helping to sustain general services in depopulating countryside. In this research critical approach towards second type is being taken and applied on Icelandic case. Through questionnaires targeting various companies in most dense recreational area around Iceland´s capital Reykjavík containing almost 6000 second homes, economic impact on local businesses is being examined. The goal of this research, which is part of comprehensive study of Icelandic second home culture, is not just to estimate level of dependency of local communities on second home development, but also compare personal perceptions about second homes and their users among same people which financially benefit on them. In this paper we try to answer questions whether, where and why second homes are true blessing for rural community or just became source of income without personal attachment between local and visitor communities observed in other types of tourism. Results will be used as a base for discussion about sustainable development in rural Iceland.

B5.3

Tourism integration into remote villages – Tradition and historical practices meet post-industrial service economy

Maria Hakkarainen
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The purpose of this presentation is to discuss the role of tourism work in the means of livelihoods in remote village. My aim is to study the changing nature of rural work by mapping the everyday actions of people in one community in order to find out the networks, the connections between different tasks and the habitualized temporal and spatial practices they perform in their everyday life. These issues are examined through Doreen Massey's (1995) concept activity space. Massey's activity space describes spatial network of links and activities of spatial connections and of locations within which a particular agent operates (1995, 54). The research approach is based on ethnographic action research. In this study action research will be used in order to take into account the local actors' perspectives and their future visions and expectations to reconciliation of different kind of livelihoods. Ethnographic observations and interviews are done during the action research process. Gathered data is analyzed by used content analysis. The empirical study case consists of two Lappish villages. In both villages local people have developed tourism activities and they have plans to consolidate tourism as one of their livelihoods. Both villages are remote but their traffic connections and the location of tourism resorts and regional centers are very different. As a result, mission is to outline local activity spaces as traditional livelihoods and tourism meet in the everyday life of the village.

Massey, D. (1995). The conceptualization of place. In Massey D. and Jess, P. (ed.) A Place in the World. New York: Oxford Univercity Press, pp. 45–85.

C1.1

Feel water and nature all around you: Uses and meanings of the levadas in Madeira Island

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The purpose of this work is to analyze (conflicting) uses and meanings involving the levadas (water cannals) in Madeira Island. This heritage element is simultaneously used by different tourism, recreation and peasant user groups in Madeira Island. They are the regional cultural symbol, a space of consumption and cultural fruition by tourists who go through to gaze natural and cultural heritage, looking for escapism. The regional net of levadas, appointed for touristic consumption, is one of several proportioning elements of promotion and local development, and is inserted in a global picture associated to culture, heritage diffusion and touristic resources. The majority of these water canals are located in Madeira Nature Park, which also includes the Laurel Forest (World Heritage by UNESCO).

Related to these issues I'll explore the question of sustainability of tourism in the area, namely, the dimensions and key actors, as well the actions, challenges and solutions regarding the management of this cultural resource. Additionally, it is also interesting to explore who are the key actors, especially, walkers, their experiences and motivations.

C1.2

Can rural restructuring into large carnivore-based wildlife tourism bring well-being for the wolf's neighbor? – Some evidence from Swedish wolf territories

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Previous research has shown that attitudes and distance from wolves plays a crucial role for the level of local acceptance among local communities. Not only to the wolves as such, but also towards the cutting-edge eco-tourism use of wolves as a wilderness tourism amenity. This paper takes this previous research as points of departures and investigates the socioeconomic development among people living within Swedish wolf territories between 1990 and 2008. This development could reveal some evidence for rural processes of change, for example a growing share of employed within tourism. Wolf territories are the playing ground for the new large carnivore-based wildlife tourism, and at the same time the prime areas of negative effects from living close to wolves. This development of large carnivore-based wildlife tourism is a good example of what Perkin (2006) calls re-resourcing and a commoditization of a new kind of natural resource. These processes are important within rural areas restructuring into different forms of tourism, like carnivore-based wildlife tourism. The purpose of this paper is to try to show by combining data from both wildlife management and register data of the Swedish population living inside defined wolf territories under an ongoing rural restructuring. This restructuring is investigated mainly by analyzing changes within employment patterns and demographical changes. The common rural and peripheral development in Sweden has during the last three decades meant a decline in rural population and employment within traditional areal branches, like farming and forestry. Tourism has at the same time been seen as one of the most promising ways to solve some of the threats towards a sustainable development in many rural and peripheral areas, that at the same time are partly perceived as wilderness by tourist since the return of the wolf.

Keywords: Tourism, large carnivore-based wildlife tourism, rural restructuring

C1.3

The Nature of Nature in Nature-based Tourism

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The natural environment is a key attraction for tourism in the Nordic countries and the international demand for nature-based tourism is growing. Although there is a lack of established definitions of the nature-based tourism sector, it is not far-fetched to conclude that the physical environment plays a central role, often contextualized through images of pristine nature and wilderness. Visits to nature are turned into commercial products through the consumption of experiences, and in this regard nature can be considered a servicescape. While naturalness is important to convey, many nature-based tourists seek an escape from civilization to experience wilderness in combination with a quest for facilities and services. To meet such a mixed demand the physical setting will often be manipulated, but nature is a special servicescape since it is not fully controlled by the tourism provider. Access and attractiveness are often influenced by other stakeholders and the nature-based tourism sector is flavored by the paradox of attractions with public good characteristics. The aim of this study is to investigate how nature-based tourism companies articulate their dependence on the physical environment along two main dimensions; (i) characteristics of the natural resources used (i.e. natural environments (such as wilderness) vs. facilities) and (ii) access to the resources (open access vs. exclusive rights). Data was collected in 2009 using "life history" interviews and a follow-up telephone survey including 131 nature-based tourism companies in Sweden providing activities such as hunting, fishing, hiking, kayaking, rafting, dog-sledging, snowmobiling and horse-back riding. Preliminary results show that both natural environments and facilities are highly important in general. Companies providing extractive activities are distinguished from other categories given their strong dependence on both facilities and exclusive rights to natural resources. The international demand and Right of Public Access seems to trigger incentives for cooperation and product packaging. Study findings are discussed in view of further investigations in this field.

C2.1

The history of the wilderness idea in Iceland

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In the following the social construction of the wilderness idea in Iceland is analysed. The discussion focuses on the historical and cultural processes which create the wilderness. Throughout the centuries histories have formed reflecting on the feelings and opinions towards the wild and dangerous. These are for example reflected in the sagas and in folktales about outlaws and supernatural beings. Despite harsh nature occasional travellers went there, some came back, but not all. In early times few knew the wilderness from personal experience but all had heard stories about it. Later when more scientific knowledge was collected the stories changed, their 'reality' was scientifically proven or disproven and a new meaning was created of the Highlands. Later when Icelanders had the tools of Modernism, they started to conquer the Highland piece by piece. New stories were created, about victories and conquests and the sublimity of the area, but some mystic and adventure was still there. A new image was created that attracted more and more travellers to the Highlands, both Icelandic and foreign visitors. Both groups began to create their own image of the area and give them new meanings. Some Icelanders had the idea that the natural resources of the area would help Icelanders to get modernized. This vision to utilize the Highlands dominated the view in Iceland for some time. Nowadays various ideas exist in the society and what the Highlands actually mean varies between different groups.

C2.2

In Search of Wilderness: Reconciling Ontological Differences in the Assessment of Wilderness

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Although wilderness is a concept that is associated with both social and environmental wellbeing its identification is a subject that is fraught with difficulties. An inherently northern European and arguably Nordic concept, wilderness acts as both an adjective and a noun. It has become increasingly argued that the concept of wilderness has been socially constructed, while this may indeed be the case, this insight potentially creates more rather than less difficulties for the management of areas for their wilderness values as well as the satisfaction of visitor motivations for wilderness experiences. The paper argues that an improved understanding of ontologies of the environment may provide a schema by which different approaches to the identification and assessment of wilderness may potentially be integrated, at least to the extent by which they may become valuable for managers of natural environments. Following a review of different approaches to wlderness identification it is argued that a transcendental realist position, that holds that natural objects are real structures that endure and operate independently of our knowledge, our experiences and the conditions that allow us to access them, provides an opportunity to potentially reconcile perceptual approaches to wilderness assessment with inventories based on measures of remoteness and naturalness. Such an approach may therefore have value in identifying new opportunities for wilderness recreation and conservation, as well as potentially identifying the potential of developments to reduce the environmental and social values of wilderness areas.

C2.3

A Natural Alliance: Nature and Wellness Tourism Product Development in Remote Wilderness Destinations

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Health and wellness service providers today are responding to rapidly growing consumer demands for experiential tourism products that include fitness level improvement; healthy lifestyle education; nutritional counselling; healing; preventive medicine, and holistic, naturopathic, alternative or eastern medicinal practices and therapies. Canada's Yukon is a vast wilderness and remote location that has long provided a "natural" tourism marketing strategy based on the relationship between nature and wellness. Themes that resonate with the Yukon's environment and tourism structure include activities that are best carried out in serene and authentic wilderness environments, in historical and heritage settings, and where there is an opportunity to explore spiritual dimensions through nature or contact with Indigenous cultures. Prompted by a growing interest in fostering partnerships cross-sectorally for tourism product development, in 2005 the Yukon Government partnered with a health and wellness not for profit organization to commission a feasibility study that explored the special interest product potential for nature and wellness tourism experiences and to identify the significant features of this niche market. This presentation examines the findings of the feasibility study and discusses insights gained with the subsequent product development workshop that was designed and offered to Yukon nature-based tourism operators and wellness practitioners in response to the feasibility study a year later in 2006. The presentation concludes by identifying some of the features required to encourage nature and wellness tourism product development, and describes some of the common challenges that are faced by remote nature and wilderness destinations interested in offering similar tourism products as well as solutions that might be useful.

C2.4

Wellbeing from the nature – Opportunities for nature adventure tour operator

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Wild North, Rovaniemi, Finland

Wild North is Finland's most versatile nature adventure tour operator. We have provided adventures and unique experiences to individual guests as well as groups up to 2000 people. Our theme is wellbeing from the nature, which we have used for promoting tours for domestic and international guests in to the wilderness. Even short period in the forest will reduce the level of stress hormones. Wellbeing from the nature can be experienced in many different ways, snowmobiling or simply staying in the forests will do the thing. Is that enough? How this message of wellbeing from nature should be promoted in order to get more tourism to Lapland/Finland? We should organize educational tours and introduction excursions for forest bathing and give something new and exciting to our guests on top of our regular tours. We have still more forests in Finland than anywhere else in the Europe with full potential for more wellbeing. The more we stay in the forest, the better we feel.

C3.1

The Festival Role in Tourism

Kari Jaeger
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Festival research has in recent years an increasing focus on festivals and the meanings they hold for both local and visiting population, and in their tourism function. The purpose of this paper is to make visible how tourism and festivals are connected: in the interaction between local people and the tourists and outwards through the tourists. The paper seeks in a holistic perspective to see what participating in festivals seen as tourism, could mean for a community that are not obvious, when the clear economic benefits are not there. In small local festivals visitors and local residents attend together, and the interaction in festivals is important both internal among the local people and external through the positive communications which a festival represent. Through case studies of four festivals with 43 interviews in Finnmark, Norway, it was revealed that it is a gap between the festivals and the tourism providers; in the understanding of how festivals are a part of the tourism in the community. People involved in the festivals may have a stronger focus on tourism, and the people involved in tourism may have a stronger festival focus. By making the values festivals may give to the tourism in a local community visible, people in the community could get the possibility to exploit more of the potential the festival give, at the same time as this would strengthen and sustain the festival.

Keywords: Festivals, tourism, festival tourism

C3.2

Re-framing place – how tourism is and becomes local

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Tourism, as the "new industry" of sparsely populated regions, is often constructed as the draught animal for regional development at least in the hearts and minds of city fathers. This is often the case also in Finnish Lapland. Tourism is particularly booming in the municipality of Muonio, where it continues to provide well-being by stimulating the regional economy and creating new jobs. What makes Muonio interesting, is that the locals seem rather unanimous about the positive effects of tourism and eagerly refer to it as the savior of their municipality. This study looks at how the status of tourism on the local level has been built and is reinforced in public justifications. By looking at two different cases of land-use planning, that have led to more or less heated disputes, the alliance of different modes of justification becomes apparent. The local and traditional are embedded in the touristic way of looking at land-use, hence portraying other means of land-use as coming from the outside and even threatening to the local economy. The cases looked at are the forest dispute in 2006–2007 and a currently ongoing project to construct a wind farm in Mielmukkavaara. The paper analyses the different modes of justification used in public argumentation and further on, how these play a central role in creating a cultural set of mind, an attitude and atmosphere for tourism to continue to develop further in a way that in this locality resonates as socially and culturally sustainable.

C3.3

Potential of diversity: Multiple tourism practices in northwest Lapland

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Every place has a multidimensional socio-spatial character. Locals and tourists – hosts and guests – is the traditional and often unquestioned division in tourism studies. However, both of these groups consist of diverse subgroups, and interesting groups that fall in-between them. Such phenomena as counter-urbanization, residential tourism, amenity migration, seasonal tourism work and remote work, are used to describe the mixed place-related positions in contemporary society. These phenomena have been considered little in the strategic rural or tourism planning. By taking local diversity as a starting point, this presentation points out how the socio-cultural and physical features of place have – or have not – been turned into resource in tourism, and how tourism increases or decreases the diversity. Empirical data is collected from the municipalities of Enontekiö and Muonio, in northwest Lapland in Finland, and it gives examples what kind of best practices and innovative solutions allow the various actor groups to participate to the sustainable development of Arctic tourism destinations.

Keywords: Diversity, tourism development, place

C4.1

Creation and re-creation of mining heritage – Lessons from Kiruna in Northern Sweden

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In this study we analyze the process of the creation and re-creation of mining heritage in the north of Sweden. As the mine in Kiruna is developing the industrial processes and expanding its territory on the ground as well as underground in the town of Kiruna, buildings and local symbols and activities within tourism and recreation have to relocate and change their focus. At the same time the heritage tourism as well as important parts of the local identity of the place is founded on the memories and landscapes of the mining industry.

The expansion of the mining territory has led to a debate on what buildings and activities that are the most important for the community and for developing tourism activities. Several conflict arenas and differing views concerning the future development of tourism in Kiruna are discussed in the study. The necessity of relocation of parts of the town centre has attracted a considerable media attention and has been utilized to further strengthen the image of Kiruna as a unique destination, especially among international visitors. Parallel to this rather speculative development a local cultural organisation asks for careful considerations regarding preservation of heritage and buildings that symbolises the history of the mine. The paper presents some results from a study of the process of creation and re-creation of heritage tourism in Kiruna and the roles and motives of different stakeholders at different levels. The development of heritage tourism is found to be dependent on the symbols and memories attached to the tangible assets in the physical landscape. The study is based on interviews with principle stakeholders together with an analysis of the debate on mining heritage and tourism development in local, regional and national press between the years 2000–2010.

Keywords: Mining heritage, cultural tourism, Kiruna, stakeholders, physical landscape

C4.2

Exploring Tourism Development in Mining Intense Regions

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The growing demand for natural resources and rising prices for raw materials has renewed interest from global actors in Norrbotten's mineral assets in recent years. Notwithstanding continued mining interest in Kiruna's LKAB mine, including plans to move the town within the next 20 years to access important minerals that lie beneath the current town site, Northland Resources – a Canadian mining company – began preparations in late 2010 for mining activity near Pajala. This presentation outlines a research project that will occur from 2011–2013 which aims to investigate the prospects for tourism as an endogenous development strategy in the face of mining interests in Norrbotten. Questions that guide the research project include: Does a focus on mining activity set aside tourism as an endogenous economic and regional development strategy? How do mining development agendas coexist with tourism development agendas? How do tourism stakeholders perceive support to tourism development in regions that rely on mining? What does the mining sector think of tourism development, and to what extent to they feel there is a need to diversify economic opportunities in the areas in which they operate? Can a focus on mining as a regional economic development strategy meet community socio-cultural needs, goals and objectives? To what extent do mining companies perceive having a stake in contributing to broader mandates for regional/ community well-being, if at all? This presentation will introduce research undertaken to date and planned for research activities.

C4.3

Dachas in dialogue. Local and Russian views on transborder second home tourism in Eastern Finland

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Cross-border and international second home ownership is a worldwide phenomenon and growing in popularity as people seek for desirable environments further away than before. However, a key characteristic of such global amenity migration is that it is geographically uneven. The globalised market materializes in landscapes that are accessible and meet the requisite aesthetic and amenity requirements. These landscapes are likely to possess also a considerable local and national value. Furthermore, as second homes are a specific form of leisure entwined with practices such as landownership and dwelling, from the perspective of host society, foreign second home ownership is a complicated and emotional matter with potential to arise opposition and even conflicts.

The aim of our study is to illustrate the complex dialogue in which meanings of landscape, community and categories of insiders and outsiders are discussed in the context of transborder second home tourism. Data was collected by a postal survey of the Finnish local residents and second home owners (N=495) and interviewing the Russian second home owners (25 interviews). Our research is focused on Savonlinna region that, during past years, has witnessed a growing number of second home property purchases by Russians. The Russians are attracted by near abroad beautiful landscapes and the possibility to rest in a legally purchased cottage by a lake. Frequent visits to Finland are driven by the idyllic country image as a safe destination with welcoming hosts. However, among the local population new foreign neighbours have been received with mixed feelings. The locals fear an emergence of Russian ethnic enclaves and raising property prices. They also have doubts about property business with Russians. However, many locals hope that Russian cottage owners offer new economical opportunities to the local community.

Keywords: Dachas, second homes, transborder tourism, Finland, Russia, locals

C4.4

The "modern" second home development in Norwegian mountains areas

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Second homes in mountain areas of Norway were for decades the alternative to mountain hotel stay for "ordinary people". Most second homes used to be modest and small buildings without most of the amenities that a primary home would have like electricity, water and sewerage systems and all year road access. Since the beginning of the Nineties there has been a complete change in the ways Norwegians' image of a "new second home".

This development is due to the big changes in the Norwegian economy, as much as the local governments and landowners now are looking at second home development as a commercial activity as important as building hotels. The changes of winter sport activities from primary cross country skiing to complete ski resorts will also be examined.

The aim of the paper is to examine not only the development of new second homes, but the changes of behavior of the second home owners both of

How and when the second homes are used

What types of activities the owners and their families are using

How the new owners are contributing to the local economy

The background of this is a set of surveys conducted from the early Nineties until this year, especially at the largest second home area of Norway, Sjusjøen in Ringsaker municipality, but also elsewhere.

Keywords: Second homes, local development planning, changes of activity and expenditure behavior, Norwegian mountain areas

C5.1

A nine-year follow-up study on perceptions, expectations and value preferences among future employees in the hotel and restaurant industry

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The informants in both studies were a stratified random sample of pupils aged 15–16 years from 10th grade junior high school, Norway, responding to a questionnaire. The first sample consisted of N = 1863 (response rate 65%), the second sample N = 2011 (response rate 68%).

The study investigates stability and change in the pupils' perceptions, expectations and value preferences regarding work in the hospitality industry, their knowledge about the industry and possibilities for education and career. Special attention is given to possible future employees in the industry, i.e. the students choosing basic courses connected to this field.

Findings from the first study showed that young people this age have quite weak and unclear perceptions and insufficient knowledge about this industry, even the ones planning to choose basic courses connected to this field. Still, their perceptions and expectations are mainly positive, with slightly more positive perceptions among the students choosing the relevant basic courses. The latter group has more work experience from the field and knowledge of people in the industry. They are more motivated for starting work directly after school but do not consider work in the industry a lifelong relation. The findings do not indicate any clear difference between the groups on value preferences connected to work.

The data from the second study is currently being analyzed, and findings will be included in the conference presentation.

The findings rise interesting and challenging perspectives for the work connected to information, work socialization processes and recruiting strategies, both for the industry and for educational institutions.

Keywords: Careers, Norway, junior high school pupils, perceptions, expectations, values

C5.2

Impacts of guide licensing systems

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The quality and standard of guiding is an important part of a total tourism experience. The issue of quality guiding and large variation of guiding has been central in many countries, and different systems have been employed in order to keep a high average standard (Ap & Wong, 2001), like codes of conduct, reward systems, training, certificates and license system (Black & Weiler, 2005).

In our research we will focus on licensing systems, because this, at least in theory, is the only system that embrace and influence all guiding activity. After a stakeholder analyses we argue that individual tourism enterprises (tour operators, attractions, parks, etc) and the guides themselves are the only stakeholders that can perceive a system that keep a high standard of guiding as both problematic and wishful.

Despite a large literature addressing guiding, surprisingly little empirical research has been reported about how license systems affect individual enterprises and guides. Due to this lack of previous knowledge, we want to make an explorative study in order to investigate which factors that guides and business enterprises find important in relation to a guide licensing system.

Key words: Tourism, guides, license systems, enterprises, meaning of work

Ap, J., & Wong, K. K. F. (2001). Case study on tour guiding: Professionalism, issues and problems. Tourism Management, 22, 551–563.

Black, R., & Weiler, B. (2005). Quality Assurance and Regulatory Mechanisms in the Tour Guiding Industry: A systematic review. Journal of Tourism Studies, 16(1), 24–37.

C5.3

Volunteers' roles in the storytelling process in tourism settings

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The number of volunteers in tourism settings is increasing. Volunteers are present at attractions, events and destination services performing various roles. Destinations and regions that offer festivals and events are often dependent on volunteer support. Most volunteers are active in the interface between visitors and paid staff performing key roles in frontline service delivery involving the actual service encounter and sharing of knowledge. Volunteers may also be active in behind-the-scene roles in the development of events and arrangements, strategic issues and administration.

Well-coordinated and innovative offerings are needed in the competitive tourism industry. The quality of human resources involved in tourism is affecting the total visitor experience of the offering. The mix of actors, arrangements and offerings need to be connected. In this study storytelling is viewed as a strategic experiential approach that effectively 'wraps' or 'bundles' tourism offerings. A common story concept may connect the arrangements and experiences and furthermore coordinates and involves various stakeholders. The aim of this study is to provide insights into volunteer involvement in tourism settings by studying volunteers' roles in the storytelling process with references to three Nordic cases in Sweden, Denmark and Norway. The storytelling process is here viewed as three phases: agenda setting, design of the storytelling concept, and implementation. A cross case analysis is applied and volunteers' roles in the different phases of the storytelling process are identified and discussed.

C5.4

Frontline employees' implicit leadership theories

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Research suggests that employees hold organized expectations about what constitutes an effective leader and has labeled these expectations implicit leadership theories (ITL). The theory implies that, just as leaders make attributions about employees' competence, employees make attributions about leaders' competence and intentions when reaching conclusions about responsibility for business success or failure. Employees' evaluations of their leader are likely to be affected of their implicit theories about the characteristics of effective leaders in general. Previous research shows that employees experience problems in communicating with managers, and managers are seen as unavailable and not listening. How employees perceive leaders has important implications for the organization.

The present pilot investigation had a twofold purpose: a) testing Offermann, Kennedy and Wirtz's (1994) 41-item scale of Implicit Leadership Theories (ITLs) on a Norwegian sample; b) examining frontline employees' ITLs. The sample consists of 103 frontline employees.

For eight sub-scales, all had satisfactory reliability levels, tested by Cronbach's Alpha. Factors are sensitivity (8 items, α= .77), dedication (4 items, α= .75), tyranny (10 items, α= .79), charisma (5 items, α= .72), attractiveness (4items, α= .71), masculinity (2 items, α= .91), intelligence (6 items, α= .83) and strength (2 items, α= .61). Confirmatory factor analyses could not be run due to the limited sample.

Dedication, charisma, intelligence and sensitivity are the factors that characterize effective hospitality leaders the most. Whereas masculinity and tyranny to a little degree are used to describe effective hospitality leaders.

Correlations analyses show strong relations between dedication and charisma (r=.72***), and charisma and intelligence (r=.63***). Significant moderate correlations show that sensitive leaders also are perceived to be dedicated (r=.38***), charismatic (r=.38***), and intelligent (r=.33***). In addition to these expected positive relations, an unexpected positive correlation between attractiveness and tyranny (r=.32*) was found. Implications for future research and for practice will be discussed.

Keywords: Frontline employees, Implicit Leadership Theory, hospitality, validation

C6.1

The impact of EU cross border cultural differences on knowledge transfer and learning from visitors

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Cross-Border Regions (CBRs) often show great dissimilarities in various aspects such as economic histories, technological trajectories, different social dynamics, political visions, mix of cultures, ethnicities, languages, and regional identities. Such differences can be both a key source of innovation by offering potentials for new combinations of knowledge and ideas but also major obstacles for interaction, generation, sharing and transferring innovation-relevant knowledge. Understanding the obstacles and enablers of knowledge transfer in CBRs could improve the ability of firms to use the potential in cross border regional economies for learning innovative practices. There is a growing interest of the EU in enhancing innovation in the service sector in general and in cross border regions in particular. The study examined the impact of cultural differences between shoppers (visitors and residents) and managers in the cross Tornio Valley and the Eurocity of TornioHapranda on the Swedish and Finnish border in Lapland at the first stage and will examine those between managers from the two side of the border at the second stage. Preliminary findings from a survey of 700 shoppers including local residents and tourists from both sides of the border will be presented. The aim of the study is to improve our understanding of the impact of cultural differences on learning from residents versus tourist shoppers by managers in the retail and tourism sectors.

C6.2

Tour operators´ perceptions of tourism product quality risks

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Quality of tourism products has been one of the major concern areas for industry practitioners as well as researchers. However, our knowledge of factors that make tourism service quality prone to failure is still limited. An important insight into the distribution of service quality risks across the value chain can be provided by incoming tour operators (ITOs). ITOs play an important role in providing the necessary link between international markets (agencies) and local tourism suppliers (hotels, tour firms, etc). ITOs possess knowledge that allows them to mediate between customer demands for quality and local tourism providers´s ability to deliver products of particular standard.

Previous research on distribution channels and value chain in tourism has mainly focused on cooperative behavior among tour operators in the value chain (e.g., Roper et al. 2005). This study is intended to broaden our understanding of tourism quality factors that ITOs perceive as risk susceptible and the strategies ITOs use to manage these risks. As this is an explorative study, the research is carried out by qualitative methods (semi-structured interviews), and the data collection is still ongoing. Taken into account that this is a work in progress, the preliminary results indicate that service attitude of the employees is among factors tour operators consider volatile although paramount in keeping the quality of their products consistent.

D1.1

InnoFlow – The Innovation Dynamics and Strategic Foresight Thinking in the Finnish Tourism and Hospitality Cluster

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The tourism and experience cluster (TEC) of Finland have vital challenges in their innovation ecosystems ahead. According to the latest official estimates, in the year 2020 the Finnish tourism and experience cluster could employ 171 000 people and its GDP-share could be 5,1%. Income taxes from the TEC could be 7,5 billion euros. The current structural changes of the the TEC are:

1. The increased pressure to find a balance between business developments and sustainability demanded by global warming, climate change, energy and water issues, and related challenges;

2. The (r)evolution of ICT innovations (e-business, including social technologies, social media, mobile environments, and web 2.0 solutions);

3. Increased global pressure to create new service designs, service architectures and service innovations to achieve a more innovative and productive service economy;

4. Growing understanding of the important role of small firms in the tourism and experience economy cluster, and

5. The increased competition in the global tourism and experience industry.

For example, in Finland the growing strategic objective of the TEC cluster is to develop the brand and product development and to enhance the innovative processes of tourism and hospitality companies towards higher sustainability, innovativeness, efficiency and profitability. The Finnish innovation system has been planned for the needs of industrial society and technological innovations. The needs of tourism and experience economy are different from the needs of industrial society. For example the key processes of tourism and hospitality industry cannot be developed on the basis of industrial thinking.

The innovation system and service innovations have to seen as an important content of research and development strategy of Finnish tourism strategy. Recently Finland Futures Centre made a scenario analysis for Finnish TEC cluster and this research report points out also service innovation thinking. In many government strategies of service innovations have been mentioned as a special challenge but strategic resources mobilitation systems and allocations have lacked. Only one exception has been TEKES´s SERVE programme but this was planned for the whole service cluster not for TEC cluster.

The main goal of this paper is to depict the innovation dynamics and innovation ecosystems of the TEC cluster in Finland. We want to describe what kind of systemic and comprehensive approaches are needed for the Finnish TEC. We are proposing the following policy measures to develop the Finnish tourism and experience economy cluster.

Should include the following strategic elements:

a) national service innovation programme focused on the TEC and small tourism firms,

b) new technologic foresight road map for the special needs of the whole TEC,

c) a new TEC-cluster analysis for international tourism and hospitality companies,

d) Tourism strategy (incl. Social media strategy, distribution channel strategy)

e) open innovation programme for TEC companies which are linked to strategic a, b, c elements.

Keywords: Tourism and experience economy cluster, strategic cluster management, innovation dynamics, open innovation, service innovation, Innovation ecosystems

D1.2

Hotel managers' perception of online reviews: Biases and cognitive gaps

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Online reviews are becoming the most important selection factor for guests, therefore the question can be asked how familiar hotel managers are with the content of these reviews. Studies of managerial and organizational cognition show that many managers do have biased perceptions of their environment. A common reason for these biases is that perceptions are often based on cognitive frames resulting from past experiences. Because nowadays consumers more and more refer to online reviews as a source of information instead of traditional sources, it is interesting to research how hotel managers react to such a shift.

Theories of managerial cognition explain how mental models, schemata, and anchoring, result in biased perceptions of managers. The aim of our research was to investigate if theories of managerial cognition add to our understanding of how managers process the available information of online reviews.

The research was a mixed qualitative-quantitative research, in which the managers of the participating hotels were interviewed to discover their perceptions of the average satisfaction rates and the most frequent positive and negative factors per target group. In a second part of the interview, the difference between their perceptions and the actual content of the online reviews were discussed to acquire a better understanding of their biases. Categorization and content analysis were used to analyze the results.

Results indicated that in many cases hotel managers did have limited knowledge about the positive or negative factors mentioned by their guests. It was also found that many hotel managers erroneously expected their largest target group to be their most satisfied target group. As a conclusion we can say that cognitive mechanisms result in biased perceptions of managers and in an overestimation of the satisfaction of the largest target groups.

Keywords: Online reviews, managerial cognition, cognition bias, target groups

D1.3

What about Tourism Researchers' Well-being? Developing Methods for Tourists Measuring their own Experiences

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Research on tourist experiences has long been on the research agenda, and the measurement thereof has been widely discussed. One critical point has been the volume of respondents, which at times has tended to be rather low. As an answer to this, the research project Peak Experiences tries to increase visitors' involvement in the data collection. To do this, four studies have been undertaken with GPS devices where the tourists themselves not only carry a device during their stay at the event or the destination; but also register their peak experiences by pushing a button on the device. Hitherto, this method has been related to questionnaires, which are handed out/filled in by the researchers themselves. Now, the researchers involved in the project have developed a web-based questionnaire where the respondents are asked to register themselves. This, they can do wherever they have access to the internet. By filling out the questionnaire, the respondents answer several pre-defined questions. In addition, they describe their movements and experiences based on an individual map that has been e-mailed to them. The aim is to test whether this way of approach offers a similar high level of reliability as has been found in our earlier studies. Thinking about the future, a possible next step is to increase the use of geographical information systems (GIS) in order to systematize the interpretation of geographical data in time and space. Another idea is to use mobile applications for smart phones.

This conceptual paper discusses the pros and cons of having the respondents doing more of the data collection. How much can we leave to the respondents? The authors state that using new technique for improved data-collection is not an end in itself, but an underestimated way to facilitate researchers work – if this is preplanned thoroughly.

D2.1

Exploring tourist place-making practices to inspire and inform social and location-based technology design

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Since the late 1980s, field studies and a variety of ethnographic methods have had a strong presence in both the academic and practice-based landscape of user-centered interaction design. Mobile tourist technologies have been the topic of a broad range of technological interventions and research prototypes. These interventions share location, or "places", as central experiential concern. However, with few exceptions, little has been done to support the design of mobile and location based tourist technologies with appropriately rich empirical methods and a multifaceted conceptual engagement.

With the emergence and convergence of social and mobile media, we propose that new methods are required to support design inspiration and information. With mobile, location-based social media as increasingly getting purchase in tourist visits and experiences, are we simply designing more efficient systems to support increasingly mobile users and devices? Or are we, in effect, beginning to redefine the ways in which places are "made" by people by adding new digital social infrastructures and services to locations?

We present Ego-Centric point-of-view (Ego-pov) video and an early prototype of a research tool called iAmACam, using smartphones as a data-capture device. The tool consists of an iPhone hanging from a visitors neck, capturing time-lapse photos, sound, and GPS-data. The prototype currently produces short slideshows based on accompanied 15–20 minute strolls with visitors on different locations.

In the presentation, we address questions related to the applicability of the method in early-stage design work, as well conceptual and methodological underpinnings related to both tourist research and interaction design research. We surmise that Ego-pov using iAmACam can be a useful tool for understanding how, when, and where to work with innovative location-based social media technologies in tourist settings.

Keywords: Technology design, social media, design methods, location-based media, ethnography, place-making, design tools, interaction design

D2.2

Today's Lead user shows tomorrow's mainstream tourist offering: Applying Lead user theory to nine Nordic cases

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The objective of the paper is to shed some light and strategic view on how tourism companies' managers can make their companies more innovative by involving users to generate new ideas and identify solutions. ´Lead user´ is an economic innovation concept based on the individual user (B2C, B2B) that tends to innovate himself if extreme needs call for a better solution. The concept put forward by Erich von Hippel (1986) is strongly related to recent strands of open innovation theory and user driven innovation. The Lead user concept is well defined but its primary weakness is its limited research scope. The paper explores the Lead user concept with data from nine tourism cases. The case studies conducted in five selected Nordic area countries – Denmark, Estonia, Norway, Latvia and Iceland, demonstrate different indications of user involvement in the innovation process of the case companies. My paper will argue that tourism companies in general have a very close relationship with its customers and get very direct feedback from them on everyday basis. This makes it quite easy for them to collect this input, but as the research shows, then the input is not always collected systematically and not used to its potential. It is demonstrated that the tourism companies have a great potential to harvest the knowledge held by Lead users that can be intermediaries like tour operators or individual consumers (tourists). Further research could be conducted on studying the strong needs of Lead users and how these relate to recent trends like sustainable tourism and health tourism. Another research opportunity is studying the importance of the Internet and role of user communities, especially virtual innovation communities in the tourism field.

D2.3

Seasonality in the Danish accommodation sector

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Seasonality is a pervasive aspect of tourism throughout the world. Its causes may be natural or institutional. Seasonality is different for business tourism/travel and leisure tourism, and varies by type of accommodation, region and origin markets. Seasonality, the recurrent fluctuations in demand over time, is often measured by volume changes only, whereas the revenue aspect is frequently neglected. With a focus on Denmark, this paper uncovers changes in monthly demand for different types of accommodation and other selected particularly (leisure) tourism related services. – The purpose of the paper is to explore (the causes and effects of) seasonality in the Danish accommodation sector. – Seasonality, i.e. monthly demand, will be decomposed by volumes (bed-nights, room nights, weeks of stay, apparent size of travel party), revenues, and apparent average prices (revenue per person-night, room-night or house-week). – This will be done by type of accommodation. Also, the differences in seasonality by destination, and origin markets are explored. For hotels (including holiday centres) it will be discussed if the differences in peak months, by volumes, between provinces, can be explained by differences in customer groups (domestic vs. international), and purposes (leisure, business, conferences). Since business travellers tend to travel alone and generally stay at hotels only, a low average number of persons per hotel room night indicates a high share of business travellers and vice versa. Therefore, when the purpose of travel is unknown, which is often the case when aggregated data is used, the average number of persons per hotel room night (at given destinations in given months) can be used as an indicator of the split between business and leisure travel, i.e. purpose of travel. The reasons for the puzzling phenomenon that July is not the peak month for Danish hotels overall (including holiday centres) in terms of revenue are discussed and explained. – The data used for this study is mainly aggregated accommodation statistics and revenue statistics from Statistics Denmark.

D2.4

Trust and Involvement in Tourism Social Media

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Background: More and more tourists are experienced users of electronic social media and intensive information consumers. While social media utilisation is increasingly relevant as tourism practice, there is still a deficiency of empirical research on the possible impact of social media sources on tourists' perception and decision-making.

Objectives: The main objectives of the present paper are to map and explore the relations between Web 1.0 and Web 2.0 tourist information sources and scrutinise the influence of marketer-dominated and other sources on vacationers' information search and decision-making.

Methodology: The paper is based on a survey of international summer holidaymakers in a mature Mediterranean destination, employing self-instructing questionnaires.

Main contributions: The study presents empirical evidence of the trustworthiness of social media platforms and examines tourists' involvement in developing and sharing virtual content. It critically analyses technological mediation through electronic word-of-mouth and involvement factors related to the virtual dissemination of travel narratives. The paper also discusses information intensity, hedonic aspects and utilitarian values of tourist information in relation to interaction aspects of social media, in a context of destination choice and online booking.

Keywords: Information search, social media, electronic word-of-mouth, trustworthiness, destination choice

D3.2

"Global tourism consumption and local consequences – paradoxes in the experience of otherness and demand for sameness"

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Tourism has become global in the sense that it exists all over the world, and remote areas are becoming increasingly accessible to all tourists. The global nature of tourism is underlined by UNESCO's list of world heritage sites, implying that certain localities are of significant value to global audiences and thus invites tourists from around the world to visit – and consume – these sites as tourism products. However, the consequences of this "invitation" might be a heavy influence on development taking place in a community that may or may not be prepared for tourists becoming part of social life as it exists in that community.

This study explores the dynamic relationship between local culture and tourism and entailed ambiguities. The concept of visitability will be used as a way into the paradox that exists between the experience of 'otherness' as well as sameness demanded by tourists, and thus the requirements on local communities' to provide such, once recognising themselves as touristic places. Ilulissat, Greenland, will be the case studied: Firstly due to the heavy influx of tourists since Ilulissat Icefjord became a World Heritage Site in 2004; secondly due to its presumably sensitive cultural environment, which is based on the fact that it is placed in a region where the need for alternative incomes is well-known; and thirdly due to the fact that nature is an attached cultural value, which puts the icefjord at the centre of the community. The meeting between global tourism and a proclaimed world heritage site may thus be somewhat paradoxical, and it is used here as a means to explore potential consequences of tourism to local cultures as well as to broaden the perspective to global tourism.

Keywords: Tourism impacts, local culture, tourism consumption, globalisation

D3.3

"The Stationary Mobility" – Second homes in a changing society – the Swedish example

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Privately owned second homes are a common occurrence in the Scandinavian countries and in Sweden it is the largest tourism category.

The expansion of these holiday homes has been accompanied by large and fairly dramatic social changes within the wider community, and also for individuals and families.

Societal changes have resulted in a strong geographic concentration of large agglomerations of human capital and also capital tied to real estate. In parallel, a strong reduction of use values in rural areas occurred, which was a material pre-condition for the rise of dual housing.

The aim is to see, in terms of Sustainable Development, to what extent second home tourism has changed and has been influenced by these broad societal changes.

Data are used from different time periods and the results are compared with previous studies with the same methods.

The results of this study show that second home tourism is a stable phenomenon in both a short and a long perspective. Despite extensive and radical societal changes private ownership of second homes has not changed in any fundamental way. There are the same motives to acquire a second home as there were 45 years ago, also the behaviour of the owners are almost the same as before. The exceptions are changes related to household ages. For many owners the second home is more "permanent" than the permanent home, which can change more often in the life cycle.

We can see the second home tourism as a spread of opportunities, economic as well as social, as a consequence of more of border-crossing mobility. The second home owners and their families show a regularity in their behaviour which makes it predictable for municipality planners and will be a positive factor for sustainable local development in the future.

Keywords: Second home tourism, mobility, stable phenomenon, societal changes, sustainable development

D3.4

Economic value of recreation in České Švýcarsko national park

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The article focuses on the recreational function of national parks in the Czech Republic. During the summer 2011 will be conducted a research in national park (NP) České Švýcarsko. Based on interviewing tourist in national parks the economic value of the recreation in the NP will be derived. The respondents will be asked their personal characteristics, willingness to pay for entrance fee to the park, their spendings during their recreation and other relevant characteristics. Analysis of tourists spendings will enable to derive the direct economic value and their willingness to pay the indirect economic value. To identify key factors of economic value the logit models will be used. The results of conducted research may help in decision -making process of the national parks authorities.

Keywords: National parks; recreational value; demand; willingness to pay

D4.1

Tourism and poverty alleviation in Nicaragua

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Tourism industry is the one of the major export sectors in many developing countries. In Nicaragua the interest of international development actors and non-governmental organizations has grown rapidly towards tourism initiatives, while there is very little evidence of the connection between development of tourism and poverty reduction. At the same time these development agencies have been generally criticized for getting involved with tourism without an adequate knowledge about the tourism development and for not taking a stand on the immense social, cultural, political and human rights issues related to tourism.

This paper draws attention to the well-being of those being visited by bringing together interdisciplinary schools of cultural studies of tourism and studies of development. The aim is to critically examine the interconnections between tourism and multi-dimensions of poverty in Nicaraguan context. For instance, till today, the issues related to social justice have not been considered seriously enough in the context of tourism and poverty alleviation. Even though the importance of tourism profitability can never be denied, too often the larger context of tourism is dismissed when the economic motive overrules other essential reasons for tourism development.

The paper draws on author's recent empirical research made on the sociocultural significance of tourism initiatives in Nicaragua, and on wider theoretical discussions on the global tendencies of tourism development. The study contributes in building bridges between theory and practice by providing more holistic approaches for planning, implementing and evaluating responsible tourism development.

Keywords: Tourism, poverty alleviation, well-being, social-justice, Nicaragua, cultural studies of tourism, development studies

D4.2

Evaluating the importance of barriers to sustainable tourist behaviour in the context of tourist well-being

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A key contribution for achieving a sustainable development of tourism is the consumers taking an active role and assuming responsibility for reducing negative impacts from tourism, primarily through making environmentally sound purchasing choices and changing behavior. However, despite consistent efforts made by governmental and industry organizations, to entice tourists in adopting more sustainable holiday lifestyles, consumers remain reluctant to opting for greener alternatives. An empirical study of tourist choices in three Swedish tourism destinations revealed a number of barriers that may be responsible for slowing down tourists' response to calls for sustainable tourism. In order to examine the significance of different barriers, the research surveyed and compared tourist choices in four consumption domains: transport, accommodation, food and leisure activities. While some of the barriers proved to be contextual, others are inherent to tourism as an activity that aims to bring well-being to people. Thus, a daunting question emerges: "*On holiday, do we need to sacrifice well-being on the altar of sustainability?* The present contribution attempts to answer this question by presenting and discussing the evidence about barriers to sustainable tourist behavior and its implications for the concept of well-being in tourism.

D4.3

Green Quality Programmes for Destinations

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In many Finnish travel destinations national parks have become primary attractions, especially for international tourists. The framework for tourism development in

Finland's national parks is based on nine principles of sustainable tourism, jointly defined and applied by parks' management, tourism industry and other relevant stakeholders. In order to promote sustainable tourism in travel destinations, two progressive quality programmes, Green Destination Quality Net (Green DQN®) and Green Destination Management Net (Green DMN®), have been created by Finnish Tourist Board, Metsähallitus Natural Heritage Services and Haaga Institute Foundation.

These programs effectively bring together local actors from the tourism industry and nature conservation to promote sustainable tourism.

The Green Destination Quality Net (Green DQN®) is a quality programme for travel destinations focusing on sustainable tourism. The programme's elements include Research, Education and Development. A quality team consisting of the leading companies of the destination, is set up to work as a destination's developer, and to make decisions for the whole destination based on research results (customer and personnel satisfaction surveys). The Green Destination Management Net (Green DMN®) is a second stage programme aiming to result in more comprehensive and continuous quality work, with management following the adaptive planning approach. Sustainable tourism quality programs bring together local actors from tourism industry and nature conservation. During the programmes companies are benchmarking each other and other destinations implementing quality programs. Implementation of sustainable tourism quality programmes with national park participation started in 2008. These quality programmes are highly effective due to the way they encourage collaboration and support development activities.

Keywords: Quality, sustainable, destination management, research, education, development, quality team, customer satisfaction survey, personnel satisfaction survey, national park

D4.4

Market-based mechanisms for enhancing nature-based tourism in private lands: A case in the Ruka-Kuusamo area

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In many countries, such as in Finland, large part of the forests are privately owned and therefore, the use these areas for tourism purposes and restrictions to forest cuttings in order to preserve attractive landscape need to be compensated to landowners. Currently, efficient models to distribute tourism income to private landowners are missing. This paper presents a suggestions for the market-based compensation model called Landscape and Recreational Value Trade that could enhance the long-run sustainability of supplying amenity benefits of forests in recreation and tourism areas.

Visitors to resorts like the Ruka-Kuusamo area pay for the accommodation and other services provided by tourist enterprises. For forest amenities, such as a pleasant landscape, no payments are made. As landscape and recreational benefits are mainly based on direct and indirect use values of forests, and therefore it might be possible to create a direct compensation mechanism between the tourism sector and private landowners. Private forest owners would enhance the provision of environmental services through adopting small scale forest management practices suitable to a forest area used for recreation and tourism. Funds for running the mechanism and compensating the forest owners would be collected from tourists visiting the area.

This presentation describes for the idea behind the suggested Landscape and Recreational Values Trade in Finland. Moreover preliminary results of a recent survey investigating the tourists' willingness to pay for environmental services of forests nearby Ruka-Kuusamo resort will be presented. The study is conducted part of a large n NEWFOREX project (New Ways to Value Forest Externalities, 2009–2013) funded by the European Union. The project examines four environmental benefits produced by forests: biodiversity, nature tourism and recreation, water quality and carbon sequestration. The study analyzes both from users' and providers' point of view in enhancing the recreation and tourism use of forests in Finland.

D5.1

The Killing Fields? Health & Safety in Farm Tourism

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Farm Tourism (FT) differs from other forms of tourism in that it takes place in a dangerous working environment, an active farm.

This study examined health & safety (H&S) issues in FT and provides recommendations based on an analysis of FT enterprises and the attitudes of their operators. A dual methodological approach was used. An internet-based questionnaire, using addresses from the Swedish Farm Holiday register (N=323; R=57%), was combined with field visits (N=3) to FT enterprises (interviews, on-site surveys).

The findings revealed that H&S in FT, unlike in other forms of tourism, is a complex combination of abiotic (e.g. built infrastructure, machinery) and biotic factors (e.g. animals, plants). This together with the human aspect (operators, visitors) poses significant and serious H&S risks for tourists who are unaware of conditions on farms. Operators were found to be aware of the H&S risks in different aspects of the FT environment. However, measures taken to reduce these risks were mainly informal and only 50% of the FT enterprises had written H&S information or a policy. A significant difference was uncovered regarding the human aspect (e.g. attitudes, lifestyle, way of thinking), in relation to operators' (farmers and their families) and tourists' understanding of the FT environment.

Recommendations include a systematic approach to individually analyse the H&S risks of FT operations and the creation of proactive measures and formal H&S information. These should be coordinated and monitored by an outside organisation, such as the Farmers' Union or the Swedish Farm Holiday Association.

D5.2

Bloc images and place branding

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In the last decade, we see the blossoming of destination branding. This area of research holds at least two assumptions. The first is that distinctions can be made between different types of place branding, e.g. destination branding (for attracting tourists) and city investment branding (to attract foreign investments). While scholars and the practice community stay focused on their target audiences, the messages from the different agencies are diffused to different audiences. Just like global publics receive messages and impressions from diverse sources, including news stories, advertising campaigns and word of mouth. "Noises" from various sources matter and deserve more attention in place branding research.

The second assumption is that place boundaries are physical and unambiguous. We know that is not necessarily true at the cognitive level. Bloc images are common to people who have vague ideas about distant places. Scandinavia as a region is common to many people in Asia, similarly many Scandinavians have a "generalized" image of Asia. Place brands are attempts at challenging these bloc images and make places more attractive at specific levels. But bloc images are not necessarily negative and can be exploited for place branding.

This study investigates the construction of "Asia" in the Danish media by deconstructing the two above mentioned assumptions. Empirically, this media analysis study is based on data collected through the most circulated broadsheet (Jyllands Posten), tabloid (Ektra Bladet) and most watched news programme (TV2 Nyhederne, 19:00), over a three-month period (September to November 2010). We examine how these media constitute "Asia" as a bloc brand image. By doing so, we investigate the layering of a bloc brand, the development of bloc caricatures, and the poetics and politics of bloc image creation. Our main finding is thus on the construction of "Asia" in the Danish mass media and on the mediated encounters with Asia. Subsequently, we discuss the theoretical inadequacies in destination branding research and the implications for the practice community.

D5.3

Development of SERVQUAL and DINESERV towards measuring meal experiences in eating establishments

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SERVQUAL and DINESERV have been widely used measuring methods of service quality in the hospitality industry in the last two decades. At the same time, an increasing interest and research have taken place on meal experiences. This paper aims to develop a measuring tool for meal experiences based on combining the best from both SERVQUAL and meal experiences. By measuring the meal experience, eating establishment owners could be able to increase the number of returning customers.

Three different sets of statements developed based on SERVQUAL were discussed towards six different meal experience aspects. This resulted in 11 new statements covering different parts of the meal experience. All of the old statements and the new statements were assembled into a list of 89 statements, and then randomized. Thereafter, the entire list were presented to three professional experts in the hospitality industry that favored statements that would cover an entire meal experience in an eating establishment.

The resulted in 29 new and old statements that together cover six different meal experience aspects; core product, restaurant interior, personal social meeting, company, restaurant atmosphere, and management control system. By worshipping the best experience it is likely to believe that customers' will be returning to the restaurant. The aim of this paper was to develop new statements that better will be adjusted to a meal experience and its complexity. This instrument needs testing in real settings that will be reported in future research.

D5.4

Sustainable tourism 2001–2011 – one of the outstanding European practise in Oulanka National Park

Keijo Ronkainen, Eki Ollila
Basecamp Oulanka, Kuusamo, Finland

Approach to the management of the change in outdoor company: concepted, planned and build along Karhunkierros. Although the company's history starts from 1995 with all normal safari non sustainable operations, so we noticed that the old way is not the future. Nature is our future since 1998 when we started the sustainable project. It took 6 years to find the place, to study the concept and build first accomodation. Year 2005 we sold away all snow scooters, atvs.. We provide ourselves sustainable accommodation, food and activities in national parks. This turned to be real recreation in Oulanka national park: the best sustainable tourism practise in Europe. This presentation shows items, which are categorized in focus of Management, Socio-Economic, Environmental and Socio-Cultural.

Nature, activities, art and tradition in all our doing has become known for many people here in our camp and through social media. Our goal is to change the attitudes of our guests – change their life so that unspoilt and unharnessed areas will stay the same and new wilderness areas will be there in the future. Small decisions made by many people make huge effects – eating, shopping, traveling: these discussions we have along the river Kitkajoki river and in Oulanka National Park: Welcome deeper into the arms of Mother Nature.

Charity work has been our strongest part: during these last 5 years we have donated more than 30,000 euros to wilderness protection work.

Our season has lenghtened from 6 weeks to 34 weeks, our turnover has more than trippled and seems to double. Year 2010 we were in holiday evaluation forms the highest commanded destination among 450 trips all over the world. We are the only destination in FInland with VESTAS Award for sustainable tourism.

Our co operation with universities and other schools brings up many studies and papers during these years.

D6.1

Aesthetics in nature-based tourism – different dimensions in an experience context

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The economic and social development, from standardization to more consumer oriented production, have contributed to an increased focus on aesthetics and the symbolic value of products. In addition to function, the products should "make sense" and symbolize identity. Despite of this, aesthetics as an experience dimension has received little attention in nature-based tourism research. There are few empirical studies concerning the combination of aesthetics and nature-based tourism. The aim of this paper is to gain knowledge about the concept aesthetics in a nature-based context, and to identify different aesthetic dimensions. The paper starts with a short history of aesthetics as a concept, goes on with theories of aesthetic experiences and then reviews some selected studies related to aesthetics and nature-based tourism. Because there are few empirical studies concerning these topics, the paper has an explorative approach based on qualitative in-depth interviews with several experts in subjects like environmental psychology, perception, sensory experiences, architecture and nature-based tourism. The paper aims to contribute to the discussion of the concept of aesthetics in nature-based tourism, and to identify different aesthetic dimensions in an experience context. Finally suggestions for further research are proposed.

Keywords: Aesthetics, nature-based tourism, perception, sensory experiences, aesthetic dimensions

D6.2

Sustainable tourism development in the Dolomites UNESCO World Heritage Site: implications on well-being.

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The Dolomites was established as a UNESCO World Heritage Site (WHS) in 2009. These nine mountain components meet 2 of the 4 criteria required to be a natural WHS: the outstanding natural beauty and aesthetics; the universal geological value. These criteria contribute to the well-being of destinations whose offer is typically oriented towards nature, outdoor experience and enjoyment combined with healthy, local culture and cleanliness of air, nature and water.

In this context, the paper aims to verify if and at which conditions the UNESCO recognition may be a chance to support the wellbeing of Dolomites' host community and visitors through achieving a sustainable tourism development of these areas.

The research methodology is divided into two steps:

- The classification of the municipalities that belong to the Dolomites WHS according to the Weaver model (2000) using a quantitative approach, i.e. their attribution to 4 ideal-type destinations which have different levels of tourism intensity and regulation;
- The assessment of a strategic intention of these areas to adopt approaches to tourism sustainability through a qualitative analysis of their development plans and in depth interview with primary stakeholders.

The expected results are:

- The mapping of the current level of tourism sustainability in these areas. Despite the UNESCO recognition, in a large number of areas the visitor flow and the level of human activity are very significant;
- The mapping of the evolutionary scenarios that Dolomites territories plan to follow, identifying the elements/subjects that facilitate/limit the strategic intention to pursue tourism development according to the principles of sustainability.

These results have both a methodological and a managerial value. They offer: a) concepts and instruments of analysis of sustainability as a driving element for the well-being of destinations and visitors' experience; b) useful indications for territorial policies and tourist development plans of the Dolomites WHS.

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LUC TOURISM

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METSÄHALLITUS

The theme of the 20th anniversary Symposium of Nordic Tourism and Hospitality Research is "Well-being in Tourism and Recreation". One of the key questions addressed during the symposium will be 'How modern tourism can enhance the well-being of tourist, tourism employees, local residents and destination?' Well-being is linked to tourism in multiple ways: people travel to enjoy new environments and cultures as well as to promote their mental and physical health. Tourism also contributes to economic growth and prosperity of countries, and it is reflected in the well-being of local actors, entrepreneurs and tourism staff in various ways.

The aim of the conference is to stimulate dialogue among scholars from various disciplines and countries, in order to challenge and move beyond the theoretical and methodological frontiers of tourism research. Moreover, practitioners and decision makers have been invited to participate in the symposium to discuss best practices, future research needs and the implementation of current research knowledge. The conference is organized by the Lapland Institute for Tourism Research and Education, the Finnish Forest Research Institute (Metla), and Metsähallitus Natural Heritage Services.

Website: http://www.nordicsymposium2011.fi

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