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31st Nordic Symposium on Tourism and Hospitality Research – Book of Abstracts

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31st Nordic Symposium on Tourism
and Hospitality Research - Book of Abstracts

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The Etour Research Centre wishes to express our gratitude to the following for their time and effort in making the 31th Nordic Symposium in Tourism and Hospitality Research a success:

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Welcome to the 31ˢᵗ Nordic Symposium on Tourism and Hospitality Research

This report holds the nearly 160 abstracts presented at the 31st Nordic Symposium on Tourism and Hospitality Research, hosted by Etour Research Centre in September 2023.

Over the past decades, the Nordic Symposium on Tourism has been welcoming participants from an increasing number of countries and has invited them to meet, share and exchange knowledge.

The honor and responsibility of hosting this annual symposium rotates between the five Nordic countries. The last time the Etour Research Centre hosted the Symposium in Östersund was 25 years ago, back in 1998. Back then, 36 papers were presented, i.e. one eight in comparison to this year's symposium. Remarkably, several participants from that time are also present at the 31ˢᵗ Nordic Symposium of Tourism and Hospitality Research. That might say something about the "tourism research family" that has developed in the Northern periphery: once you're in, it seem you never truly leave.

I am glad to extend the warmest welcome to readers to take part and explore the remarkable accomplishments of researchers from various disciplines, not only from the Nordic countries but from around the world.

Östersund in September 2023

Robert Pettersson

Director

31ˢᵗ Nordic Symposium on Tourism and Hospitality Research. Theme:

Rethinking tourism for a sustainable future

The theme for the 31st Nordic Symposium on Tourism and Hospitality Research is **Rethinking tourism for a sustainable future**. In line with this, the aim of the symposium is to share, discuss and advance science-based ideas and approaches that can transform contemporary crises into opportunities. The quest of conceptualizing and practicing alternative forms of sustainable tourism has never been greater. On one hand, almost every region in the world relies on tourism, for economic reasons. On the other hand, many of the same regions are seriously suffering from either too much or too little tourism (e.g., Venice, Italy; vs. Vännäs, Sweden), unprecedented disruptions associated with social precarisation, climate change, and an increased exposure to a globalized economic system affected by financial-market speculation, political destabilization, seats of war, and a pandemic (Covid-19).

In line with the UN-Sustainable Development Goals, the conference's scientific focus is to add to the still little advanced research aiming at exploring tourism's potentials to transform untenable realities within the socio-economic and ecological spheres towards more sustainable future paths, especially in the Nordic context.

The symposium hosts exceptional abstracts and presentations by scholars from the Nordic countries and beyond that have followed the invitation to share their academic insights, and projections associated with the evolving field of transformative tourism. A transformative tourism science re-thinks and proposes alternatives for conventional ways of scientific reasoning which in the past too often have damaged the power of moral imagination, thus hampered the visioning of tourism's contribution to a truly sustainable world.

With the theme of Rethinking tourism for a sustainable future, we address topics in the following six themes:

1. Post-humanism, ethics and meaningful work
2. Responsible behaviour and consumption
3. Sustainable tourism geographies
4. Reimagining the future of landscapes and nature
5. Sustainable community development
6. Rethinking tourism for a sustainable future

Keynote Presentation on Tuesday, 19 September.:

Reset Redux: where is the transformation of tourism?

Patrick Brouder, Associated Professor at Thompson Rivers University in Kamloops, Canada

As international arrivals have bounced back to pre-pandemic levels the tourism sector is as self-assured as it has ever been. Yet, for many, the pandemic illuminated the fundamental weaknesses of the tourism system and underscored the need for a transformation of tourism. While the COVID-19 crisis offered a once in a generation opportunity for a radical transformation tourism sector, the nagging question is where is this transformation today?

In this presentation we will journey through tourism places that are striving for change and see if a true reset is coming now or waiting for the next crisis.

About Patrick Brouder
Patrick Brouder is an Associate Professor at Thompson Rivers University in Kamloops, Canada. His research in western Canada focuses on three interrelated aspects of tourism:

- indigenous tourism (as a form of endogenous economic development)

- creative tourism (in 'creative outposts' in rural and remote places) and
- tourism evolution (long-term processes of change in the tourism sector).

Patrick is an editor for the academic journal Tourism Geographies. He is Past President of the Canadian Rural Revitalization Foundation and also serves on the Steering Committee of the International Polar Tourism Research Network. His most recent co-edited books are Global Tourism and COVID-19: Implications for Theory and Practice (Lew, Cheer, Brouder & Mostafanezhad, 2022) and the Handbook of Innovation for Sustainable Tourism (Booyens & Brouder, 2022).

Patrick is originally from Limerick, Ireland. He lived in northern Sweden for over 6 years and graduated with a PhD in Tourism Studies from Mid Sweden University in 2013.

Keynote Presentation on Wednesday, 20. September:

Situating the Digital Turn in Tourism

Maartje Roelofsen, Postdoctoral Researcher in the Cultural Geography Group at Wageningen University and Research in the Netherlands

The digitalization of tourism has been commonly celebrated, encouraged, and generally associated with notions of progress, efficiency, competitiveness and even 'smartness'. In this keynote address, Maartje will pay heed to the materiality and situatedness of data and data infrastructures that underpin the digital turn in tourism. What, precisely, is the digital made of and where is it sourced? Who exactly profits from infinite data and how is its value reflected and circulated in tourism economies? What do we make of unfettered data growth in times of energy crises and climate catastrophe?

In attending to these questions, this keynote proposes imperatives for the politics and transformations that are needed to pursue more sustainable and equitable digital tourism futures.

About Maartje Roelofsen:

Maartje Roelofsen is a Postdoctoral Researcher in the Cultural Geography Group at Wageningen University and Research in the Netherlands. She holds a PhD in Sustainable

Urban and Regional Development from the University of Graz in Austria. Maartje's research has examined digital transformations within the realm of tourism, urban space, and geography education.

Since 2014, she has engaged in a long-term ethnographic project on Airbnb and its transformation of the home, everyday life and the gendered, racialized and classed divisions of household labour. More recently, Maartje has made contributions to debates in geography education on the use of digital technologies in learning and teaching.

Maartje is an Associate Editor of the journal Tourism Geographies and has recently published a monograph on Hospitality, Home and Life in the Platform Economies of Tourism with Palgrave Macmillan.

Rethinking tourism for a sustainable future – theoretical and practical solutions

On the finale day of the Symposium, join us for a plenary panel discussion with representatives from the Swedish tourism sector and academia. This panel will reflect upon three days of sessions, presentations and exchange and inspire a discussion on reimagining tourism for a sustainable future. The primary focus will lie on rethinking, shifting perspectives and in asking what we need to do differently. Then the concept of sustainability is being addressed, asking what we truly mean when talking about a sustainable future and what solutions we need to make it happen.

The panel brings together both, researchers and practitioners, exploring and discussing the opportunities, but also the

tacles of working together. Finally, with glancing into the future, we will raise the question as to what extend sustainable development and economic revenues can go hand in hand.

Panel members:

- **Stefan Sjöstrand**, Skistar
- **Stina Algotson**, Tourism Industry Research and Development Fund (BFUF)
- **Daniel Skog**, Swedish Tourist Association (STF)
- **Maria Lexhagen,** Etour Research Centre
- **Dimitri Ioannides**, Etour Research Centre

The discussion is moderated by Robert Pettersson

1. Post-humanism, ethics and sustainable work

Is there a dark side of (wild)life encounters in the Arctic?

Albina Pashkevich, Dalarna University, Sweden
Hin Hoarau Heemstra, Nord University, Norway

In this presentation, we discuss issues related to a broader understanding of the multiplicity of equity and justice for other than humans in tourism (Kline, Hoarau-Heemstra & Cavaliere, 2022). Our examples are based on extensive ethnographical data gathering through formal and informal interviews, participant observations and the analysis of researchers' own experiences during several field trips along the coast of Northern Norway. Moreover, we also gather online information sources and social media marketing of animal-based experiences in order to illustrate the conflicting ideas between commercial interests dealing with romanticizing the idealized images of nature-based experiences filled with adventure and spirit of conquest of the last wilderness referring to the Arctic landscapes (Heldt-Cassel & Pashkevich, 2018). In general, the images sent out to the consumers through the online information sources and messages put across to the international and domestic tourists adds to an identity of the destination and what destination marketing organizations and their members wants tourists to see thus influencing the destination image (Ren &Stilling Blichfelt, 2011). The sense of environment or reaction to the things visitors experience in the environment is also part of the image construction of the destination.

In this presentation we are interested in the interactions between humans and animals as part of the touristic experiences along the coast of Northern Norway to understand the nature of this encounters. We are interested in the justifications of representing and encountering other than human animals in the touristic experiences and how these encounters are arranged in order to satisfy human consumers. Our analysis shows the necessity to reconsider our own understanding of animals that are showcased as Arctic (wild)life experience.

The way that tourism experiences are both presented to and later executed by tourists under the guidance of tourism providers leaves little to no justice to both animal and non-human animal in studied examples. The outcomes of our examining reveal masculinity traits in touristic experiences in the Arctic in relation to encounters with (wild)life. This examination helps us to realize a dark side of these experiences and contributes to a wider debate recognizing the rights of multispecies and the need of representation practices

aiming at giving fare treatment and respect to all creatures that human consumes or encounters.

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Sustainable tourism and non-human ethics: nature guides' beliefs and practices

Frida Marie Omma Jørgensen, UiT the Arctic University of Norway, Norway

Introduction

In this panel I would like to contribute with my research about nature guiding and sustainable nature-based tourism in an Arctic region in Norway. This presentation would be based on my article focusing on how commercial nature guides work and relate to the more-than-human world. The research question is; What characterize the nature guides' ethics towards the non-human in their beliefs and practices, and how can this contribute to more ethical and responsible nature-based tourism? With a multispecies ethnographic approach and interviews, qualitative empirics from three guided activities are explored, namely a whale watching tour, a dogsledding trip, and a reindeer experience.

Theoretical background and aims

Sustainable tourism can be defined as "[…] a kinder, gentler form of tourism that is generally small in scale, sensitive to cultural and environmental impact and respects the involvement of local people in policy decisions" (McCool & Moisey, 2008, p.5). However, it can be questioned; what is it we want to sustain? Bertella (2019) remind us that "Sustainability has been criticized owing its focus on human beings and its essential instrumental way to view the nature, wildlife included" (ibid., p. 252). Consequently, there is "[…] a need to reimagine and fundamentally transform human-nature relationships towards sustainability and co-existence remains relevant for the Nordic context, especially so in times when visitation to nature areas are increasing as observed in recent years" (Fredman & Margaryan, 2021, p. 8). My article is informed and inspired by previous poshumanist research that have searched for alternative ways of relating to the non-human in nature-based tourism (Higgins-Desbiolles et al., 2022; Holden, 2019), such as ecofeminism (Yudina & Grimwood, 2016), co-creation and fictive dialogue (Bertella et al., 2019), emotional labour (Dashper, 2020), memory work (Rantala et al., 2020), videography (Haanpää et al., 2021), and the ethic of care (Connolly & Cullen, 2018). These studies have contributed with new theoretical approaches and methodological reflections, however, studies about posthumanism and tourism from the nature guide perspective is lacking. The aim of my article is to investigate the human-nature relation of commercial nature guides, and identify possible post-humanist approaches that can be beneficial to ethical practices towards the non-human. I will also reflect on the attitudes towards animals

communicated through bodily practices, like the way the guides talk and walk with the animals. In other words, how the guides interact with their surroundings, the more-than-human world.

Context and tourism description

The study area has a long and rich history of several ethnic groups living off the land and sea. The Sámi people is the Indigenous population in the region. Later (from 1400 onward) Norwegian settlements was established, as well as the Kven communities - a national minority that migrated from Torneå valley. In addition, the been ongoing for centuries. Sámi families still use the summer pastures for their relation to many other fishermen and traders from European countries and Russia have reindeer, and there are many sheep farmers also. Thus, cultural sites are scattered around the region, like hundreds of years old bear graves and pits for making seal oil by the seaside. The lush valleys have a rich birdlife, and the mountains have unique plants in the harsh living conditions. More than 140 glaciers tell a story of how the ice age formed the land, fjord, rivers, and lakes. The most popular adventure sports here are ski touring and mountain biking in nature areas without infrastructure such as ski lifts and bike parks. Such experience tourism products often require specialized, advanced skills of the tourists, thus, making it a niche business. Other nature-based tourism products that does not require any experience are dogsledding, hiking, kayaking, fishing and mountain bicycling.

Findings and implications

The qualitative analysis identified three main categories that characterize the guides' ethics: 'care as relations', 'respect and acts', and 'coexistence'. The thematic framework contributes with new knowledge about ethical encounters in nature-based tourism by providing insight to interrelations of guides and their companion species. To mention some of the findings: the Norwegian term for care, omsorg, represent a mutual caring relation between a guide and the nature. When we think about how nature also cares for us, does it also make us listen more closely to the more-than-human world? If nature-based tourism actors implement this daily, that might create higher sensitivity to non-humans and stimulate responsible behavior. The category 'coexistence' show that non-humans are role-models for tourism actors through the guides' stories of animal species coexisting in the same spaces. Further, 'respect and acts' urge humans to move away from anthropocentric ways of viewing the non-human, towards an eco-centric ethics and a posthuman approach will nurture understanding and acts of respect. Practical implications of the study are firstly, to identify how care is manifested in relations to the more-than-human world. Secondly, to learn from animals how tourism actors can collaborate in conflicts of interests.

Thirdly, all non-humans must be acknowledged for their intrinsic values, and their way of life must be respected, followed by responsible practices in tourism experiences.

For instance, in the whale watching segment it is suggested that every boat would have a guide with a certificate to secure place-specific knowledge, and the skills of approaching the whales in a responsible manner. The overall pressure on the whales must be minimized, especially snorkeling must be forbidden, or only allowed for multi-day trips with experts onboard and strictly regulated. In interest conflicts between nature-based tourism actors, all stakeholders need to collaborate with each other, and the non-humans must be put in the center of ethical evaluations. To foster peaceful coexistence, nature guides can make initiatives for encounters between species. Interpretation and storytelling should be used to encourage tourists for a closer connection between companion species and make ethical sound choices that can prevent negative consequences from anthropogenic activities.

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Rewild, survive, thrive – How ancestral survival skills education reaffirms the relevance of friluftsliv in the Anthropocene

Maxim Vlasov, Umeå University, Sweden

Making fire with bow drill method

It is hard to forget your first successful friction fire. That cold december day in the forest, I was learning the bow drill method together with 20 other course participants. I had made my entire fire kit from scratch. The fireboard and the spindle came from a fallen spruce that had cracked in the wind. The bow was made of a young birch, just as the handhold that you use to keep the spindle in place. Only the nylon string for the bow was artificial. I could use nettles or animal skin to make natural string, but this was too advanced for me at the time. It took a long time to get the heat going. You are supposed to start drilling slowly with steady movements using the whole length of the bow. As the smoke appears, you pick up the speed and increase pressure on the spindle. The drilling was exhausting. I clinged into the bow and the handhold with frozen fingers. The spindle slepped out of its place now and then testing my patience. Finally, a tiny red coal jumped out of the fireboard. I picked it up with the tip of the knife and put it into the "bird's nest" of packed dry grass and fluffy seeds from cattail's flower (the one that looks like a cigar). A few blows and the tinder caught fire. Staring into the flames, I felt how many invisible strings were connecting me to my hunter-gatherer origins and to all the non-human helpers like spruce, birch, grass, and cattail.
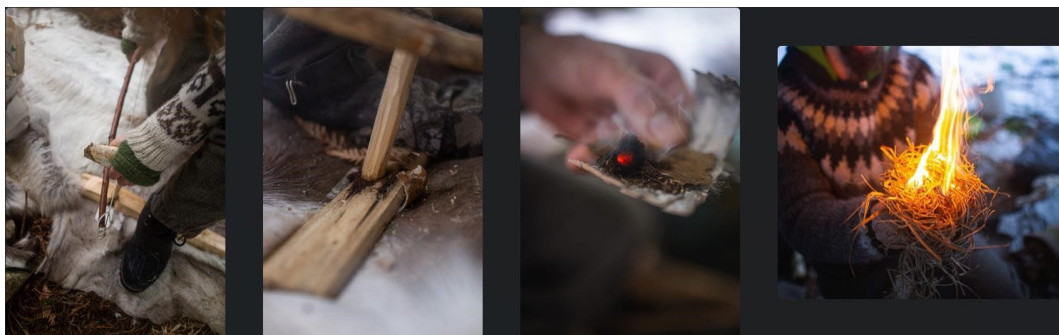
Figure 1. Starting fire with bow drill method. *Image credit Kiljan Eckerman. Modified by the author.*

I was trying to imagine that moment, hundreds of thousands years ago, when our ancestors learned to control fire for the first time. They hardly had any clue that this would be the first step in human mastery of nature, which would eventually spin out of control and threaten the very existence of humanity.

The relevance of friluftsliv in the Anthropocene

Friluftsliv, as a way of life that emphasizes spending time outdoors, is expected to promote nature connection, ecological consciousness, and sustainable practices in educational, recreational, and tourism settings (Andersen & Rolland, 2018; Brügge m.fl., 2021). The philosophy of friluftsliv has roots in deep ecology of Arne Naess, to whom simple activities in nature represented a critique of, and escape from, the modern society and growth capitalism (Breivik, 2021). However, the current trajectory toward more commercialized, specialized, and resource-consuming activities have embedded friluftsliv firmly into the very structures that are driving environmental destruction (Gurholt & Haukeland, 2019).

This paper explores whether ancestral survival skills can reaffirm the role of friluftsliv in the time of anthropogenic environmental disruptions. I draw on my experiences with a year-long course on nature living and ancestral survival skills at a folk high school in Sweden. The curriculum includes, among others, friction fire techniques, wild edible and medicinal plants, animal tracking, natural navigation, and traditional crafts such as wood carving, basketry, and tanning animal hides. The participants meet occasionally for weekend- and weeklong gatherings in the forest to learn new skills and organize everyday life as a community. The course is part of a wider trend that goes under the names of bushcraft, wilderness survival, and primitive technology (Fenton m.fl., 2022; Pike, 2018). Wilderness survival is about skills and techniques necessary to survive in an extreme situation, such as getting lost in the wilderness. Bushcraft, on the other hand, focuses on the skills of long-term wilderness living, while primitive technology is a distinct niche where attention is given to pre-historic technologies and living off the land without industrially manufactured gear.

Rewild, survive, thrive – why learn ancestral skills?

The paper is organized around three themes where I present emerging analysis of own experiences with the course, as well as interviews with other course participants about their motivations to learn ancestral skills, and their experiences with integrating these skills into everyday life. I show how learning ancestral skills can rewild human experience bringing to life embodied connections with more-than-human ecologies and evolutionary human history. This has a transformative effect on one's practice of friluftsliv, embedding it into the landscape through mindful and skillful engagement with its material

affordances and non-human inhabitants, while simultaneously dis-embedding it from the techno-industrial and capitalist structures of modern society. The practice of ancestral skills – where environmental knowledge means more than modern equipment – provides a glimpse of a post-growth culture that is better equipped to deal with disruptions in climate, environment, and society. Yet, there are many unresolved tensions when it comes to the political and cultural promise of ancestral survival skills education to ensure multi-species justice and systemic change.

Rewild – forest as a refuge from civilization

Learning ancestral skills is like learning a new language. It animates the landscape, and you see things that were hidden from sight before; like, birds calling to alarm the forest about your presence, or noticing and harvesting natural materials for your fire kit. While rewilding is mainly known as an approach to ecosystem restoration (Monbiot, 2014), here I refer to human rewilding meaning restoring the broken links with non-human nature and our evolutionary history as hunter-gatherers (Maffey & Arts, 2022). The interest in ancestral survival skills shares a lot with the general interest in friluftsliv, yet with a closer look, it also contains a search for a more "primitive" way of being and moving in the landscape that is based on authentic, skillful, immersive, embodied relations with its material affordances and non-human inhabitants. Learning these skills transforms one's relation with the forest from being an alien or even feared place you just pass by, to become a place of safety, comfort, and home that offers refuge from the artificial structures and demands of modern society.

Surviving (together)

Friction fire is not just a skill that might be handy in an emergency or a post-apocalyptic future without electricity or industrial production of lighters, but it also provides a space to exercise inner resilience – a form of psychological preparedness to live with less material comforts. The feelings of anxiety, grief, and despair in relation to environmental destruction and societal crises slip into conversations at the course. It is not uncommon for the participants to express an idea of approaching collapse. At the same time, there is also a shared unease with the survivalist and prepping discourse (Katz-Rosene & Szwarc, 2022; Parkkinen, 2021). Surviving comes out rather as a search for alternative culture based on simple means, self-sufficiency, ecological awareness, and most of all – community. As one participant puts it "*It is not about surviving at any cost to return to civilization, but rather thriving together in nature as our ancestors did*".

Thrive – a glimpse of a post-growth culture?

Following anarcho-primitivist philosophy, rewilding is a process of undoing domestication that civilization has imposed on both human and non-human beings. Primitivists wish to dismantle modern technology in favor of a "future primitive" way of being based on decentralized, small-scale, and self-sufficient hunter-gatherer communities (el-Ojeili & Taylor, 2020; Zerzan, 1994). At the course, few really dream about leaving the modern society for a hunter-gatherer life. Even if such dream exists, there are many barriers for integrating ancestral skills more fully into everyday life. This can be attachment to modern comforts and conveniences, lack of access to "natural" areas, judgement, or fear of missing out from the social and cultural life that the society provides. Many participants dream of a "hybrid existence" where they can bridge their modern life with hunter-gatherer activities, which they would retain as a hobby or integrate into their professional work as teachers, personal coaches, or nature guides. Also, while forest holds a lot of value for the participants, there is in general little awareness or engagement in politics surrounding the extractivist forestry practices in Sweden.

I discuss whether the interest in ancestral survival skills might follow the same problematic path as mainstream outdoor recreation and nature tourism. While satisfying the primitivist longing for nature connection, ancestral skills education cannot fall short of addressing the issues of multi-species justice, or the actual indigenous struggles for land and survival from the encroachment of modern civilization (Lavi m.fl., 2023; Seraphin, 2017). This is relevant as it is increasingly packaged into commercial courses, guided experiences, and products at the risk of leaving out its political and cultural promise, or worse – reinforcing its extractivist, colonial heritage.

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Socio-spatial systems perspectives on tourism impacts: Landscapes and non-human agency

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Dimitri Ioannides, Mid Sweden University, Sweden
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Tourism functons as a driver of change and potential livelihoods upgrades in many rural areas (Briedenhann & Wickens, 2004; Rogerson, 2015). However, tourism development runs the widely noted danger of negatively affec:ng social relations, people's senses of place, communities' power to self-organize, and the destinations' natural and cultural heritage resources (Kneafsey, 2001; Salazar, 2012, 2022; Stoffelen, 2022; Stoffelen & Ioannides, 2022). Tourism impact studies have come a long way towards recognizing the diversity of the sector's impacts in this regard, both in positive and negative ways (Stoffelen & Ioannides, 2022).

The field has moved well beyond boosterist planning ideals that were recognized first in the 1980s as the origin of all kind of adverse effects on local destinations (Getz, 1987; Mathieson & Wall, 1982). Various new – albeit controversial – concepts, including the recent notion of regenerative tourism (Bellato et al., 2023), have since been pitched regarding tourism's ability to lead to equitable impacts across all sustainability domains within the existing economic system. Yet, proper system-based assessments of the tourism sector across the sustainability domains remain relatively scarce. Purely pragmatically, this is not unexpected. System-based studies to tourism impacts are inevitable large, consisting of a range of work packages, and it is hard to cover all the ground in individually published research papers.

Nevertheless, we argue that there is an obvious gap in conceptualizing tourism impact assessments: the spatiality of the sector's impacts tends to be covered in rather simplified ways. For system-based assessment of tourism impacts, we should not only answer questions regarding what tourism impacts are and how they originate, but also where, to whom and in which spatial environments they occur. This paper addresses portions of these questions through an exploratory reflection concerning one of the somewhat neglected spatialities in tourism impact conceptualizations. Specifically, this is the landscape as a significant actor that affords tourism actions, agency, and various impacts to materialize. While recognizing the reciprocal relations between tourism and landscapes (Terkenli, 2021), conceptual and empirical work on tourism landscapes (Knudsen et al.,

2008; Ringer, 1998; Stoffelen & Vanneste, 2015; Terkenli, 2002, 2004) has tended to focus on the commodification of landscapes for tourism purposes; how this influences people's place perceptions and, vice versa; and how tourism development impacts the landscapes it draws on for its (tangible and intangible) resources.

In this body of work, communities are key stakeholders, and insider/outsider relations in tourism landscapes are central to understanding dissonance in tourism place making (Knudsen et al., 2008; Ringer, 1998). Landscapes, in this sense, embody the relations between tourism and place and contain and represent people's place meanings (Ringer, 1998; Stoffelen, 2022; Terkenli, 2004). Paulissen et al. (2022) argued that such studies in the core fields of landscape studies, such as geography and environmental humanities, have tended to look at how people deal with (i.e., impact, commodify, construct an identity based on) landscapes, as a countermovement to the environmental determinism that shaped these fields in the 19th and early 20th century. Recently, though, the 'post-human' and 'neo-material' turns in these fields challenge this tendency, and emphasize the agency of landscapes to afford impacts on people and co-create human-environment relations (Chakraborty, 2021; Paulissen et al., 2022; Wright et al., 2012).

We argue in this paper that these turns provide an opportunity to deal with the rather neglected spatiality of landscapes in tourism impact conceptualizations. Rather than being mere contextual, a backdrop or spatial fabric onto which people can imprint their values and material impacts through tourism, these turns provide the conceptual framework to see landscapes as a relational component of the system itself that intersects with society in non-linear, complex ways. Understanding the non-human agency of landscapes in tourism impact conceptualizations can, for example, revolve around affordances; the action potential that shapes how the relations within a system can materialize (Ackerman, 2019; Paulissen et al., 2022). With this paper, which is predominantly theoretical and uses anecdotal empirical insights to illustrate key arguments, we raise questions: how does the non-human agency of landscapes in tourism studies differ from previous conceptualizations of tourism landscapes; what does considering landscapes as non-human agents mean for a socio-spatial systems perspective on tourism impacts; which implications does such a conceptualization have for conducting tourism impact studies in practice?

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Researching with Proximity: Relational methodologies for the Anthropocene

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It has been more than three years since we, together as the 'Intra-living in the Anthropocene' research community, have been thinking about what researching with proximity might do for our work. That said, we had all begun posing this question—just in different words—before this and felt excited about the shared research adventures ahead of us. While our research contexts, theoretical inspirations and messmates vary, we share the ethicopolitical interest of 'staying with the trouble' (Haraway 2016) and gathering around common matters of care (Puig de la Bellacasa 2017; van der Duim, Ren and Jóhannesson 2017; Ren, Jóhannesson and van der Duim 2018). That is, instead of acting as individual agents of critique, we enact research by positioning ourselves within the phenomenon at hand with the modes of receptivity and engagement (Scott 2017, 5).

As Bruno Latour (2004) so aptly puts it, critical engagement with the pending crisis has been at risk of running out of steam, as the critique is directed towards things that happen at a distance. This shift happens, to put it bluntly, when the critique is focused on revealing the stupidities of others or on offering moral guidelines or teachings about how to act or think in the Anthropocene. Or in the most destructive or paralysing case, the critique tries to assert that there is nothing to be done (see Haraway 2016, 3–4). So, instead of taking the task of educating the audiences about the ecological crisis in the North, we have wished to share research stories of our lived and embodied experiences that can affect the readers in personal ways (Roelvink 2015; Vannini 2015). We have joined the efforts of unsettling the abstract narratives of the climate change and biodiversity loss in the Anthropocene by drawing focus on the possibilities of engaging differently with ordinary, everyday and multiple relations (Gibson et al. 2015; Instone 2015, 36).

A big part of our writings took place during the 'unnormal' times of the pandemic, where responsibility and respect were re-defined as keeping distance from other human bodies (Munar and Doering 2022). Although the pandemic made ethical negotiations between closeness and distance tangible, we would like to argue that somewhat similar kinds of ongoing negotiations form an inherent part of more-than-human relations as such (see also Valtonen et al. 2022). We can follow the recommendations to keep safe distance to the car in front of us, avoid feeding the ducks, stay away from fragile objects in a museum and

walk merely on the marked trails, yet these kinds of easy-tofollow, one-fit-all rules do not exist, luckily in our view, for most of our daily encounters. Hence, we are thrown to relations with constant hesitation whether to lean in or step back, engage or give space – or something in the between. In Maria Puig de la Bellacasa's (2017, 5) words, care is not about harmonic fusion, but 'it can be about the right distance'.

By recognising how staying proximate intensifies relations, we have wished to approach proximity as an ongoing and uncertain process of becoming rather than a desirable goal as such. We also hope that this volume has succeeded in disrupting clear-cut categories of good or bad, sustainable or unsustainable, visiting or dwelling by staying proximate with untidy relations and entanglements (see Veijola et al. 2014). By doing so, we see that researching with proximity might also have helped to stretch our conventional understandings of mobility, tourism and leisure in the Anthropocene (see Hales and Caton 2017).

Many of our experiments have meant revisiting, rethinking and reimagining the supposedly mundane or known— that is, phenomena, concepts, relations, places and beings that we have in many cases learnt to take for granted. This pursuit has challenged us to cultivate the art of attentiveness towards proximate bodies, texts, technology, family homes, landscapes, forests, trees, weeds, lichens, parks, movies and theatres. We have engaged with the messiness of more-than-human relations through the notions of repetition, mundane, exceptional, atmosphere, fidelity, reverberation, rhythm, care, hospitality, fragility, sensitivity, touch, departure, narrative and intimacy, drawing focus to the intensities of our proximate relations. Among the many shared aspects of these research stories is the mode of attuning to relationships and our research messmates with curiosity and wonder. To follow Barad's wording, we have engaged with our proximal relationships through a 'mode of wonderment' (Barad 2007, 391; see also Ogden et al. 2013).

In this book, we have been messing up and speculating rather than classifying, offering accurate representations or nailing things down. Instead of providing clear answers or claiming to solve the ecological crisis, we have tested different ways of attending to our proximate relations with a curiosity about what might happen or become. Therefore, it would feel wrong to end this book with a neat conclusion. Instead, the authors have provided some suggestions to encourage and support future research wanders with the idea of proximity. Again, what follows is not a 'tick-the-boxes' kind of list; rather, it is a compass or an 'ethical pointer' (Zylinska 2014, 19) that can help us to continue to engage with the mode of critical wonder in the Anthropocene. In David Scott's (2017, 16) words, these suggestions could also be seen as clarifications that offer 'successive, provisional resting points along the way where we gather our thoughts for further dialogical probing'.

The chapters of this book offer ideas for re-embodying relations and the world of bodies with all our senses. We have suggested proximity as an ethico-political relation where the 'right distance' becomes negotiated through situated and embodied engagements with multiple others. As Barad (2012, 206) so beautifully puts it, 'so much can happen in a touch: where an infinity of other beings, other spaces, other times – are aroused'.

Finally, we hope that this book has succeeded in awakening a desire to hear, listen and learn from the modes of storytelling that go beyond non-verbal communication.

Let's stay in touch!

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Translating nature in multispecies communities through forest bathing

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This paper offers a conceptual exploration on the following question: what kinds of translating processes maybe happening in the practices of "forest bathing", and what affects these processes may trigger and help us to enlarge our own well-being to other more-than-human species with whom we co-inhabit this planet. Forest bathing is a term originated in Japan. It does not mean taking a bath in the forest, although that could also be part of it! The original term "Shinrin Yoku 森林浴" could be translated to "forest bathing" "taking in the forest atmosphere", and is used as a concept in the Japanese sylvocultural therapy (Tsunetsugu, Park & Miyazaki, 2010). In recent years, it has received growing attentions even in the West. One could say forest bathing has been developed as an attempt to reduce the modern life stress through reconnecting with 'nature' (both the physical natural environment and the 'nature' of oneself). The term has been primarily studied for its physiological and psychological benefits to its practitioners and it is very much seen as a remedy, sometimes in pure clinical sense. However, when it comes to practices one cannot clearly define what forest bathing includes or excludes. This elusiveness thus allows various ways of interpreting and applying the term. While certain amount of mindfulness is required, typical activities that are practiced as forest bathing include taking a walk, meditating, doing yoga, and picking berries or mushrooms in a forest area. The forest they are 'bathing' in could be a patch of wood in urban areas, an unharvested industrial forest, or a more preserved forest. Forest bathing can be done alone, or with a guide/teacher. One can do it free, on irregular bases. One can also become part of an organization that advocates forest bathing, and take courses to become certified and teach others how to do forest bathing. Some see and seek business opportunities in forest bathing, and other see a political stance.

Previous research on forest bathing focuses on proving its healing effects for human body and mind, as well as its benefits on maintaining well-being. Very little effort has been put on understanding it from a more social-cultural, political, or environmental humanities' perspective. In this paper we conceptually explore how forest bathing enables certain 'translating processes' and how those may highlight our potentialities in recognizing and connecting with multispecies communities in tourism settings in Sweden. Taking inspirations from the intersection of philosophy and translation studies, as well as

multispecies and post-humanist studies in recent years, we aim to bring new ways of thinking and understanding the phenomenon of forest bathing and the practices evolving around it. Here 'translation' and 'translating' are understood beyond the linguistic domain, referring to the senses and affects emitted and transmitted by individuals across multispecies community. At the meantime, our take on 'translation' can be understood in comparison with the term 'interpretation' in the practice of nature interpretation in many tourism settings. The purpose of using 'translation' is to apply some of the linguistic and cross-cultural communication elements into a multispecies perspective in tourism contexts, and thus to help us to see how forest bathing can make the visible, audible, and recognizable signs from other species translate-able and understandable to humans.

The past, the present and the future of hospitality work in Finland

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The continuous changes in the society and working life have impacted the hospitality industry and led to consequential lack of work force within the industry. Various attempts to solve the challenge have been seen in pre and post Covid19. Some of the attempts have been creative or successful while some have not been very imaginative.

In policy development the labor market situation is usually scrutinized through statistical analysis. Even though the statistics are a good way of acquiring a general picture of the labor market and its developments, different methods and viewpoints are needed in order to make the changes in the hospitality field and hospitality work visible.

At the same time, there is a need to scrutinize the changes and challenges within the hospitality field and as part of wider changes in the society. Following the thoughts of Sohail Inayatullah (2008), we have to recognize the weight of the past, push of the present and pull of the futures images. Thus, it is important to understand the changes that have impact the way we understand hospitality work today.

The aim of the study is to discuss research perspectives concerning the changes in hospitality work, working communities and working culture. Research material consists of articles published in a professional hospitality magazine *Aromi* during years 2022-2023. The articles are analysed in order to understand better the views of staff concerning the present and the future of hospitality work and the results are reflected to the current changes in the society.

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Session 1.2: Decent and Meaningful: Tourism and Hospitality Work in Sustainable Tourism Futures

Researching hotel housekeeping – working participant observations

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Research on housekeeping staff in a Swedish context is limited, at least from a perspective that looks at wellbeing, work-life situations and intersectional element of power from a gender perspective. Housekeeping staff at hotels are most often women, many also have backgrounds in other countries and have limited possibilities of influence over their own work and overall work-life situation. In a current research project we aim to analyze and understand the work-life situation, the experienced work environment and the power relations and gendered practices of housekeeping staff at hotels with a focus on dignity and decent work through a theoretical framework of embodied labour and embodied intersectionality. In this paper we explore how this could be investigated methodologically though adopting the approach of embodied labour and the practice of "working with". We analyze work practices through working participant observations and discuss challenges, advantages and experiences in using this method in hospitality research.

Through the research we unpack and make visible the social relations, constructions and embodied practices of gender, ethnicity/race and class/socioeconomic status within workplaces, in specific geographical contexts, as well as in the everyday life of the working individuals that frame their experiences and their possibilities to experience decent work and wellbeing. To be able to understand work as a practice that includes power relations, hierarchies and physical bodily experiences of men and women in housekeeping, we use the concept of embodied labour and embodied intersectionality both as a theoretical framework and as a principle guiding our methodological design for empirical data collection.

By studying labour as performed and as embodied practices that enacts and re-create social hierarchies of gender, race and class, it is according to McDowell et al. (2007) possible to advance our understandings of the connections between the lived experiences and coping strategies of individuals and the broader framework of working conditions in a globalized service economy (see Bryson et al., 1994).

Following McDowell's claim (2007, p. 3), we agree that: "the hotel is an ideal site for studying hyper exploitation and labour segregation in the service economy", since the lower end hospitality workers in hotels are often docile and cheap migrant workers. Through using an embodied labour research perspective, we are able to study the bodies at work in relation to mobilities giving us context-specific, embodied daily practices and understandings of the work, an approach that is rarely adopted in work related geography research (McMorran, 2012). Hence, we set out to further develop Alberti and Iianuzzi's (2020) conceptual elaborations and applications of the epistemology of situated inequalities developed by Crenshaw (1991) and Mirza (2013) on service economy workers and their performances of social differences.

Using working participant observation, we try to overcome the de-coupling of the subject of work (the worker) from its context (the workplace), one of the issues with using other more traditional qualitative methods (i.e. interviews) (McMorran, 2012, p. 491) by providing context for situated knowledge(s) produced, performed and consumed by hospitality service workers. The working participant observations are currently carried out in four different hotels in Sweden. The hotels are selected on the basis on geographical location, ownership model and recommendation from the union and employer's organization representative enrolled in the research projects reference group. The researchers are actively engaging in the work performed by the group in which she is enrolled and is using Swedish, English and body/sign language to communicate. The work will be performed with the same preconditions as the group of housekeepers regarding working hours, schedules, work equipment, clothing etc. Full work schedules are carried out and the researcher is treated as a fellow new employed in the group of housekeepers. In addition to the time spent at the hotel as an embodied worker, the researcher may write, sort, and store field notes, descriptions of personal experiences and additional material (i.e. photos, drawings, information material) in a way that allows for the research team to analyze the data continuously.

Preliminary findings of the studies are that the method of working participant observations is well suited for the purpose of engaging with research subjects and at the same time embodying the labour as a researcher. The role as a working housekeeper and at the same time managing to take notes and observing from the researcher's point of view is challenging and requires the ability of the individual to do boundary work crossing the insider-outsider line all the time. Another challenge is the role of the researcher at the hotel and how this temporary work as some kind of guest is approved and interpreted among the employees. There is always a risk that the situation is staged or performed slightly differently when the researcher is present. On the other hand, by engaging and performing the same tasks, a personal relationship with the co-workers is developed, in which it is

highly important to reflect upon ethics and responsibility towards the working subjects and their integrity.

Inclusion of Immigrant Tourism Employees into Local Communities

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Introduction

In recent years there has been an ever-growing labour shortage in tourism. This is mostly due to the intense growth of tourism in Finland, but reputation of tourism work as seasonal, straining and low-wage is surely affecting as well (Harju-Myllyaho et al., 2020, p. 64). Also, the ever-ageing demographic trend in Finland causes labour shortage in many fields of society, including tourism. Immigration is often seen as one solution and staffing companies are recruiting directly from abroad. Paradoxically many immigrants living in Finland face difficulties to find a job (e.g., Yeasmin et al., 2020). This is a global problem, which is clearly seen also in Finland. There are remarkable differences in unemployment rates between Finnish people and immigrants, even when comparing people with same education and age. While all immigrants face employment challenges when arriving in Finland, there are groups, e.g. asylum seekers, refugees and certain nationalities, for whom becoming employed is even more difficult (Pesola, 2020).

We are interested in this contradictory phenomenon: immigrants are needed to help with the labour shortage, but at the same time there are lots of prejudices and structural challenges that prevent the inclusion of immigrants to Finnish society. As tourism researchers we are looking at this societal phenomenon in the context of tourism. We are specifically interested in the viewpoint of the immigrant employee, their thoughts and feelings on their new community: to what extent are they willing and able to engage to their communities. Our research question is *how immigrant tourism employees are included into local communities?*

Theoretical concepts

Theoretically we approach this topic with the concepts of inclusion and throwntogetherness. According to Isola et al. (2017) inclusion refers to participation, representation and democracy, and consists of involvement, relatedness, belonging and togetherness. It emphasizes everyone's right and possibility to use the same facilities, take

part in the same activities despite any personal or cultural features (Biddulph & Scheyvens, 2018; Harju-Myllyaho & Jutila, 2021, p. 1). In the context of tourism, inclusion has been studied from several different customers' points of view. Along with the diversity of tourists, inclusive tourism also emphasizes the participation of local communities (Harju-Myllyaho & Jutila 2021, p. 1; Mettiäinen et al., 2009.) Immigrants are mostly included in tourism as workforce, but work is only one aspect in people's lives. It is important to ponder, what kind of inclusion do immigrants experience in local communities.

The concept of throwntogetherness offers an interesting viewpoint to approach inclusivity in tourism. Throwntogetherness refers to spaces where people different from one another in terms of ethnicity, religion, class, sexuality, gender, age and disability are 'thrown together'. This idea emphasizes places as networks of social relations and understandings with continuous challenge of negotiating a here-and-now (Gawlewicz & Yiftachel, 2022, p. 347; Granås & Nyseth, 2008, p. 181; Massey, 1994).

Data and method

The thoughts and experiences of immigrant tourism employees on their inclusion into local communities are in the focus of this study. Thus, we chose interviews as a method to collect our data. We interviewed five immigrants, who were working or had recently been working in the field of tourism in Finnish Lapland. All informants were from different countries, two from European Union and three outside the Union and outside Europe in general. Their background varied also based on their age, gender and the reason to be in Finland.

We analyzed the data with qualitative content analysis. The aim was to approach the data with an open mind and use coding without too much restriction by the theoretical framework. This process produced three different types of inclusion based on the coding process: societal, interactional and cultural inclusion

Findings

Societal inclusion

Job is of course important to anyone to be included to the society, but it is seen more important to immigrants compared to people living in their country of origin (Zandkrimi, 2023). For immigrants, work is a channel to interaction with other people, as they may otherwise not know many people. This is why immigrants eager to have job even if it is volunteer, even if it requires moving to another town or it doesn't match with one's education. Immigrants are ready for short-term and part-time contracts or volunteer work because they want have strong need to do something and their work is best way to be part

of the society and to learn the language. This is understandable as one has to start life in new country from somewhere, but this readiness to almost anything includes a huge risk of abuse and exploitation. They may not be familiar with Finnish collective labor agreement, nor even know that it exists. Immigrants also need to put lots of effort to convince their bosses or potential bosses. It requires lots of extra effort from them to witness their experience and expertise. How employers treat immigrant applicants and employees compared to Finnish ones affects a lot to the inclusion of immigrants to the local communities.

Interactional inclusion

Based on our data, the language barrier is one reason causing difficulty to get a job. Language and especially language barriers are present in the data from many different viewpoints. It also seems that the requirement of fluent Finnish to be able to work is a myth. Even when Finnish language skills are a precondition in a job advertisement, insufficient Finnish skills are not a problem in the actual work. Immigrants find their way to communicate even without fluent Finnish: they use English, they use translators and above all they use their 'poor' Finnish, that improves quickly when used. Immigrants even think it is very good to have colleagues (and customers) who don't speak English, as it significantly helps to learn Finnish. Work itself is often the best 'teacher' as the working environment motivates and enhances language learning. At the same time, learning together with colleagues supports engagement and belonging. Immigrant employees feel that if they get the opportunity to demonstrate their skills, everything works perfectly. They have very positive experiences from customer service and their customers who teach them Finnish. The only challenge is how to convince the potential employer. Based on our data it seems that learning Finnish is not only a tool for engagement but is also an important part of the process of engagement. Ability to speak the same language with most of the people in the surrounding society is very important. Without understanding for example jokes and everyday chatting, the feeling of being part of and included into the community may be very difficult to achieve (Zandkrimi, 2023).

Cultural inclusion

Employment is one important factor in process of integrating to local communities, but it cannot be taken for granted. Working contract does not automatically mean engagement into local communities. According to our data, friends, hobbies, services, things to do and possibilities in general play also a very important role in inclusion. Tourism work is sometimes situated in peripheries, in 'bubbles', where employees don't necessarily meet any Finnish people. In some cases, all colleagues, customers and even the employer are immigrants, and the company is situated far away from town or city centres. This for sure

is not good for the engagement to local community and local culture. These types of tourism "bubbles" create a reality that is disconnected from the society around. It really challenges inclusion into local communities.

Conclusion

Inclusion of immigrants to local communities requires society that support their staying. Our data highlights the importance of employment. It seems that any kind of working experiences, even volunteering, part-time work or work that does not correspond to one's education, is a first step in inclusion for immigrants. The language barrier is one aspect that challenges employment. But after becoming employed, learning the language and work go hand-in-hand supporting each other. Language learning supports engagement both to the work community and the local community. Using the new language with colleagues and locals is an important process of inclusion. It is a process that helps immigrants to engage in the local community in general. All observations and notes above are more or less related to one important standpoint: getting to know the local culture. The role of interaction with local community, neighbours and colleagues is essential, as inclusion is not something that can be realized between the immigrants and the immigration services.

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Women Leadership in Sustainable Tourism: Inclusive Leadership for a Sustainable Future

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Motivation and Background

The paper presented is a part of the Erasmus+ project 'Women Leadership in Tourism, Leisure & Hospitality' and is based on the desk research undertaken for the project's discovery report. The report, along with a compendium of best practice cases, was compiled to create a solid knowledge foundation for the teaching material that will be created within the project. The aim of the project is to create open educational resources and training programs that address the challenges, development needs and opportunities faced by women in tourism, hospitality, and leisure.

Globally, women make up around 54% of the work force in tourism but on average earn 10-15% less than their male counterparts. However, when you look at the share of women in leadership positions within the sector, the numbers are much lower, or closer to 25%. Furthermore, those leadership positions tend to be concentrated in human resources departments rather than commercial or finance departments (World Tourism Organization, 2019).

It is therefore a worthwhile task from a gender equality perspective to pay closer attention to female leadership in tourism, hospitality, and leisure. Additionally, the topic becomes even more relevant when viewed from the broader sustainability lens. This includes adding the environmental dimension, concerns about climate change and how the sector can move towards a more climate responsible tourism. Several research results indicate that women as a group are more aware about environmental issues than men as a group and are also more likely to change their behavior to become more environmentally friendly (Sand, 2022).

Research Question and Empirical Approach

In this paper we will present the conceptual framework on how the connections between leadership, gender equality, tourism and climate change can be viewed. Considering the main aims of the We Lead project, a desk study was undertaken to lay out the concepts and issues at the core of the project. The desk study looked at existing research and literature on leadership theories, the current status of women within the tourism sector, sustainable tourism and climate change actions, and found the links that connect them. By doing so we wanted to answer our research question: *What is the role of inclusive leadership, including gender diversity, for more sustainable practices within the tourism and hospitality sector?*

Conceptual Framework

Tourism as a sector can be linked to all 17 goals of the Global Sustainable Development Goals (SDGs) adopted by the General Assembly in 2015 (United Nations, n.d.) and has the potential to contribute to the goals both negatively and positively. Sustainable tourism is the kind of tourism that minimizes the negative impacts on society and the environment and takes full advantage of opportunities to be a force of positive change. Or as defined by the World Tourism Organization: "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities" (World Tourism Organization, n.d.).

Sustainable tourism will not happen automatically. What is needed is diversity of leadership, leaders that understand the complexities of sustainable development, are ready to challenge dominant paradigms and bring different and diverse skillsets to the table compared to the leaders of the past. It is therefore important that leaders in tourism come from different backgrounds and belong to different groups.

An important component of diversity among leaders in tourism is gender balance. Women comprise more than half of the labor force in tourism, but their representation is not equal when it comes to the top layers of management in the tourism sector. Increasing the number of women in leadership position in tourism is both an important issue for gender equality but also for sustainability more generally, since increased gender balance in decision making has been shown to increase awareness about sustainability issues, including climate change, and lead to more environmentally friendly operations (Altunbas, 2021; Sand, 2022).

Gender, Leadership, and Sustainability

Looking through the research available on gender and environmental issues, the research consistently shows gender differences in both environmental awareness and the willingness to adopt more environmentally friendly behaviors and policies.

Recent research on wildlife management looked at gender differences in biospheric value and opinions on seal watching management of visitors at seal watching sites in Iceland. What the results showed is that women tourists had stronger biospheric values than men and were more aware of the potential negative anthropogenic impacts on the seals.

Furthermore, the women answering the questionnaire were more positive towards management actions aimed to counteract and/or decrease these negative impacts (Chauvat et al., 2022). Furthermore, in a recent project on gender and sustainable lifestyle in the Nordic countries it was found that, in comparison with men as a group, women as a group are more likely to engage with climate change issues and social issues. This Nordic research looked at peer reviewed research results from several studies in the Nordic countries as well as some research from northern Europe and North America, conducted in communities with similar standards of living as in the Nordics. Both quantitative and qualitative research results were reviewed, and the gender differences was consistent across the different types of research (Sand, 2022). Another point of interest was the finding that young people, especially girls and young women, seem to be particularly concerned about climate change, while climate change deniers are disproportionately found among older men who often are or have been employed in traditional male industries (Sand, 2022).

What the results of these two studies shows is that environmental awareness is on average higher among woman than men. Additionally, that women are more likely to engage in environmentally friendly behaviors. It can therefore be said that by including women in teams and leadership roles in both the public and private sector to a greater degree, is likely to lead to an increased focus on environmental issues.

This is further shown in research examining how an increase in women at management levels influence environmental performance.

An example of such research is a study done by a team in the Monetary and Economic Department of the Bank for International Settlement (Altunbas et al., 2021). The aim of the study was to question if having more women in managerial positions would improve firm environmental performance. To do this, the researchers used CO2 emissions from the firm as an indicator for environmental performance and looked at the relationship between gender diversity in the workplace and firm carbon emissions.

What the findings showed was that a 1% increase in the percentage of female managers within the firm lead to 0.5% decrease in CO_2 emissions, which is a statistically significant difference. The study also found that gender diversity at the managerial level has stronger mitigating effects on climate change if women were also well represented outside the firm, e.g., in politics and civil society organizations. Finally, the research team found out that after the Paris Agreement, firms with greater gender diversity reduced their emissions by about 5% more than firms with more male managers (Altunbas et al., 2021).

Although this research was not focusing specifically on the tourism, hospitality, and leisure sectors, the results do confirm the importance of gender diversity and including women in leadership positions within businesses, both in the private and public sector.

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Disrupted working conditions and identities at work in the Swedish hospitality sector – consequences of the restructuring in the wake of the Covid-19 pandemic.

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If the hospitality sector before the pandemic was conceived as a sector of low skilled and low status work (Baum, 2007, 2015), the post-pandemic work situation for hospitality workers is even more precarious and demanding, and companies struggle to attract, recruit, and retain staff is even more challenging than before the pandemic (Liu-Lastres et al., 2023). The pandemic with its restrictions and directions to practice social distance affected the hospitality sector in terms of dropping demand which resulted in restructuring, reduced working hours and redundancies worldwide. The restructuring has also changed organization of work where fewer employees handling the same amount of work tasks but in a smaller scale (cf. Rydell & Storman, 2023). With starting point in an AFA Insurance funded project on restructurings in the hospitality industry in the wake of the Covid-19 pandemic, this paper aims to study how organization of work in the hotel sector in Sweden changed during the pandemic, and how the change in work organization affected employees' identities at work, job security and turnover intentions.

This paper links the academic field of tourism studies with new insights from work life science to explore how identities within hospitality work are interlinked with restructuring and reorganization of work. This issue is rarely studied in the hospitality industry, except for a few studies that explore downsizing with notable exceptions (Adıgüzel & Tuna, 2018; Elshaer & Saad, 2017) and this paper contributes to restructuring research by focus on employees who experience change in job content as a consequence of restructuring and thus experience a changed internal labour market. Previous research points out that there is a difference in how employees who remain in employment with changed, or unchanged job content experience the restructuring and its consequences (cf. McLachlan et al., 2021; Stevens, 2022; Hellgren et al., 2005), where the change in work also can affect employees' identity at work (Chen & Reay, 2021). Our study focuses on workplaces where all employees faced changed work tasks as a result of restructuring (during and after the

notice period) and regardless of their post-restructuring status, be it rehired, remaining or continuing redundant on notice period.

This paper is based on a qualitative study conducted at three hotels during the period December 2020 and November 2021. The data consists of 37 interviews, of which three were conducted with top managers, eight with middle managers and 26 with employees. Of these, 27 were women and 10 men. The employees were between 21 and 58 years of age, the middle managers were between 29 and 50, and the top managers were between 35 and 54. All participants had been on short-time work schemes in periods except one that were hired on an hourly basis. All of the participants except for two had held a permanent position at their hotel before the restructuring. Of the participants, 20 were made redundant and of these 11 were re-employed, although not necessarily in the same area or with the same working conditions. One participant gave notice to quit, and two participants requested leave of absence for studies.

Each interview started with an open question where respondents were asked to begin their story in the time when the pandemic started and describe what happened until the day of the interview. All questions were broad and open, aiming to encourage respondents to speak about matters they consider important within the scope of the research project. Thereafter, questions were asked from a thematic interview guide. The themes differed slightly depending on the work life situation of the respondent (employed or redundant) and the position of the respondent (employee or manager) but centered around the restructuring such as questions about consequences of restructuring, work environment during and after the restructuring, and experience of support system. All interviews ended with a theme on the future of hospitality employment (including their view of the industry as an employer). The results show how the restructuring in the hospitality sector led to a situation where employees were made redundant, the organizational structure changed and work roles and identities were challenged for those who remained. The reason for the restructuring was pointed out to be an external threat, which initially eased survivor syndrome and employees and managers teamed up to manage the crisis. But as the pandemic continued and the changed work content, that had been brought about by the supposedly temporary reorganization of work, looked to be a more longstanding solution, employees started to exhibit insecurity. They found their new work roles in the aftermath of restructuring to be unclear and with insecure opportunities for the future.

The main feature of the new organizational structure was the new role of Host, where former frontline and restaurant staff as well as other service workers including housekeepers became 'replaceable' and other (sometimes more senior) staff were swapped around in different departments, depending on where they were needed the most during

the working week. This new model, where the job of Host replaced all other occupational categories, created uncertainty and feelings of insecurity and doubt about former identities at work. From a situation where jobs were clearly defined, the employees in these hotels had moved to a situation where the divisions between jobs were blurred and role descriptions were unclear. The justification for this new model was the pandemic and economic downturn that it had caused, but over time it became obvious that senior management planned to keep this model in place for the foreseeable future.

The employees in this study found professional identities and work descriptions important, not only to clarify the work tasks included in their work role, but also as a part of their professional identity and self-esteem. The change also evoked uncertainty among employees who started to wonder whether or not their skills now matched the new requirements and if this notion of flexibility in fact simply made them more replaceable.

Even though employees perceived the decision to restructure as justified and necessary due to the pandemic as driving force, the question arises if the pandemic was used as an alibi for making work at hotels even more precarious and giving employers more opportunities to impose greater flexibility demands and exercise control over staff progression. For the hotel employees who remained in employment after the restructuring, albeit with changed work tasks, many of them now face a shift to vague role descriptions which contributed to less job security and job satisfaction and increased turnover intentions.

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Employment precarity and wage progression in tourism and hospitality

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Introduction

There has long been interest in worker mobility in tourism and hospitality (hereafter tourism), with mobility often seen as positive and important for "climbing the career ladder" (Cassel et al., 2018). However, turnover and the lack of employment predictability also have been seen as detrimental and a component of employment precarity (Robinson et al., 2019). This presentation will comprise two related studies that empirically evaluate precariousness and how mobility timing can affect wage progression in tourism.

Both studies involved analysis of anonymized unemployment insurance data from the employment department in the State of Oregon, USA. They include separate analyses based on tourism industry category (lodging, food and drink, and miscellaneous tourism) and wage level (low, middle, high).

Study 1. Precarity

The precarity analysis was based on 10-year sequence patterns for workers who were "attached" to the tourism industry and were in the Oregon labor force in both 2010 and 2019. Precarity was based on nine potential year-to-year statuses, such as remaining with the same employer with no wage decline, same employer with wage decline, different employer, unemployment, and so on. The nine statuses were ordered by the researcher in decreasing order of desirability.

The first precarity measure was the insecurity metric within sequence analysis, estimated using the TraMineR package in R (Gabadinho et al., 2011; Ritschard, 2021). The insecurity metric reflects instability (e.g., change across statuses), the undesirability of statuses, and a tendency toward undesirability. The second measure reflected a simple summation of points across the nine statuses.

Results indicated modest differences in precarity across industry category, but consistent increases in precarity as wage level decreased, with low-wage food and drink workers having the highest precarity. The insecurity and points measures differ, but they were

correlated (Pearson correlation = .60) and indicated the same consistency across wage level and industry category.

Study 2. Wage progression

Survey and interview research have indicated that employment mobility can be an important component of career (and wage) progression. Although there have been many industry-wide empirical evaluations of wage levels and the factors affecting them (Shu et al., 2022), longitudinal evaluation of the wage outcomes of mobility in tourism has been limited, with the most relevant to the present analysis being Brandt's (2016) study of workers in central Sweden. In Brandt, period-to-period changes in annual wages were evaluated across four three-year periods between 2002 and 2011. Change of sector at the Swedish Standard Industrial Classification (SNI) 5- digit level was a positive predictor of wage, but change of workplace was a negative predictor of wage, with workplace change including both inter-firm and intra-firm changes (the latter being, for example, change from Hotel A to Hotel B, both owned by Firm X).

There may be diverse causes for the apparent contradiction between a) mobility as a mechanism for wage growth and b) change of workplace being a negative predictor of wage, with one potential cause being variation in mobility timing. The present analysis evaluated the timing of inter-firm and inter-industry mobility, and it focused on wage growth over an extended period, which can be important given the potential for diverse career trajectories (Apers et al., 2019).

The workers included in study 2 were employed in tourism in 2001 through 2004 and were employed in any industry (or unemployed) in 2016 through 2019. The wage at the beginning of the period was based on the average annual wage from 2001 through 2003, while the wage at the end was the average from 2017 through 2019. The model dependent variable was wage progression, measured as the ratio of the end wage to the beginning wage, with the beginning wage set at 100; thus, an end wage of 200 reflected a doubling of the wage in nominal dollars during the study period. Because the focus was wage progression for typical workers, the 10% of workers with the highest wage progression in each industry category was excluded as outliers. An OLS regression model was estimated for each tourism industry category.

Results varied modestly across category models, but both inter-firm and inter-industry moves contributed most to wage growth across the 19-year period when such moves occurred early in the period.

In summary, this presentation contributes to the discussion of decent and meaningful work in tourism and hospitality. It illustrates sequence analysis in general and insecurity analysis in particular as one approach for assessing and understanding precarity. It also extends previous industry-wide evaluation of the role of mobility in wage progression by evaluating wage change over a 19-year period and specifically change based on the timing of mobility within that period.

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Rethinking well-being, productivity, and meaningful work in the hospitality industry – lessons learned from 16 case companies in Tampere region

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Introduction

Recently, the hospitality industry has struggled with operational challenges, even for its survival. Covid-19 had significant consequences to economic, social, reputational, and workforce aspects of the field (see e.g. Lith, 2021). Some challenges have been evident before the pandemic. For instance, the staff turnover has been around since the 2010s. However, whereas some entrepreneurs and restaurateurs dimmed the lights during the Covid-19, some saw light at the end of the tunnel as the pandemic paved the way for new solutions in concept development, delivery service, staying open, or holding on one's staff.

Nyqvist and Lundgren-Henriksson (2022) have explored how restaurant industry was represented during the pandemic restrictions in public media in Finland. Three narratives – victim, servant, and survivor – showcase how the industry's identity is shaped and given sense. This may have an impact on the attractiveness of the industry also in the future.

In addition to the pandemic-related challenges, restaurant and hospitality managers have battled with industry-specific challenges that affect several companies, for instance in a specific region, or company-specific dilemmas. Industrially speaking, appreciation and reputation of the industry along with the pandemic, affect the shortage of labour, and the employers' ability to attract and retain employees (see also Harju-Myllyaho et al., 2022). Many companies encounter problems with innovativeness, constant product and service development, and employees' well-being and skills. Company-specific challenges come down to location, size, and the business concept, and digitalization, marketing, and communication practices within the work community (Jähi, Kylänen & Luiro, 2022, p. 40).

This presentation illustrates lessons learned from 16 case companies that have piloted a development programme that highlights simultaneous improvement of well-being and productivity in the hospitality industry. Moreover, the lessons learned also emphasize the

importance of participatory staff involvement and carefully identifying and building on company-specific development targets as mediating development practices.

Employee Well-being and Productivity

Well-being and productivity issues have become salient in the wake of the pandemic. To date, many practitioners have tried to solve these issues separately or focused on either of the two only. However, well-being and productivity strongly intertwine as development of well-being impacts productivity and vice versa.

In academic literature, well-being and productivity have been traditionally discussed as separate entities. However, recruitment, organizing of work, employee participation, and organizational performance typically intertwine. We draw from the definition where productivity is considered as a distinct but interrelated aspect with efficiency and profitability, and they may together create organizational performance and effectiveness (Markey, 2001; Markey et al., 2008).

Also, psycho-socially it is important to understand the relationships among calling, employee engagement, and work-life balance (WBL), as in the case of executive chefs. Passion connects with employee engagement, workplace autonomy, and meaningfulness (Cain et al., 2017.)

Method

This presentation draws from action-based research (Susman & Evered, 1978) and development project Rethink Gastro that aims at developing restaurant industries capabilities and management practices (see Rethink Gastro, 2021). The project is a part of the European Social Fund (ESF) initiative, and it has been locally funded and managed in Tampere region, Finland. Rethink Gastro gathers a consortium of 16 restaurant SMEs with a wide range from fine dining to lunch restaurants and from beer houses to a bakery. The project started in early 2021 and it is scheduled to run until the end of 2023.

Methodologically, the project is based on a company-specific, participatory development process where well-being and productivity have been parallelly discussed and analysed at the company-level. Action-based research approach has covered a cavalcade of well-being measurements and surveys, interviews and participatory workshops, and use of specific analytical and development methods and tools. For participating companies, the project has offered standardized development modules from which they have been able to choose relevant development themes and methods according to their specific needs. The modules were designed based on the principles of mass-customisation to combine company-specific, tailored development offerings and efficiency (Bask et al., 2011).

In total, the results and conclusions illustrate findings from around 40 workshops, 15 interviews, a well-being survey concerning over one hundred staff members in 16 companies, and 115 individual employee well-being measurements conducted in 2021–2023.

Results

The lessons learned from the practical development actions with 16 SMEs in the hospitality industry illustrate the importance of three thematic focus areas: integrated management and development of well-being and productivity, employee involvement, and company-specificity.

First, workshops and interviews conducted in the project revealed a vast number of challenges that employees and managers confronted in their daily work. For example, shortage of labour, lack of innovations, inadequate possibilities to develop skills and capabilities, and floundering about digitalisation were often brought up (Jähi, Kylänen & Luiro, 2022). Few of the emerged solutions for these challenges simply considered action on work well-being or productivity. Rather, discussions with the companies emphasised changes in the overall management practices and culture to work through the challenges perceived. Thus, the lessons learned from the 16 cases call for integrated management of well-being and productivity.

Second, the lessons learned from the cases studied have revealed that a vast majority of restaurants involve employees insufficiently in the development of well-being and productivity. Although employees may ideate and develop new practices in the context of their own work, employee involvement only sporadically contributed to issues such as company mission and vision, marketing strategy, or business processes in general. Based on the findings, widening the scope of the employee participation could bring several benefits ranging from improved employee motivation to lightening managers' workload.

Third, in the public discussion during and after the pandemic, the restaurant industry has been treated as one entity or stigmatised based on a few generic categories such as dining restaurants, nightclubs, or fast-food restaurants. However, the lessons learned from the 16 cases clearly indicate the varied and multifaceted nature of the challenges and development needs of individual companies. Thus, highlighting company-specificity in selecting tools and development topics to promote well-being and productivity. The same applies to any public initiatives to support the revival of the industry during and after the pandemic.

To respond to the need for more integrated management of well-being and productivity, expanded employee involvement, and company-specificity, a modular toolbox with flexibility, easy access and usability has been introduced (Jähi, Kylänen, Leponiemi et al., 2023). The practical toolbox "4T" provides help for entrepreneurs and their staff in clarifying business ideas and concepts, in fine-tuning processes, in developing products and services, and in enhancing well-being and recovery. The toolbox builds on a metaphor of a 'buffet table' from which the users can pick up the most suitable elements to their company-specific 'development tray'.

Conclusion

Besides pointing out shortcomings in the hospitality industry, examples from the 16 restaurant SMEs indicated notable strengths. In particular, the findings demonstrated close-knit work communities with good team spirit and mutual trust among the employees within the SMEs studied. A vast majority of participated employees found their work as meaningful per se. However, deficiencies in the daily operations and management of well-being and productivity harnessed their experience of meaningfulness. Nevertheless, the well-functioning work communities establish a solid basis for building employee experiences that entail meaning, significance, and importance in work if well-being at work and productivity are decently handled.

As a managerial implication, entrepreneurs and manager are advised to address and rethink three thematic focus areas: 1) integrated management and development of well-being and productivity, 2) employee involvement, and 3) company-specificity, in directing the development efforts of their companies. For more specific tools and methods, managers are recommended to familiarize themselves with the Rethink Gastro 4T toolbox and 'development tray' (see Jähi, Kylänen, Leponiemi et al., 2023; Rethink Gastro, 2021).

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Understanding of competence among employees and stakeholders in the hospitality industry - a qualitative study

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Introduction

Competencies in the tourism industry have long been an issue with no real agreement on what type of skills tourism employees require to be successful (Daniel et al., 2017) or how education should develop to better equip students with the right skills and knowledge when entering the workforce (Dredge et al., 2015). Evidence suggests that too few of those with professional training go into the hospitality industry after graduation and that the skills match between education and industry needs is poor (Rok, 2019). With the starting point in a research project funded by BFUF (the R&D Fund of the Swedish Tourism & Hospitality Industry) on the role and value of education during and after times of crisis (in this case the COVID-19 pandemic) this paper will present a qualitative study on how competence is understood and conceived among tourism stakeholders, business owners, employees and educators in Sweden.

In total 32 respondents were selected, resulting in 28 interviews (including three interviews in pairs or as group interviews). Interviews were conducted with four tourism stakeholders, 13 business owners, seven employees and eight educators (at three different types of educational levels). The interviews evolved around the themes of competence, competence development, education, educational matching, and competence supply. In relation to the above-mentioned themes interviewees discussed their view of the theme, present situation, strategies for the future and effects of the pandemic. All interviews were transcribed verbatim, and the analysis was done with the use of the software NVivo. First, the material was read and reread to create an overall understanding of the material. Next, for this paper, the material regarding how the interviewees' conceived competence was selected and reread. Thereafter, a thematic analysis (Braun & Clarke, 2006) was conducted in which the themes personality, experience/skills and education/knowledges emerged.

The themes that emerged coincided with the holistic competence model of Le Deist and Winterton (2005), therefore we used this model as a framework to describe the

respondent's conception of competence. This model was supplemented with Salman et al.'s (2020) 16 dimensions of competence to create additional width, when we describe how competence can be described in the Swedish tourism and hospitality sector. Le Deist and Winterton's (2005) model together with Salman et al.'s (2020), captures the variety of dimensions of competence. Here, attribute and qualification dimensions are discussed through the terms of the personal and occupational, and the conceptual/theoretical is compared to the operative/practical which links to the concepts generic and situational. However, when using Le Deist and Winterton's holistic model (2005), it became clear that there were differences between how the respondents' conceived the themes. We therefore argue that the model needs to be complemented with the understandings of competence and as such be conceptualized by adding dimensions, which include: a simplified view, a more developed view and/or a deeper understanding.

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"Rollercoaster of emotions." Ski instructor coping during the COVID-19

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Introduction

Since early 2020, the world has been shaken by COVID-19 which impacted heavily on tourism employment (UNWTO, 2021). One of the employee groups that was greatly affected by COVID-19 were ski instructors due to the closure of ski resorts. Ski instructors are highly skilled professionals (Thorpe, 2017), that have invested in their careers by spending countless hours on the snow and educating themselves to work in special conditions. As studies suggest, skilled and experienced employees are a crucial factor in creating and enhancing business performance and competitive advantage (Grønholdt & Martensen, 2019), and retaining motivated employees is extremely important (e.g., Araslı & Arıcı, 2019).

This study investigates the coping strategies of ski instructors during the COVID-19 pandemic as well as the outcomes. The previous crises have shown that individuals undertake different types of coping strategies when experiencing external stressors (e.g., Karsavuran, 2020). Furthermore, the previous research suggests that job insecurity combined with the challenges of a pandemic may increase the intensions of occupational change (Spurk & Straub, 2020). Understanding the coping strategies of ski instructors among other skilled seasonal workers may help employers to take informed actions to avoid unwanted employee turnover in the industry.

Literature review

Lazarus and Folkman (1984, p. 141), define coping as "constantly changing cognitive and behavioral efforts to manage specific external and/or internal demands that are appraised as taxing or exceeding the resources of the person". This state-based approach looks at person's actual acts in a specific context, and how they change in a stressful situation. Coping strategies are actions that individuals take to reduce stress caused by an intolerable situation (e.g., Huang et al., 2018), to either change or eliminate the stressor, or to manage the emotional response caused by the stressor (Folkman & Lazarus, 1985), such as unemployment or the pandemic (e.g., Kuntz, 2021). The literature presents several

different coping strategy categories (e.g., Carver et al. 1989; Langens & Mose, 2006), that can be divided to problem-focused and emotion-focused strategies.

In the case of unemployment, the efforts to eliminate stress are directed at either gaining re-employment or regaining psychological well-being after a job-loss (Leana et al., 1998). A global pandemic is associated with high levels of uncertainty, stress and intensified levels of grief and loss, hence the effects of unemployment during the time of pandemic may be even stronger (e.g., Kuntz, 2021). A longer unemployment period is stated to more likely result in occupational change (Bethmann, 2013), yet in high-skill professions occupational change is rarely considered even when faced with long-term unemployment (Raito & Lahelma, 2015). Job insecurity might be more stressful than actual job-loss and it may have caused increased turnover intentions in Covid-19 context (Sverke et al., 2002). However, while job insecurity does generally result in high turnover intentions (Sverke et al. 2002), it is also argued that amongst educated tourism professionals, turnover intentions tend to be significantly lower (Hjalager & Andersen, 2001).

Methodology

The study was carried out as a qualitative case study focusing on ski instructors. Data was collected through 11 semistructured interviews with experienced ski instructors during April and May 2021. The search for interviewees was published on social-media. The data was analyzed using abductive qualitative content analysis.

Findings and discussion

As the sudden unemployment was not caused or manageable by the ski instructors themselves, in the beginning, majority of the coping efforts was directed at managing the emotional response to the pandemic, rather than actively attempting to tackle the situation. This is in line with the findings of e.g. Langens and Mose (2006) stating that the emotion-oriented strategies would often prove more effective when unemployment is caused by uncontrollable factors. However, as the pandemic and the situation prolonged, the interviewees started to turn to more problem-oriented strategies, although the main stressor, the insecurity caused by the pandemic remained uncontrollable.

The findings suggest that the coping of ski instructors during the pandemic has been highly dependent on the environment and external factors, which supports the earlier studies on coping (e.g., Lazarus & Folkman, 1984). The insecurity of not knowing whether there will be work or not was more challenging than knowing early on that there would not be a season at all, and this also impacted on the coping strategies applied. This study also

supports the findings of Sverke et al. (2002) by showing that job insecurity is often found more challenging than the actual loss of a job.

The stressors identified in this study were similar with the ones identified in previous research (e.g., Tambling et al., 2021), the general insecurity being the main stressor, followed by more immediate stressors such as how to get home safely and stay safe, the behavior of the people around, the change of plans. Interestingly, the financial stressors were only mentioned by a few interviewees, which contradicts with previous studies that identified financial insecurity as one of the main stressors (e.g., Tambling et al., 2021). This might be explained by most of the individuals being able to do at least some kind of work during the pandemic, but also by ski instructors being somewhat used to instable income due to the seasonal nature of the occupation in general, and the profession being a conscious choice.

Conclusions

Ski instructors seem to be invested in their careers as ski instructors. They were not ready to consider doing anything else as their main occupation even when they did not have work, which follows Thorpe's (2017) findings of ski instructors being career-motivated and committed to the industry and Raito and Lahelma's (2015) findings of highly skilled professionals rarely changing their occupation. A few interviewees expressed plans of changing their career for good by going back to school to study a new profession, yet for neither of them it was a pure result of the pandemic. Contrary to some previous findings of job insecurity leading to dissatisfaction with the employer (Shoss et al., 2018), in this study the findings suggest that even when the work situation was very insecure, the ski instructors were still highly engaged and satisfied with their employers.

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The effects of favoritism and nepotism on turnover in family hotels: The mediating role of psychological capital

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The present research aims to investigate the effects of favoritism and nepotism on the turnover intentions of employees in hotels that are family-owned. The study specifically focuses on the mediating function of psychological capital, which is a neglected issue in the relevant literature. This research delves into a specific group of upscale family-owned hotels in Nigeria, that have been acknowledged as four- or five-star establishments. The present investigation employed a survey methodology to gather, scrutinize, and interpret the data via a self-administered survey in Nigeria, utilizing data collected over a period of time from front line employees working in hotels rated four and five stars. The results of our study indicate that the presence of favoritism and nepotism within the hotel industry can exert a notable influence on employees' propensity to resign from their positions. Furthermore, the findings of our study indicate that self-efficacy, which is a constituent of psychological contracts, exerts an adverse influence on the propensity of hotel personnel to resign, albeit with limited statistical significance. The hotel industry experiences a noteworthy and adverse effect on turnover intentions as a result of employee optimism. The study found that the psychological factor of hope exhibited a deterrent effect on employees' inclination to engage in business activities.

Trans-Nordic contextualization of sexual harassment in the hospitality industry

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Introduction

Despite recent efforts to study sexual harassment in the hospitality industry, there are still gaps in our understanding, particularly within Nordic contexts. Understanding the unique dynamics of workplace sexual harassment in the Nordic region is crucial for developing targeted interventions and creating safer environments for employees. This study aims to provide a contextualized perspective on workplace sexual harassment in the hospitality sector by considering the viewpoints of various stakeholders, such as industry associations, unions, and not-for-profit organizations.

Employing an intersectional approach, the research will explore three key themes: (1) the locations, methods, and individuals involved in instances of sexual harassment, as well as the approaches used to address them; (2) the disparities between legal definitions, regulations, and the contextual realities described in the first theme; and (3) the influence of power dynamics, limited awareness, and organizational culture as potential factors contributing to sexual harassment. The data was collected through three qualitative methods (literature review; workshops and stock-taking activities). The findings of this paper are part of a larger project funded by Nordic Information on Gender in collaboration with industry partners from Iceland, Norway, and Sweden, under the auspices of the Nordic Council of Ministers.

Literature Review

Previous research suggests that sexual harassment in the hospitality sector is higher compared to many other sectors (Turkoglu, 2020), partly due to workers interacting with multiple possible perpetrators (guests, colleagues, superiors); and the nature of the jobs (i.e., low-skilled, low-paid; low-entrance) (Poulston, 2008). However, recent studies also

suggest that perpetrators of sexual harassment in the hospitality industry are most commonly customers and guests (Svensson, 2020).

This becomes particularly relevant in the Nordic countries, which are regarded amongst the most egalitarian countries in the world. Nonetheless, sexual harassment at the workplace in the Nordic countries persists to be an issue, and it happens at a higher extent than the population may believe (Idås et al., 2020; Olafsdottir, 2018). Moreover, "the intersections of gender, race, class, ethnicity and disability have not been properly addressed in relation to violence and harassment" (Svensson, 2020, p. 4). This is reflected in the literature where it is recognised that neglecting intersectionality can limit our understanding of how sexual harassment can differ across identities (Brassel et al., 2020).

Methodology

To reiterate, this paper contextualizes sexual harassment in the hospitality industry in the Nordic countries through the perspective of hospitality working life partners, including industry associations, unions, and not-for-profit organizations in Sweden, Norway, and Iceland.

This paper will utilise data gathered through (1) a literature review, consisting of an evaluation of academic articles and industry-related papers, which was continuously reviewed and updated as new themes and perspectives emerged; (2) two sets of workshops with industry partners across three Nordic countries (Sweden, Norway, and Iceland). The first workshop focused on defining sexual harassment in each country, while the second focused on future prevention and intervention opportunities. Lastly, (3) data was also gathered through stock-taking activities, including semi-structured interviews with key stakeholders. Data collection was completed in May 2023, and was analysed using thematic analysis and research triangulation with an intersectional lens.

Overall, the adopted methods and the qualitative research design allows for an in-depth investigation of participants' perspectives, experiences, situations, and attitudes related to the phenomenon (Bryman, 2016) of sexual harassment in the hospitality industry.

Preliminary findings

The paper will focus on three highly intertwined themes that are evident in the data to date. Themes 1 and 2 discuss where, how and with whom sexual harassment happens and how it is addressed, in addition to possible contrasts with legal definitions or regulations in the Nordic countries. Such contrasts uncover how theme (3), power relations, lack of knowledge on how to deal with harassment (both by the victim and employer) and

workplace culture can potentially enable an environment for sexual harassment. Thus, the discussion will entail an evaluation of the current nature of the hospitality industry in the Nordic countries, potentially highlighting how the industry carries expectations of behaviour and dress influenced by cultural norms and historical, patriarchal, and heteronormative practices. This discussion would draw upon previous research extending the discussion to the Nordic context.

Bisecting all three themes, an intersectional approach reveals how certain characteristics of one´s social location – age, gender, sexual orientation, nationality, ableism, and job precarity – lead to further vulnerability to sexual harassment in the hospitality industry in Sweden, Norway, and Iceland.

Conclusion

At this stage, we will conclude by recognizing that, although such results may be unsurprising, reiterating these findings becomes important in the Nordic context to allow better prevention and intervention strategies into the future, specifically for our workplace partners. Moreover, the paper contributes to the ongoing discussion on how the prevalence of abusive workplace behaviour in the hospitality industry is partly due to the industry´s nature reinforcing patriarchal and heteronormative norms (Ram, 2018), which opens possibilities for future similar research focusing on LGBTQ+ workers.

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Exploring sexual harassment prevention approaches in Norwegian hospitality workplaces: Insights from industry practitioners and working life partners

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The prevalence of sexual harassment in the tourism and hospitality sector is alarmingly high compared to other sectors, and workers in tourism and hospitality are more exposed to workplace-related mistreatment and violence than many other sectors. This study takes an intersectional approach to contribute to trans-Nordic knowledge about issues of sexual harassment in service encounters in the hospitality sector. In this study, we ask three key questions:

1. How have working life actors worked with their employees, employers and other stakeholders on prevention of sexual harassment in hospitality workplaces?

2. What are definitions of sexual harassment in the tourism and hospitality sector across different Nordic contexts, and what impacts do these definitions have on the acceptance of behaviours that may be perceived or understood as forms of sexual harassment?

3. How can understanding past and current approaches to sexual harassment prevention provide opportunities for future collaboration, exchange of best practice and other initiatives that lead to active prevention strategies for sexual harassment in tourism and hospitality workplaces?

The study design consists of three stages: stocktaking activities (collating existing material, in-depth interviews with key working life actors and a broad literature review), two workshops, and knowledge consolidation and dissemination (trans-Nordic). The study adopts a qualitative approach in order to gain in-depth knowledge. The focus is on three main methods:

1. Content analysis of texts written in campaigns, information brochures and on webpages connected to the stakeholders in the hospitality industry.

2. In-depth interviews with key stakeholders (e.g. unions, employer associations and tripartite organisations representing employees, employers and government).
3. Workshops with key stakeholders and researchers. These workshops are based on the results from previous mentioned methods and can be seen as research facilitated group discussions.

The data analysis is ongoing, and the findings from the Norwegian workshops and in-depth interviews will be presented at the conference.

Sociospatial injustice and gender inequality in tourism labour on the Spanish coastline during COVID-19

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The 2008 crisis, as well as the Covid-19 crisis, were a crisis of the central spaces of advanced capitalism, whose repercussions finally became global through the capitalist world-system. Systemic crises are peak moments of inequality, which plays a predominant role in their development. Thus, the last two major capitalist crises that occurred in 2008 and 2020 have marked a period of recessive economic overlapping, as well as an increase in social inequality.

Inequality impacts the territory, society and economy around the world under the neoliberal and patriarchal capitalist system. However, it is in cyclical crises where inequality becomes more visible. There is a theoretical gap regarding the link between tourism and inequality. While tourism is a capitalist productive activity that affects established inertia, such as socioeconomic inequality, territorial impact and gender inequality.

Tourism has changed its role radically from one crisis to another. Capitalism deepen into the tourist route as a solution to the contradictions that arose as a result of the Great Recession of 2008 (Cañada & Murray, 2021). However, the crisis that had been brewing since then, and that COVID-19 precipitated in 2020, momentarily paralyzed mass tourism. One of the most shocking consequences of COVID-19, leaving aside the healthcare, has been the sudden interruption of non-essential productive activity in all the countries of advanced capitalism. Although the stoppage was generalized in all the territories, it has been in the most touristized ones, where the socioeconomic consequences have turned out to be more catastrophic (Gössling et al., 2020; Hall et al., 2020).

Britton (1991) exposes how the standardization of tourism production is necessary under the logic of capital, so the logistics and the travel experiences themselves, are inserted into the social relations of capitalist reproduction. However, the inequality and vulnerability linked to tourism were not conceived from the hegemonic vision (Murray & Martínez-Caldentey, 2020). The current recession —like all capitalist crises— is serving to restructure capital through the pressure exerted on the popular classes, but at the same time, it also exposes the contradictions that it intends to get rid of in its move (Higgins-Desbiolle, 2020). Thus, COVID-19 has spurred the contradictions inherent in accumulation tourism routes

(Hall et al., 2020). The main Spanish tourist destinations have been dismantled in proportion to their dependence on tourism. Proof of this are the Balearic and Canary Islands, where economic inequality and social vulnerability are proving devastating (Murray & Martínez-Caldentey, 2020).

Inequality, by continuing to expand with the evolution of capitalism, is a phenomenon of great importance. Likewise, tourism is supported by geographic and social inequality, widening it thanks to the imbalances and contradictions of capital. For inequality is a multidimensional phenomenon that forms cleavages of class, gender, ethnicity, and ability.

This research will focus on a detailed study at the municipal level of the main tourist destinations in Spain, which are conformed as intensely urbanized territories to accommodate mass tourism, as well as to serve as a continent for fixing capital through the construction of tourist equipment. For its part, tourism is largely based on precarious and feminized work (Cañada, 2019). Thus, the research questions are: how has the global pandemic affected women's work in the main Spanish tourist destinations? How resilient have the territories been according to their type of accommodation, and, therefore, by tourist specialization based on the infrastructure built on the territory?

This study will follow a mixed methodology. On the one hand, a quantitative socio-spatial analysis will be carried out through statistical and spatial analysis with GIS. The sources used for this will be collected from statistical portals, from where data will be stored and managed, such as: tourist places by municipality and type, overnight stays, population, personal income tax data and social security affiliation data by distinction of sex, etc. Thus, analysis factors will be created to explain gender inequality and vulnerability linked to tourism in times of COVID-19. On the other hand, a critical theoretical framework will be built to underpin the analysis of gender inequality, as well as territorial injustice following the perspective of radical geography.

The newness of this study, in addition to the scale at the municipal level, shows a detailed analysis of the nexus gender-inequality and tourism. The framework of the pandemic has turned out to be an exceptional moment in order to more easily glimpse the inequality generated by the systemic contradictions of patriarchal capitalism.

The first results of the work have shown that tourism work tends towards precariousness, and the more precarious it is, the more feminized it is. Thus, women workers in the tourism industry have been the most affected by the socio-sanitary and economic crisis caused by the COVID-19 pandemic. While, at a territorial level, it is the tourist destinations specialized in mass sun and beach tourism with oversized tourist infrastructures that tend towards greater social inequality and spatial injustice.

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Work and the Hospitable Body: Strengthening Local Agency Amid Tourism Mega-developments, A Case Study from the Mexican Pacific Coast

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Introduction

This paper explores the agency of local working-class communities, focusing on their ability to secure 'decent work,' as defined by the UN's Sustainable Development Goals (SDG 8), and participate with dignity in global labor dynamics. The municipality of San Marcos in Mexico serves as our case study. We define 'agency' following Barker's (2000) concept as the individual's freedom for self-governance, enabling independent actions and decision-making. We draw upon Ioannides et al.'s (2021) work, emphasizing 'decent work' and growth in the sustainable tourism agenda, and highlighting the need for a human-centered research agenda focusing on worker's agency.

The importance of 'decent work' in the context of San Marcos stems from the exploitative working conditions already documented in Acapulco, and the historic injustices perpetrated in labor markets stemming from slavery and its aftermaths (Quintero Romero et al., 2019). The municipality of San Marcos in Mexico serves as our case study, where we examine how 'decent work' can disrupt racialized, gendered, and classed versions of what Kristina Zampoukos calls 'hospitable body.' We work with Zampoukos' concept of the 'hospitable body' to scrutinize the ethno-racial, gendered, classed power dynamics in the burgeoning tourism industry. This term illuminates how industries seek to induce specific forms of labor, often entry-level given the current lack of infrastructural capacity. The inhabitants of San Marcos, with their distinct cultural and racial backgrounds, are expected to transform into 'hospitable bodies,' providing services catering to tourists. This transformation, however, often overlooks their agency, personal dignity, and cultural heritage.

Our investigation centers on the extensive tourism expansion, "Riviera San Marcos," underway in Acapulco. This project, funded by a $3.5 billion investment, encompasses 40 km and 7 thousand hectares, including boutique hotels, golf courses, and 44 new real estate developments (Aguirre, 2021; MVS news 2022). We posit that the local population of San Marcos should retain the right to shape their own destiny and development, a right

currently under threat due to the influx of private capital and robust state support. State and federal policies often bypass the legal obligation to consult local communities, particularly concerning disregard considering the Indigenous and Afro-Mexican ancestries of these communities.

Our research indicates that the inhabitants' opportunities to benefit from the Riviera de San Marcos tourism project are limited, exacerbated by a pronounced deficiency in basic service infrastructure. A 2015 study by the National Council for the Evaluation of Social Development Policy (CONEVAL) revealed that 81.3% of San Marcos' total population lacks basic housing services. Additionally, with a poverty rate of 57.4% and a 10% illiteracy rate (INEGI, 2020), the majority of the inhabitants are reliant on ecosystem services, such as water drawn directly from aquifers, to meet their basic needs. Despite these challenges, we suggest that the working class's agency can be strengthened through social political organization, promoting transformative social innovation, and providing essential cognitive resources.

A policy shift towards socio-ecological improvement is required. This shift should divert focus from exclusive road networks and urban infrastructure development to a more holistic approach that promotes unique spaces within the San Marcos landscape and ensures its social and natural heritage conservation (Carvalho & Gusmán, 2011). Community tourism enterprises, managed by a regulatory body, such as agricultural nuclei, are essential (Ngo et al., 2019). It's also important to monitor the conservation status of natural ecosystems and their connectivity (Butler et al., 2021).

Transcending the conventional economic paradigm of development, we propose an approach that considers development as a human right, offering a more comprehensive and harmonious vision of development that aligns with nature and local customs. This approach underscores the importance of local voices often silenced in global dynamics. The solutions we propose are rooted in the strengthening of social political organizations, the reconceptualization of labor through the 'hospitable body,' and a shift towards a socio-ecological approach to development. These solutions aim to reconfigure the power dynamics at play, placing local human-nature relations at the core of the development process. By strengthening social political organizations, the local inhabitants can amplify their agency, making collective decisions that protect their interests and preserve their cultural heritage. The introduction of the 'hospitable body' concept aims to disrupt the ethno-racial, gendered, and classed power dynamics prevalent in the tourism industry, encouraging a more equitable labor model that respects the dignity and agency of the workers.

Shifting towards a socio-ecological approach to development focuses on the integration of San Marcos' unique ecosystems and local ways of life into the tourism model. This shift enables the community to leverage their long-standing ecological knowledge and practices, honed over centuries of historical encounter between Black and Indigenous peoples, to navigate the impending tourism expansion. Rather than succumbing to capital's deterministic fate, this approach ensures that development is harmonious with local ecologies and sustainable for future generations. By centering local ecological epistemologies and human-nature relations, we aim to transform the development trajectory of San Marcos from a capital-driven path to one that aligns with the community's socio-cultural and ecological realities.

To make these voices heard, it's crucial to connect local agrarian economies with other landscape actors and institutions, such as universities, research centers, or governmental scientific and technological support agencies. Evidence suggests that these information exchange networks between communities and internal and external stakeholders foster the expansion of local knowledge and the agency capacity of local inhabitants, leading to economically viable and ecologically responsible developments (Borg et al., 2015). In conclusion, our case study of San Marcos underscores the urgency of reshaping the current development trajectory, ensuring the agency of local communities, and prioritizing a sustainable and inclusive model of growth. The key contributions of this paper lie in its exploration of local agency, the proposed shift in policy focus, and the introduction of the 'hospitable body' concept. The vision outlined in this paper provides a roadmap for such a transition, highlighting the potential of local communities to shape their own destiny and partake in global labor dynamics with dignity.

Imagining decent work in (in)decent tourism and hospitality

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My presentation draws attention to the de-skilled and low-skilled workers in omnipresent "doom and gloom" discourse on the tourism workforce (e.g., Mooney et al., 2016; Harris, 2009). It works towards filling in an academic dismissal of tourism workers on the lower tiers of the labor force as agents of expertise, experience, knowledge and know-how in the tourism industry (cf. Veijola, 2009). Instead of re-stating much explored conditions of tourism workers' intense labor, low pay and precarious nature of work (Baum et al., 2020; Ioannides & Zampoukos, 2018), this inquiry turns towards imagining a more resilient future of the tourism labor force answering to the sustainability goal of "decent work."

Taking on board an "extreme" case of the cruise industry, the study makes a point how cruise lines generally fall victim to all the blames of mass tourism and unsustainable work practices. It is argued further that cruise workers pay the price of this "doom and gloom" discourse, especially those who work at the back of the house, seen as "invisible mass" by cruise passengers and co-workers, or even an "army" of workers by scholars (Ioannides & Zampoukos, 2018). This existing discourse creates a danger of objectifying the whole sector of de-skilled and low-skilled workers and denying them access to tourism knowledge creation. In contrast, seeing tourism workers as experienced, intelligible and "virtuoso social actors" (Flybjerg, 2012) breaks the intellectual *cul de sac* of tourism knowledge and opens ways to knowledge and knowing of actors other than managers or customers.

The empirical study is twofold. The online survey is carried out first with back of the house personnel (galley, engine and deck, housekeeping and utility, laundry departments) on cruise ships through the social media group called "The Crew Bar" to take a picture of their habitus (Bourdieu, 1979/2010). During this stage, I am trying to understand what practices at work and off work render these workers invisible. Second block of data comes from 12 in-person interviews when meeting crew members in Stockholm/Copenhagen (June 2023) and Venice/Civitavecchia (August 2023) ports of call. The interviews probe deeper lived practices of cruise workers and make inferences into their aptitude and ways of resisting (or contributing) to invisible work practices on cruise ships.

Merging results and findings of this study adds to understanding of these workers' ways of doing, dwelling and knowing in tourism through the prism of social practice theory.

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Examining the links between workplace abuse and psychological stress in a unionized setting: Experiences, witnesses and preparatory aspects

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The purpose of this study is to examine the relationship between workplace abuse and psychological distress among hospitality workers in a unionized setting. This study focuses on the possible impact of the workplace of abuse, the perpetrators, witness and the experiences of hospitality workers toward the end of the pandemic, COVID-19.

A cohort of 920 full-time unionized hospitality workers in Norway was invited to participate in a survey. This study is based on a mixed-methods design that includes a cross-sectional survey to collect data from hotel workers in Norway. The focus of this study is on the quantitative component of our research. The questionnaire includes both structured and unstructured queries. According to the data, work-related behaviors associated with stress and overwork at work were a notable area of concern in the midst of the pandemic. This article describes the prevalent manifestations of workplace abuse, including verbal, emotional, physical and racial abuse, as well as bullying, which involves analogous negative behaviors towards staff, and examines the resulting consequences for workers.

The findings of the study suggest a remarkable prevalence of workplace abuse in a unionized setting towards the end of the COVID-19 outbreak. Interestingly, individuals who witnessed the abuse reported greater psychological distress than those who experienced it directly. Although supervisors claim to disapprove of abusive behavior, this scientific research suggests that their attitudes and behaviors have a significant impact on the organizational environment at work. Employees often perceive their supervisors as role models, and those who are disinterested or cooperative towards abusive behavior tend to create an atmosphere that condones such behavior. As a result, workers may be less motivated to voice their complaints about abuse, which worsens the overall atmosphere in

the work environment. Understanding the societal impact of a particular issue is crucial for policy makers, researchers and other stakeholders to make informed judgments and develop effective strategies to address the challenges and opportunities that arise.

2. Sustainable behaviour and consumption

Boosting Sustainable Food Choices in Tourism Destination Restaurants through Carbon Labels: Results from a Field Experiment

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Background and Aim

Food consumption is not only an integral part of tourist experiences and of high economic value for hospitality and tourism businesses but also a key contributor to the tourism industry's carbon footprint (Gössling et al., 2011). While the majority of consumers state a preference and willingness to pay a price premium for food with environmentally friendly attributes (Feucht & Zander, 2017), actual uptake of more climate-friendly options is often hindered by bounded consumer knowledge, menu options, and hedonic motives that override environmental concerns (Juvan & Dolnicar, 2014a). Behavioural interventions like nudges and labels present one way to direct consumers towards more climate-friendly food choices. While prior research has shown that environmental labels can effectively influence consumers' food choices in some out-of-home dining settings (Lohmann et al., 2022; Slapø & Karevold, 2019), studies that empirically test carbon labels aimed at nudging consumers towards more climate-friendly food choices are highly limited in tourism (Cozzio et al., 2020). In particular, experiments that measure actual behaviour in natural settings are lacking (Viglia & Dolnicar, 2020). Addressing this gap is important since food choices are highly context-dependent and self-reported attitudes and intentions may not always predict pro-environmental behaviours, especially in hedonic tourism contexts (Juvan & Dolnicar, 2014b).

As follows, the aim of this study is to test the impact carbon labels on a menu have in influencing consumers' meal choices in a restaurant at a tourist destination. This is tested in a field experiment, designed in collaboration with restaurant staff and managers.

Research Design

The study was conducted in an à la carte restaurant in Sälen (Dalarna, Sweden). The selection of the restaurant was motivated by the fact that Sälen presents Sweden's no. 1 winter tourism destination by numbers and field experimental research that tests the effect of carbon labels in an à la carte tourism restaurant is currently lacking.The study was conducted between October 2021 and August 2022 and involved a structured series of workshops to inform a field experiment that generated data to test the effect of carbon labels on visitors' food choices. The study framework involved four stages.

In Stage 1, we ran two open space workshops with restaurant staff and managers to get a first understanding of climate-friendly food in Sälen and the opportunities and barriers they face in making climate-friendly food choices more available to consumers.

In stage 2, we jointly decided on the design of an intervention in the form of CO2e labels on the menu. To inform the design of the label, we calculated individual carbon footprints for the main meals (Pizza, Hamburger) using the Sweden-based carbon calculator Klimato and detailed ingredient information provided by the restaurant chefs.

In stage 3, we tested the intervention in a 6-week-long field experiment using an A-B-A experimental design with three conditions: Control I (without labels, 19 days); Treatment (with labels, 19 days); Control II (without labels, 7 days). The data collected during the experimental conditions included daily sales of menu items and revenue (recorded in the kitchen system), and carbon emissions per dish. In the analysis, 9 menu items and 1449 data cases were used.

Results

Analysis of the meal orders and carbon emissions over the three experimental conditions showed that the introduction of the carbon labels did not impact consumers' meal choices to a large extent. However, our results indicate that carbon labelling seems to lead to a substitution from the high-emitting group (Hamburgers) to the medium-emitting group (Pizza). We found a reduction in the orders of hamburgers by 3% units and a corresponding increase in the orders of pizza between the control and treatment periods.

A similar pattern can be found when looking at the average carbon footprint for the visitors' food intake. For the hamburger group, the average carbon footprint fell from 5.8 CO2e during the control to 5.7 CO2e during the treatment period. For the pizza group, there was an increase in the average carbon footprint from the ordered pizzas, from 2.7 CO2e during control to 2.8 CO2e during the treatment period. Overall, the average carbon footprint was slightly lower during the treatment period (4.0 CO2e) compared to the control periods (4.1

CO2e). The results are robust whether one adds the Control 1 and Control 2 periods together or not.

Discussion and implications

Our results have several theoretical and practical implications. Firstly, results from the field experiment contribute to knowledge on the behavioural factors that drive sustainable food choices of tourists and the challenges and opportunities tourism providers face in facilitating more sustainable food choices. The finding that carbon labels did not significantly affect consumers' food choices may be explained by the underlying consumption motivations in this tourism context, which is characterised by hedonic motives and high levels of physical activity. Thus, consumers' food choices might be more strongly influenced by factors such as taste and hunger than environmental attributes (Cozzio et al., 2021; Juvan & Dolnicar, 2014b)

Secondly, the study contributes practically with new knowledge on the design of effective interventions and how these can reduce providers' carbon footprint with sustained or increased profitability. While carbon labels are an easy-to-implement intervention that may gradually build consumer and employee knowledge and influence menu design, our findings indicate that labels may need to be combined with other nudges to generate large impacts on consumer choice and carbon footprint. This is in line with prior research on the impact of carbon labels on food choices (Cozzio et al., 2021; Edenbrand & Nordström, 2023).

Third, our study contributes methodologically with new understandings of field experiments designed in collaboration with restaurant managers and staff. We found that in particular staff knowledge of sustainable food and guest satisfaction are key factors for the design and effective implementation of field experiments.

Research limitations

The study was conducted in only one restaurant. Furthermore, other factors that might influence consumers' food choices (e.g. price, taste, personal disposition) were not measured.

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The effect of environmental persuasive message framing on rock climbers' environmental behavior

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Background

The world has over 35 million rock climbers, and the sport keeps growing (The American Alpine Club, 2019) with outdoor sport climbing remaining the favorite activity. Climbers can cause damage to a particular environmental niche. For example, rock faces have a lower density of vegetation, and the species that have adapted to live there are often rare or scarce (Huddart & Stott, 2019). When new climbing routes are being set, the rock face undergoes a process of "gardening" removing vegetation, soil, and loose rocks for the climber's safety. Intensive use of rock faces by climbers makes it impossible for rock ecosystems to regenerate (Hall, 1992; Huddart & Stott, 2019). Employing environmental communication can raise awareness about environmental issues and ultimately improve climbers' attitudes and behavior (He et al., 2022). But what types of messages work best for whom? Therefore, in this study, we ask the following research question:

What type of environmental communication is the most effective to generate a positive response among rock climbers?

Environmental messaging

Environmental messages can be framed to influence how people perceive and respond to environmental issues (He et al., 2022; Kidd et al., 2019). Regulatory Focus Theory (RFT) (Higgins, 1997) can help to understand how value-based messaging works in an experimental environmental campaign for rock climbers. RFT posits that individuals approach their goals either with a promotion-oriented or prevention-oriented perspective. In a promotion orientation, the focus is on achieving aspirations and accomplishments, with pleasure being linked to the attainment of positive outcomes and pain to the lack thereof. In a prevention orientation, the focus is on maintaining safety and fulfilling responsibilities, with pleasure being associated with the avoidance of negative outcomes and pain with their presence (Higgins, 1997). Thus, individuals with a promotion orientation tend to employ approach strategies in reaching their goals, while those with a

prevention orientation tend to adopt avoidance strategies (Higgins, 1997). Promotion and prevention approaches have a motivational character, influencing an individual's behavior toward their preferred end-state (Coelho et al., 2023). Thus, whether a person is prevention or promotion-oriented will influence their response to environmental messages.

The influence of environmental messages is always rooted in how the particular message resonates with the personal values and emotions of rock climbers (Marquina et al., 2022; Yoon et al., 2019). Value-based messaging is therefore particularly useful in environmental communications because it creates a sense of personal connection and relevance for the target audience, which can motivate them to take positive actions toward environmental protection (Kolandai-Matchett & Armoudian, 2020). As of yet, it is unclear which type of value messages best elicits the desired response.

Values, ideologies, and worldviews are other factors that influence the way we perceive information and how we respond to it (Schwartz, 2010). Our perception of nature and its value is fundamental to our behavior toward the natural environment (Hickel, 2020). Whether we perceive nature solely as a resource destined for our use or we recognize worth purely in its existence outside of its potential use affects our behavior (Hickel, 2020). Value-based messaging can increase the engagement and motivation to act when it aligns with the target audience's values. For example, people relate differently to the natural environment, with some focused on the benefits derived from its use, thus acknowledging nature's instrumental value, while some recognize its intrinsic or relational value. So far, most environmental communication for environmental protection made use of the instrumental value of nature (Marquina et al., 2022). However, intrinsic, and relational values might prove more effective in engaging ERB (Marquina et al., 2022).

Tailoring messages in such a way that they meet the target audiences' environmental dispositions is likely to improve the effectiveness of environmental communication (Kidd et al., 2019; Martel-Morin & Lachapelle, 2022). Individuals also resonate differently with messages depending on which nature values these highlight and how they align with their personal values (Marquina et al., 2022). For the purpose of pitching the environmental messages, we additionally distinguish between the intrinsic, instrumental, and relational values of nature (Chan et al., 2016).

For personal values we use, Stern et al. (1993) personal value types (biospheric, altruistic, and egoistic values) that affect people's environmental choices. We investigate how the personal values of climbers affect their response to messages stressing different nature values. For instance, messages that emphasize intrinsic value might fail to attract people who prioritize egoistic values (Woltin et al., 2022). Egoistic values focus on personal gain and individual well-being, while altruistic values emphasize the importance of helping

others and making a positive impact on society, and biospheric values center around a deep connection to nature and respect for the natural world (Stern et al., 1993).

The values of nature are also complex and multifaceted, with different types of values reflecting different aspects of the relationship between humans and nature. The use of the three environmental values framework is new, with the relational value of nature only recently being acknowledged by researchers (Chan et al., 2016). The intrinsic value of nature can be aligned with an ecocentric ethic, wherein all things in the ecosystem have inherent value and deserve moral consideration (Groot & Steg, 2008). The instrumental value of nature can be ascribed to an anthropocentric ethic, which attributes humans the right to extract and use natural resources to maximize their own gain and that of other members of society, with no consideration for the natural environment and other living beings (Groot & Steg, 2008). Relational values connect and enliven both the intrinsic and instrumental considerations of nature (Chan et al., 2016). They recognize the worth of human-nature interconnectedness.

However, while researchers have extensively studied the use of personal environmental values in message framing (Golebie & van Riper, 2023; Lagomarsino et al., 2020; Woltin et al., 2022), the intrinsic, instrumental, and relational nature values have been largely overlooked. By designing distinct messages to highlight each of these values, this study sheds light on what works best for promoting pro-environmental behavior in rock climbing. In this context, the study takes into consideration that personal environmental values moderate the response to messages framed within nature values and crossed with regulatory focus.

Method

The study used a factorial experimental design that enables to study of various factors simultaneously. It reduces the number of experiments required and identifies both main and interaction effects (Anleitner et al., 2020). This study makes use of a 2x3 factorial between subjects' design, varying the regulatory focus (prevention vs. promotion) and nature values (intrinsic, instrumental, relational) of the environmental messages. There are two independent variables, each with two and three levels respectively. This creates six experimental conditions, with each condition representing a combination of the levels of the two independent variables.

Message frames		Factor B. Nature Values (3 conditions)		
		Intrinsic Value	Instrumental Value	Relational Value
Factor A. Regulatory focus (2 conditions)	Promotion focus	Promotion x Intrinsic	Promotion x Instrumental	Promotion x Relational
	Prevention focus	Prevention x Intrinsic	Prevention x Instrumental	Prevention x Relational

Table1. Message frames in 2x3 factorial experiment

Between-subjects designs have benefits such as an easier experimental setup, a shorter amount of time necessary for conducting the study, and avoiding learning and order effects (Stoner et al., 2023).

They offer a more conservative test and provide greater confidence in the results (Stoner et al., 2023; Viglia & Dolnicar, 2020). In this study, participants were randomly assigned to one of the experimental conditions (Table 1) and the impact of the independent variables was analyzed between participants in each condition (Stoner et al., 2023). The random assignment of participants to experimental conditions increased the internal validity of the experiment (Ross & Morrison, 2004).

The experiment was conducted using an online environment: Qualtrics. The online environments are increasingly utilized for experimental design (Viglia & Dolnicar, 2020). An online experiment is a useful approach to accessing a wide population of rock climbers. In other words, it enables to collect responses from rock climbers from all over the world. This is also possible thanks to the social media communities created by rock climbers online. A disadvantage to using this method can be the drop-out rate of respondents, which can result in a high number of incomplete responses. Another disadvantage can be that researchers have limited control over the environment and equipment used by participants (Stoner et al., 2023).

Sample
Throughout the data collection period (March 24-April 14) 725 responses were recorded, out of which 24 did not identify as rock climbers and did not qualify for the survey. Out of the remaining 701, only 310 completed the survey to the end, which made for a completion rate of 44.29%. 310 responses are included in the analysis.

Measurements

Priming the regulatory focus:

Individual chronic regulatory focus can be potentially altered by priming either promotion or prevention focus in the message, thus influencing their overall orientation toward goal pursuit for a limited amount of time (Bhatnagar & McKay-Nesbitt, 2016; Coelho et al., 2023). The regulatory focus of respondents was primed following Nisbett and Strzelecka (2017) procedure

Personal values:

The personal values of respondents were assessed with the use of an adapted version of the Environmental Portrait Value Questionnaire (E-PVQ) developed by Bouman et al. (2018). This thesis employs the E-PVQ without the category of hedonic values, following the three environmental values distinction by Stern et al. (1993)

Pro-environmental behavioral intent:

The behavioral intent of rock climbers was measured with an adapted version of the scale presented in the work of W. Lee and Lee (2021).

Data analysis

A one-way ANCOVA was run to determine the effect of the six different environmental messages on the environmental behavior of climbers after controlling for personal values and chronic regulatory focus. A two-way ANCOVA was conducted to examine the effects of regulatory focus and nature values on the climbers' ERB, after controlling for personal values and chronic regulatory focus. A two-way ANCOVA was conducted to examine the effects of age and gender on ERB, after controlling for personal values and chronic regulatory focus.

Results

Implications of Results and Limitations will be further discussed during the presentation.

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Nudge+: Reflexive actions and reflective processes – how to mitigate externalities and promote change

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Introduction

This research explores the potential application of nudge+ in a tourism context. Nudge+ is a recent advancement in choice architecture, specifically developed to tackle perceived shortcomings of nudging in sustaining behaviour change or dealing with major problems. Nudge+ aims to influence consumer behaviours concurrently as it promotes the uptake of new perspectives (Banerjee & John, 2021; John & Stoker, 2019). Nudge+ is "an intervention that has a reflective strategy embedded into the design of a nudge" (Banerjee & John, 2021, p.2). This entails that the intervention facilitates reflexive actions alongside reflective processes. Moreover, in contrast to nudging, in nudge+, the intervention is transparent, empowering, and encouraging commitment.

We conceptualise nudge+ as a hybrid approach to tourism experience design incorporating elements from green nudging and transformative experiences. While the former is concerned with immediate behaviours and decisions, the later is concerned with adapting new perspectives and values. We used a laboratory experiment that simulates a visit to an animal park to imagine and test nudge+ in designing tourism experiencescapes that reduce visitors' climate footprint and promote a change in their pro-environmental behaviours and attitudes.

Theoretical framework – Guiding principles for designing Nudge+ interventions

Green nudges are interventions that exploit heuristics and biases to promote pro-environmental behaviour (Schubert, 2017).

Cognitive green nudges involve simplifying decisions by, for example, seeing defaults, strategically positioning the least harmful choices or applying other measures that give prominence to environmentally friendly alternatives. To complement these, the so-called

moral green nudges reward 'doing the right thing' and draw on people's inclination to follow norms and desire to achieve status (Carlsson et al., 2019). Green nudges are effective, among other things, in encouraging donations for preservation and maintenance (Nowak & Heldt, 2023), encouraging visitors to adhere to local codes of conduct and commit to specific behaviours (Albrecht & Raymond, 2021) or reducing food waste and energy use (Kallbekken & Sælen, 2013; Warren et al., 2017).

Tourist transformation happens through active interpretation and interaction with the place. Tourism businesses and destination managers are encouraged to create contextual conditions that facilitate engagement and foster reflection, thus increasing the chances for transformative experiences (Neuhofer et al., 2021; Pung et al., 2020). This involves using interpretive commentaries, signage, imagination and dialogues, implementing 'non-active' moments along the customer journey reserved for reflection, connecting the content to the visitor's prior knowledge and experiences and providing clear examples of how visitors can implement the new knowledge in everyday life (Ballantyne et al., 2011; Walter, 2016).

These green nudging and transformative experiences principles form the guidelines for designing the nudge+ interventions. In addition, nudge+ should be transparent, maintain the enjoyment of the experience (i.e., not burden or generate guilt), and empower and respect individuals' autonomy.

Methods

The empirical part of this research comprises a laboratory experiment and a series of questionnaires covering three months. In the laboratory, we simulated a visit to an animal park using 360-degree audio-visual material recorded in Järvzoo (a popular Swedish zoo). The dependent variable in our experiment was the food participants chose from the menu (during the restaurant segment in the simulated visit. Our experiment comprised three treatments: Control, a simulation true to a visit to the park; Nudge, in which the food menu at the restaurant segment was manipulated; and Nudge+, which includes further interventions to the customer journey to promote self-reflection, delivered in the welcome speech and via signboards along the simulated visit.

The laboratory simulation allowed us to explore how nudge+ could be used in tourism experiences and test how interventions influence decisions. However, our interest in nudge+ derives from its potential to promote changes that last beyond the immediate instance when decisions are made. Accordingly, we complemented the experiment with three questionnaires designed to detect possible differences in participants' pro-environmental behaviours (based on Lange & Dewite, 2019) and attitudes (based on

Prayag et al., 2022) before the experiment directly after the experiment and again after three months.

Results

For the analysis, we organised the five menu dishes into two discrete groups, Meat and Plant-based. A notable high percentage of participants in all three treatments opted for a non-meat choice. Furthermore, if we exclude the Nudge group, Pearson's chi-square test shows a statistically significant result between the Control and Nudge+ groups. This suggests that the nudge+ interventions (the welcome speech and signboard messages) boosted the menu manipulation and influenced participants' food choices.

The analysis of the questionnaire data also suggests that participants exposed to the nudge+ treatment performed beter (i.e., more environmentally) than participants in the other two groups. However, these results do not surpass the statistically significant threshold for most tested items. We interpret this as an indication that there is a presence of a small to medium effect that would be detectable with a larger sample size.

In the questionnaires, we also studied the participants' familiarity with, acceptance of, and interest in nudging. Half of all participants were familiar or partially familiar with nudging. Moreover, participants believe nudging is an acceptable strategy for reducing the climate footprint. Participants also expressed some interest that tourism companies will show them how they use nudging to influence consumer behaviour on their next vacation. Finally, even the participants exposed to the Nudge+ interventions did not find the climate messages obtrusive.

Discussion and conclusions

First and foremost, the process of designing the laboratory simulation was paramount for our understanding of nudge+ and its potential applications in tourism contexts.

Our study supports previous research that found nudge+ more effective than other interventions in promoting pro-environmental behaviour (Banerjee et al., 2022). Moreover, we are encouraged to learn that participants approve of nudging and that the explicit environmental messages did not disturb their experience.

Considering the scale and duration of our study, it is difficult to proclaim any long-term effects. Nevertheless, nudge+ was particularly designed to enhance agency and climate citizenship (Banerjee et al., 2022). We envision that with the help of nudge+, tourism destinations can become platforms to influence moral and behavioural norms. Moreover,

while interventions are no substitute for laws, regulations or education, they contribute to the joint effort, influence norms and induce social tipping processes (Oto et al., 2020).

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Understanding challenges in studying visitor's compliance to recreational funding models: lessons learnt from a study of cross-country skiers in Sweden.

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Introduction

This study is the first research output coming out from a newly launched project on Recreational mobility and trails in mountain destinations: Understanding Behavioural insights and New technology in relation to funding systems for high quality trails in a Swedish context, funded by the Swedish KK-foundation. The overall purpose is to analyse prerequisites for funding and management of trails as part of developing nature-based tourist destinations.

This specific study looks at the challenge of understanding the consumer behaviour of tourists when it comes to the decision to contribute to trail funding by buying a trail pass and to understand if and how context of resort ownership, other visitors' behaviour and the social norm, matters for the decision. Related to this challenge, gaining reliable knowledge about the visitor's compliance to a funding model is key to ensure its well-functioning and economic and environmental sustainability. However, studying compliance to a norm-based system holds challenges and one of our field observations during the project's first data collection indicate the well-known bias introduced by the presence of the data collector on respondent's survey responses. This confirms previous studies and points in the direction that reliable data can only be achieved, in combining data on stated behavior with data on the actual behaviour of the visitors. Combining these data sources in a coherent way, however, holds challenges which we identify and discuss in this study.

Background and previous studies

Tourist's compliance towards local norms and pro-environmental behaviour has been studied in the past (for example: Solstrand & Gressnes, 2014; Panwanitdumrong & Chen, 2022; Gessa & Rothman, 2021) proving compliance as well as non-compliance. Literature has shown, quantitative data to be influenced not only by the ethnics and characteristics

(for example Pietrelli, d'Errico, Dassesse, 2020) but also by the presence of the data collector during the data collection (for example: Roxas, Lindsay 2011; Leggett et al. 2003). This phenomenon becomes critical, when studying ethical questions using survey method resulting in a gap between stated vs actual behaviour. Such a gap has already been identified in field experiments for example conducted in Tanzania by Alem et al. (2018) who studied stated and revealed behaviour, in the context of accidental money transfer. Their findings indicate that hypothetical surveys seem to insufficiently reflect human's behaviour. Studying compliance to a funding model holds the ethical question, due to the most likely expectation of a punishment, i.e shame or guilt feelings.

Studying visitor's compliance to a funding model in nature-based tourism is of special interest in a Nordic context. Northern European countries, such as Sweden, have a long tradition in the right of public access, allowing access to private land for recreational purposes. So, in a Nordic context, achieving compliance to a chosen funding model faces two challenges: Firstly, understanding compliances to an entrance fee for recreational trails can be difficult due to the open- and vastness of the field. And secondly, an entrance fee can be perceived as a contradiction to the the well-known and appreciated law of public access. A high compliance will however ensure sustainable funding which in turn makes it possible for the resort or trail provider to offer a high quality.

Purpose

The overall purpose with our study is to improve the understanding of the consumer behaviour of tourists when it comes to the decision to contribute to trail funding by buying a trail pass. In specific, our study aims at providing new insights on the challenges on studying compliance to a norm-based funding system.

Method and data collection

The data collection process was designed to generate two types of data about the visitors' behaviour: An on-site self-administrated paper-based survey in Swedish was conducted to investigate cross-country skiers' stated compliance to the trail pass-system, with the most relevant question being how and whether they had purchased a trail pass. By installing two counters along the tracks, we aimed to collect data about the number of track users. Data on the ticket sales in the same time frame give insight into the actual purchase behaviour. Combining these two types of data would enable the identification of stated vs actual behaviour and would reflect the visitor's compliance. The data collection took place between week 6 to week 14 of 2023 in Orsa Grönklitt, Sweden, and the target group was cross-country skiers that have finished their skiing session. Whereas the counters counted

all passages, the sampling rule for the paper-based survey was that every third skier was approached for participating.

Results

In total, 346 surveys were answered, and 67804 passages through the counters along the tracks were recorded. Preliminary data show a high compliance to the funding system according to the survey results. These findings match with a previous study conducted in Orsa Grönklitt in 2021, showing a stated compliance of close to 100% (Fleckhaus & Heldt, 2021). During the data collection we observed and received participant's feedback about the data collector's presence having affected the respondents' answers.

Comparing the stated behaviour of the survey responses and the counters' data in relation to the ticket purchases, we see a gap between stated and actual behavior. The counters however were unable to differentiate between skiers vs walkers or animals, and due to the circle layout of the tracks, a multi-counting of skiers could not be avoided. The number of passages therefore cannot be taken for the numbers of visitors used the track during the data collection period.Skiers who entered and left the track at a not designated entry/exit spot and did not pass a counter form an uncounted unit.

Lessons learnt

Preliminary results indicate that anonymity being the key aspect when it comes to studying actual behaviour towards critical question. Anonymity however differs according to the data collection method. Past studies have used QR codes to allow participants to answer the survey online instead of paper based (Nowak & Heldt, 2023). We however believe that our high response rate of estimated 85% was mainly driven by the data collector's interaction with the participant. QR based exit surveys have partly shown low response rates in past studies with tourists in the close by areas (Waleghwa & Heldt, 2022). Furthermore, it could not be assumed that all participants carry a smartphone during their workout (Heldt, 2010).

We identify the multiple challenges that come with studying compliance and cause limitations to such research. How should the quantitative data be collected to lower possible bias by the data collector's presence without lowering the response rate? Will mixed methods be necessary to allow capturing behaviour in a norm-based system?

Our learnings will contribute to the improvement of studying compliances to funding systems of natural tourist attractions without geographical borders, such as hiking, fishing, canoeing, hunting etc.).

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From Research to Working Life in a Portuguese Tourism Higher Institute for Tourism Studies

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Abstract

From Research to Working Life (ReWo) is an Erasmus+ project aiming to find the best practices for applying and implementing tourism research findings into working life in the tourism field. The Partners in this project are the Estoril Higher Institute for Tourism and Hotel Studies (Portugal), the University of Maribor (Slovenia), the Lapland University of Applied Sciences (Finland) and the University of Stavanger (Norway). The priority of this project is to stimulate innovative learning and teaching practices.

Bearing in mind the main ReWo's objectives, this article envisages, on the one hand, to understand what the motivations and goals of tourism students in Portugal are, after having accomplished at least one internship and before entering the working market and, on the other hand, to know if the responsible (academicians and employees) for internships in Estoril Higher Institute for Tourism and Hotel Studies implement the necessary strategies to fulfil the students' ambitions, contributing, at same time, for the referred innovative learning and teaching practices.

The analysis of the answers from over 100 students' questionnaires (all from the above-mentioned Portuguese institution) and of the interviews with those responsible for the internships will allow us to know whether the institution is on the right track, and if not, what can be done to get it on.

ReWo Project (description)

The tourism industry has been constantly growing all over the world and the prospects are positive as well. In Europe, tourism is an important sector of economic growth, and its impact on the employment level is remarkable. Tourism plays a significant role when it comes to regional development, and its significance is often crucial in many peripheral areas. The tourism industry is also becoming more complex due to new technologies, questions of sustainability, safety issues, and in the last years also due to completely new

circumstances and considerations regarding health, travel, safety, and the tourism modus operandi. Major changes are occurring in tourism and the latest knowledge is becoming even more central for development as the industry is changing fast – enterprises should try to be proactive. Through education, students have the latest knowledge that should also benefit the entrepreneurs of the tourism industry. Yet the connection between institutions of knowledge and the industry is critically lacking. All parties involved are aware of this, however, there are no clear guidelines on how to build more solid bridges between different actors. Creating methods of linking the two sectors in the tourism field will probably generate guidelines applicable to other fields.

While there have been projects concentrating on collaboration between two or more businesses or educational institutions, only a few have included both parties and have been conducted on an international level. The projects regarding cooperation between partners from the tourism sector and tourism education have been focused (for example on developing internship experiences). In this project, the role of students as knowledge brokers and the collaboration model that would bring a new viewpoint to research application will be vital. Better collaboration between the educational institutions and the tourism sector will be beneficial for all: the industry will be up to speed with the newest academic knowledge (and how to benefit from it); the educational institutions will be able to offer curricula that correspond better with the needs of the industry; the students will increase new connections and skills that will help them in their professional life.

Methodology and Paper Structure

The study is based on the premises of the ReWo Project, meaning that the main goal is to show how research works might improve the tourism working life. The Project description is, in general terms, the theoretical context.

The next step is to analyse over 100 tourism students' questionnaires about: the kind of development needs they have noticed during their practical training (or previous work experience in the tourism field); the chance of having received commissioned projects/thesis from the tourism field; their opinion concerning the best channels to share the knowledge or research findings produced during their tourism studies; their view of a perfect job for themselves in the tourism field.

After analysing the results from the referred open-ended questions, interviews will be carried out with those responsible for the internship implementation process. On the one hand, the academicians who lead the internship process will be questioned about the current scientific background of the internship considering the educational degree in which the internship takes place, on the other hand, the employees who are responsible for

attracting internships and placing students in host units will be asked about the instructions they receive from the institution and about the general feedback and tips to improve the internship quality they get from students and from the enterprises. In the second phase of the interview, both will be confronted with the student survey results. Here, the interviewee will be given the opportunity to mention their proposals for improving the internship process, with the aim of making better use of the internship in the training of future tourism professionals.

The general study process and its results will accomplish two goals: The first one is to write a scientific paper showing that internships need a better articulation between academia and the tourist market, considering the ambitions of future professionals; and the other is to contribute with data (and scientific reflection) for the ReWo Project.

Results and Conclusions

As this is an ongoing study, it is not yet possible to describe the results.

The deadline for answering the surveys was the 2nd of May (for any of the four partner countries). Some provisional results will be presented in a public (online) session only on the 16th of May, meaning that before the deadline for submission of abstracts for the 31st Nordic Symposium on Tourism and Hospitality Research (12th of May), it is not possible to present results and even less to show any solid conclusions.

In reality, and bearing in mind the objective of this study, the results to be presented in the Symposium will only be evident, after having conducted the referred interviews (and having done the respective analysis) with those responsible for the processes of internships at the institution of higher education in tourism that serves as a case study for this academic work.

Go-alongs: Collaborative teacher/student engagements with others and nature

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Introduction

If we, as researchers, are to do our part in re-thinking and transforming tourism, we need methodologies and methods that allow us to move beyond traditional ways and means of scientific reasoning. This may particularly be the case when nature is a key actor, with whom we wish to actively engage during and through research processes. Therefore, we need to consider which methods may allow better for our being-in and being-with others and nature (Heidegger, 2001). The aim of this presentation is to problematize potentials of go-alongs as a method and means to knowledge creation in tourism research and higher education. In doing so, we emphasize student-teacher interactions and the potentials for such interactions that go-alongs may unfold (Figure 1).

Figure 1. Ten teachers and ten students biking-along in the Wadden Sea Region

Theoretical Framing

Researchers increasingly adopt methods where we not only talk about, but also walk, drive, tour, wheel, train, trek, bicycle etc. with others – methods that can be classified as go-alongs. Research points to different potentials and advantages of go-alongs compared to other methods, such as conventional sedentary interviews. For example, goalongs may enrich

embodied understandings, participant empowerment, mutual trust and rapport-building (Anderson, 2004; Butler & Derrett, 2014; Carpiano, 2009; Spinney, 2011). There are plenty of high-quality research contributions and journal articles on go-alongs as a method (e.g. Anderson, 2004; Evans & Jones, 2011; Parent, 2016). However, most of the research on go-alongs focuses on researchers' interactions with those researched within spaces and places (including nature) known to research participants whilst being unknown terrains for the researcher. A few articles emphasize researchers' roles and experiences when they truly aspire to go along with research participants (e.g. Duedahl & Blichfeldt, 2020). However, very little research digs into the potentials go-alongs have for collaborative learning and higher education. To unfold go-alongs' potentials for collaborative research and teaching in higher education, this presentation discusses go-alongs as a means for students and teachers to engage with each other and nature.

Methodological Framing and Case Presentation

With this presentation, we join the chorus of researchers, who call for innovative, collaborative, and participatory methodologies, which may facilitate engagements with others and nature. We also add to the existing body of knowledge on innovative mobile research methods that enable researchers to not only observe, but actively engage with nature and others. We do so by discussing key learning outcomes of TriWadWalk 2022: Crossing borders, blending perspectives, which aimed to explore routes to a more integrative science for the international Wadden Sea Region. The TriWadWalk 2022, with support from the Common Waddensea secretariat; the Faculty of Spatial Sciences; the Wadden Academy; University of Southern Denmark and the European Union Erasmus Program, brought together a core group of ten scholars and ten students from Germany, the Netherlands and Denmark, who moved through the Wadden Sea Region by foot, bike, boat and train to blend perspectives from different scientific fields. In May 2022, the first TriWadWalk took place in the GermanyNetherlands border regions and in September 2022, the second TriWadWalk took place in the Germany-Denmark border region. In total, the group travelled close to 600 kilometres; half of this distance done biking and 15% done walking. The overall aim of the TriWadWalk was to deepen understandings of the Waddensea Region, especially regarding sustainable development, climate change and explorations of potentials for future collaboration in teaching and research.

Findings and Discussion

A key finding is that conventional conceptions of go-along methods as inherently being about mobility and moving/going along need to be challenged. During the TriWadWalk it became clear that the go-alongs that lead to knowledge creation in tourism research and higher education were not only walk- or bike-alongs. Instead practices of cooking-along,

glamping-along and other more bodily immobile intermezzos in-between the orchestrated activities, lectures and mobilities included in the official itinerary ended up being precious moments of knowledge creation and sharing with others.

The TriWadWalk certainly proved to methodologically allow better for students and faculty being-in and being-with others and nature (Heidegger, 2001) than traditional classroom teaching or fieldtrips. However, difficulties also emerged as we tried to leave traditional hierarchies and roles in academia behind. Examples of such difficulties are:

On the one hand, interactions between teachers and students seemed more 'equal' due to the 1:1 student/teacher ratio. In higher education, field trips are not uncommon, but usually students dramatically outnumber teachers, thus resembling the context of the mass university where one teacher speaks to, and oftentimes tries to edutain, a larger group of students. On the other hand, this leaves the teacher in unknown terrains that do not resemble mass university teaching and competencies.

On the one hand, the fact that the group travelled, cooked, ate, and did domestic chores together as well as shared accommodations facilitated interactions beyond traditional interactions between academic levels and positions. On the other hand, hierarchical structures, unintendedly, were brought along and manifested themselves in various ways, such as student accommodation oftentimes being more equivalent to dormitory facilities while teachers oftentimes had single rooms or when it was evident how teachers were responsible for accounting and budgetary issues (Figure 2).

Figure 2. Example of student accommodation (while teachers had separate, individual rooms

On the one hand, being mostly outside (walking, biking, sailing, taking the train or bus) allowed for more natural and lively interactions than classrooms, where students are traditionally seated through most of the lectures whilst teachers stand, talk, show, explain and perhaps pace around. While walking, biking, hiking, sailing etc. in larger groups, members of the group shift position, walking etc. along with one person, then with another, then with three and then alone. Conversations remain lively and vivid because no matter how engaged conversations are, the flow is easily and naturally overtaken by events such as storing the luggage, eagles flying close by, the wind increasing etc. On the other hand, lively and vivid as these interactions were, to teachers it is an unknown terrain to leave behind the role as the one, who knows and shares knowledge with students and instead fully embrace the opportunity to let students being the knowledgeable. Examples of students leading the way and sharing their unique knowledge with the group were numerous, e.g. when two students, who are experienced bird watchers, shared their knowledge with teachers with little or no bird watching competencies or when vegan students send teachers off with a grocery list for cooking a dinner satisfying the needs of all participants.

On the one hand, moving in and through nature with others allows for participants to be freed from traditional hierarchical structures. On the other hand, the planning and itineraries of the trips were very much the responsibility of teachers and on several occasions this became evident. At the end of a day-long hike, a bus had to be reached at a certain time and place. As often happens with larger hiking groups, in the start of the day, time was plenty, and the atmosphere relaxed. However, during the day, it became clear that the group had to speed up to meet the bus at the designated time and place, making some keep a speedier pace and leaving it to others to catch up with them: Bodily casting members of the group as leaders/laggards, bodily more or less able.

On the one hand, both while going-along and during the precious intermezzos in-between the scheduled events and activities, students and teachers would interact spontaneously as the group consistently split up and recreated itself in a variety of forms and structures, ensuring that teachers and students could interact freely and vividly. On the other hand, the TriWadWalk was meant to both accommodate educational and academic purposes, including the teachers' obligations to produce scientific outputs (such as this abstract). Consequently, teachers would occasionally have academic meetings in the evenings, to which students were not invited. Innocent as these meetings might be, they nevertheless remembered students and teachers that they were not altogether equals, but that teachers had academiarelated obligations and reasons for doing the trips beyond those of the students. These practices are likely to strengthen dichotomous segregation of people into

students and teachers; positionalities ill fit for developing students' identities as part of academia.

Go-alongs may help students and teachers to collaboratively move beyond traditional ways and means of scientific reasoning. Furthermore, as exemplified by the picture, being-in and being-with nature makes lectures on nature far more accessible and 'vivid' than if they take place in a classroom far from nature; in this case a lecture on sustainable development and mobile dunes taking place in the mobile dunes. This may particularly be the case when nature is a key actor, with whom we wish to actively engage during and through research processes. However, as the examples above suggest being-in and being-with nature and others does not automatically erase academic hierarchical positionalities or segregation. On the contrary, it seems to take quite some effort to free students and teachers from their traditional roles. Therefore, go-alongs can only unfold their potentials for higher education and collaborative learning if participants (students as well as teachers) actually go-along with the fundamental principle of leaving everyday life hierarchical structures and positionalities behind; accepting to being-in and being-with nature and others on more equal terms than what we are used to in traditional university settings and contexts.

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Bringing the T into LGBTQ tourism discussion – a forgotten segment?

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Introduction & aim: Lesbian, gay, bisexual, transgender and queer (LGBTQ) in tourism literature

The sexual and gender minorities, more familiarly known as the LGBTQ, can often be regarded as excluded group of individuals also in tourism setting (UNWTO, 2017; Ong, et al., 2020). Although there seems to be some growing interest shown towards the topic in recent years, the segment is still often approached from heteronormative perspective, not addressing the diversity within the umbrella of LGBTQ (Ong, et al., 2020). An example of this is one group under the umbrella, that is too often left behind when thinking about tourism; transgender individuals – the T in LGBTQ. The purpose of this study was to examine the tourist behavior of transgender individuals and argue how they should be taken more into consideration when talking about LGBTQ tourism.

Literature review: tourism for all & tourist behavior

Tourism can even be regarded as an activity of finding oneself and gaining affirmation of identity (Thurlow & Jaworski, 2006), and therefore could be argued to potentially have a very important impact on an individual's life. Because of the positive impacts of the travel industry, it has been argued that tourism should be accessible to all individuals (McCabe & Diekmann, 2015). This brings the topic of inclusivity to the table of discussion (Biddulp & Scheyvens, 2018), which furthermore taps into the discourse of social sustainability of tourism. However, even the very usual seeming tourism settings, such as airports, can leave transgender individuals in a vulnerable position (Clarkson, 2014; Currah & Mulqueen, 2011), which might result in behavioral changes in tourism related actions (Olson & Reddy-Best 2019). Although there have been some recent studies of transgender tourist experiences (Olson & Reddy-Best, 2019), as well as motivations and constraints (Monterrubio et al., 2020; Monterrubio et al., 2022), a need for gaining more insights of tourist behavior of these individuals remain.

Tourist behavior, a more focused strand of larger discourse of consumer behavior, is an important dimension of tourism research (Cohen et al., 2014). It has been discovered that many different aspects may influence our tourist behavior, for example identity and personality aspects (Desforges, 2000; Cohen et al., 2014). As gender identity can be regarded as a central factor in transgender individual's life (Nagoshi & Brzuzy, 2010;

Diamond et al., 2011), identity might also act as an important behavioral force in tourism setting for transgender individuals.

Methodology

Researching a sensitive topic such as the study at hand always calls for delicate measures for data collection. To refrain from outing anyone that participated in the study, the data collection was organized to be completely anonymous that heavily relied on the participants motivation to share their story for the study. Data collection was organized as a narrative story collection online, for which transgender individuals were encouraged to take part in. In the form for story collection, the outline of the study was explained and helping questions delivered, but the participants were given freedom to express themselves and share whatever they found important within the scope of the study. The call for responses was then distributed on social media with the help of one transgender association and altogether 12 narratives were shared for the research. The narrative data was approached inductively with qualitative content analysis (QCA) as well as thematic narrative analysis. QCA started with familiarization of the data as a whole, after which the data was openly coded, paraphrased and categorized for further analysis. QCA was accompanied with narrative analysis, which focused on finding thematic topics within the narratives. This resulted in four new narratives to be formulated to examine the topic further.

Results and argumentation

The results complement largely previous research. Firstly, this can be seen to increase the trustworthiness of the research. However, this also results in the research not offering much of theoretical contribution otherwise. Nevertheless, the study presents multiple interesting future study subjects, for example further research on the relationship of gender identity in transgender individuals and their travel behavior, especially from the point of view of transforming gender identity. The study also showcases, that while transgender individuals might often be a forgotten customer segment under the larger umbrella of LGBTQ consumer groups, they are still valid and important customer segment to study and understand. Therefore, there should be special attention paid towards the inclusion of this part of the larger umbrella segment when talking about LGBTQ tourism.

The study has limitations, with the biggest being low response rate for the study. However, as the objective of the study was to deepen the understanding of transgender individuals in tourism setting and not to make any generalization, the study can be seen to accomplish the goal. This does not, however, close the gap of understanding transgender traveler and

further research is needed, for example in regards of determining the relationship of changing gender identity and travel behavior.

Conclusion - limitations and call for future research

The results complement largely previous research. Firstly, this can be seen to increase the trustworthiness of the research. However, this also results in the research not offering much of theoretical contribution otherwise. Nevertheless, the study presents multiple interesting future study subjects, for example further research on the relationship of gender identity in transgender individuals and their travel behavior, especially from the point of view of transforming gender identity. The study also showcases, that while transgender individuals might often be a forgotten customer segment under the larger umbrella of LGBTQ consumer groups, they are still valid and important customer segment to study and understand. Therefore, there should be special attention paid towards the inclusion of this part of the larger umbrella segment when talking about LGBTQ tourism.

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Bibliometric analysis on Creative Tourism (2002-2022)

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Introduction

In the late 1980s, Gilbert (1989) and Poon (1989) addressed the need for destinations to dedicate themselves to providing authentic and meaningful tourist experiences. However, the first authors to mention Creative Tourism as a possible way to practice tourism were Pearce & Butler (1993). The bases for a more academic definition of the concept refer to the EUROTEX Project (European Textile Crafts Network), developed between 1996 and 1999 in Finland, Greece and Portugal, which showed the desire of tourists to learn handicraft techniques for professional use (Richards, 1999).

Nevertheless, it was in the early 2000s that Richards and Raymond defined Creative Tourism as the tourism segment that offers visitors the possibility to strengthen their creativity. This is possible through the active participation of visitors in learning experiences or activities developed by the local community in the destination to which they travel. Since then, this is one of the most used concepts by those who approach this topic and whose keywords are: personal creative development, increasing involvement between visitors and their hosts, allowing visitors and the local community to share creativity, and associating creative activities with the destination that developed them. It was in that decade, the 2000s, that various experiences of Creative Tourism and its development began to emerge (Richards, 2009). Cooking, painting, photography, handicrafts, music, dancing are activities that can be the basis of Creative Tourism (Smith, 2009), but they must be linked to the destination where they are developed (Richards & Wilson, 2006, 2007).

Studies on this tourist niche and the motivations and behaviours of these tourists are beginning to emerge. However, there are few bibliometric studies on Creative Tourism, being a concept that is not well known outside the academic world. Research carried out on Creative Tourism increased exponentially in 2019, at SCOPUS. Until then they were scarce. A search done on the SCOPUS database using the keywords "Creative Tourism" showed that there are 357 publications on the subject that were published between 2002 and 2022.

Research Purpose and Methods

Given the publications on Creative Tourism pointed out by the literature and the growing number of investigations, which have increased in recent years, we carried out a bibliometric investigation on the same, in the SCOPUS database, with the aim of analysing the evolution of this type of tourist segment since 2002 to the year 2022. As a complementary approach, we created a database in Microsoft Excel 2010.

The main research technique used for data collection was secondary data and the investigation is of a mixed type through bibliometric analysis. In the Excel grid, the authors considered eleven categories for analysis: citation, name of publication, type of publication, year of publication, theme, research technique, empirical study, type of study, techniques, geographic range, and main conclusions. Throughout the analysis of the 357 documents, it was verified that 17 publications were repeated in the base, and for that, they were not considered in our analysis, bringing the total of 340 publications analysed. On the other hand, 38 documents were considered not applicable to the analysis, because they were publications that did not feet Creative Tourism. In many of them it was used "Creative Tourism", but we confirmed that the authors did not understand the characteristics of this segment or they used mainly in abstract, but the empirical analysis was not connected with Creative Tourism. Therefore, the analysis carried out took into account 302 publications from the SCOPUS database, which included publications to which the authors did not have access and the abstract did not allow the type of analysis intended to be carried out and which the authors designated "not available". Statistical treatment of the data was carried out using Excel software. In the analysis carried out, the statistical technique was used, namely, descriptive statistics, which proved to be enlightening in relation to the evolution of the publications of Creative Tourism, namely, the type of study that stands out the most, the theme, the techniques, the methods, and the type of publication.

Results and Discussion

Between 2002 and 2015, the evolution was constant, but with few studies (between 1 and 8 publications). The first year in which there was a publication on Creative Tourism, in Scopus, was in 2002. From 2015 to 2018 there was a slight increase, and a significant increase in 2019 (n=52). The year in which more publications were found was in 2021 (n=77), followed by 2019 (n=52) and 2020 (n=43). In 2020 there was a small relapse in this theme, which was later triggered due to COVID-19 as there were several lockdowns and strict travel regulations. This has seriously affected tourist activity around the world and empirical investigations in this field. Additionally, the saturation of the traditional segments of tourism, in many European countries, where tourists have a passive role,

helped the increase of this particular segment. As expected, the articles (58.3%) had a higher contribution, followed by book chapters (27.5%).

There are three publications that stand out for the number of publications on Creative Tourism: two books – "Creative Tourism: Activating Cultural Resources and Engaging Creative Travelers", by CABI International (n=27 – published in 2021) and "Research Agenda for Creative Tourism", by Elgar Research Agendas (n=13 – published in 2019). Next, the journal with the most publications on the subject, was "Sustainability" (n=11).

 Of the 302 publications analysed in the database, 10.6% corresponds to publications to which the authors did not have access to understand the type of study. Qualitative studies stand out (54.6%), followed by mixed (17.5%), and quantitative studies (17.2%).

Most of the research was carried out at the city level (27.8%) followed by the regional scale (16.9%). Portugal (21.9%) is the territory with the most studies on the subject. In terms of themes, "Creative tourism and its development" was the most representative (37.1%), followed by the "Bibliometric/conceptual/theoretical analysis of Creative Tourism" (22.8%) ranging from bibliometric, conceptual and theoretical articles to book chapters or synthesized communications at conferences. Regarding research techniques, 32.5% of the studies used secondary data and 51% corresponded to content analysis.

Conclusions and recommendations

This study analysed 302 publications from the Scopus database on the subject of Creative Tourism. This was the first effort made internationally and extended to various publication sources, and covering a period of 20 years. It was in 2002 that the first publication on the subject was registered, but in 2015 there was an increase, and in 2021 that the subject awakens even more at an international level. The largest number of existing publications are articles, which stand out in the magazines "Sustainability", "Current Issues in Tourism", "Portuguese Review of Regional Studies" and "Journal of Tourism and Development". However, there are two books that originated more publications on the subject. Most of the investigations carried out so far are about the development of Creative Tourism at a local, regional and national level, although not all publications approach it in the same way. Some address the improvement of creative products to develop this segment in the territories. The largest type of publications is qualitative, which mostly use secondary data, and the method that stands out is content analysis. The geographical range that stands out is at the local level, followed by the regional level, with Portugal being the country that stands out the most with the development of publications on the subject, also due to the CREATOUR Project, carried out between 2016 and 2020 in urban areas and periphery of the North, Centre, Alentejo and Algarve regions, later extending to the Azores

archipelago, due to its strong empirical component and to the fact that it had the contribution of 40 pilot institutions at the national level, allowing a comprehensive overview of the development of Creative Tourism at the level of mainland Portugal.

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Branding the deep nation – Self-exoticization and Constructions of Swedes as a 'Nature-Loving People' in the Image Bank of Sweden

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In this paper we examine the visual representations of Sweden and Swedes in the "Image Bank of Sweden", which contains images free of use when presenting Sweden abroad. The image bank is only one of many activities in which visual images of Sweden are communicated to an international audience, which follows the communicative platform developed by the Board for the Promotion of Sweden Abroad (NSU). The purpose of the platform is to contribute to a uniformly communicated image of Sweden as a progressive society, in combination of "Swedes' natural lifestyle" and "a picturesque scenery".

In the paper we explore processes of self-exoticization and racialization in the representations of Sweden in the Image bank of Sweden, with a particular focus on images of the Swedish lifestyle as "close to nature" (en naturnära livsstil) and Swedes as "a nature loving people" (ett naturälskande folk). We show how the Swedish national self-image that emerges is constructed around notions of gender, race and Whiteness and revolve around the idea of a deep nation, to which only native-born White Swedes have access to.

Placing the place in employer branding: The case of the tourism and hospitality sector in Northern Sweden

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Introduction

Attracting and retaining competent employees has become one of the major challenges for companies, which has led to the rise of employer branding. Employer branding targets both potential and current employees and refers to the process of building a differentiated brand identity (Backhaus and Tikoo, 2004). The employer brand consists of instrumental job and organizational characteristics, and also symbolic attributes like the values and personality of the employing company (Lievens & Highhouse, 2003). Employer branding has often been discussed as a key to winning the "war for talent".

Similarly, places compete for investors, a qualified workforce, and of course, new citizens (Kavaratzis & Ashworth, 2008). Place branding, which is often discussed in terms of major cities, capitals, and tourist destinations, is also implemented by smaller cities, as they are pursuing to brand themselves (Braun et al., 2014). Successful place branding results in the improvement of the place brand image (Braun et al., 2014); that is, the beliefs, ideas, and impressions that people have of a place (Kotler, 2002). The physical location is often seen as one of several components of the more tangible, instrumental elements of the employer brand (Lievens & Highhouse, 2003). In addition, certain places can also be intertwined with particular industries (Bajde, 2019), for instance in the case of IT and Silicon Valley, which gives reason to believe that the place can be of significance to the employer brand.

The job and recruiting site Glassdoor, which listed the best cities to work in, stated "It's not enough to love your job, you've got to love where you work". In the context of self-initiated expatriation, Ceric and Crawford (2016) suggest that an individual might either choose a suitable employer and decide to move to a city, or first decide on a particular location and then go about finding a suitable employer in that place. These issues might be equally relevant also when it comes to people's location decisions within a country; in particular for industries which employ a lot of seasonal workforce, such as the tourism and hospitality sectors. Indeed, Cassel et al. (2018) point out that there is high mobility in tourism and hospitality, both in terms of job-hopping from one employer to another, as well as in terms of geographic relocation from one destination to another. The location

could therefore play a great role, as employment and place decisions might influence each other (Ceric & Crawford, 2016). Yet, this has not been addressed in the employer branding literature.

The Swedish tourism and hospitality industry is now bouncing back after the extremely challenging years during the pandemic, and companies are experiencing major problems to attract staff (e.g., Eremo, 2022). However, in Norrbotten, which is the northernmost county in Sweden, running through the Arctic Circle, the available workforce has decreased since the year 2000 (Bellerud et al., 2021). At the same time, large numbers of employees will be needed in Norrbotten and the adjacent county Västerbotten in the coming years due to new industry developments within the so-called 'green deal', but also because of retirements. This entails threats as well as opportunities for tourism and hospitality companies in the region. On the one hand, the competition for staff becomes even more intense; on the other hand, more people relocating to the region also means a possible increase in potential employees. In this context, attractive employers and an overall industry brand incorporating the place can be a way to communicate value propositions to potential employees.

Thus, this study explores employer and industry value propositions together with place attractiveness within the context of tourism and hospitality in the two northernmost counties of Sweden.

Methodology
This study applies a qualitative approach to explore the meaning of place for the employer and industry brand. In-depth interviews have been conducted (and are still ongoing) during the spring of 2023. The interviewees represent three different groups: (1) Entrepreneurs (SMEs) in the tourism and hospitality sector in Norrbotten and Västerbotten; (2) Employees in the same sector; (3) Local actors and decision-makers, including municipality representatives, DMOs, and/or business developers. The study addresses questions relating to experiences and communication of the place and the tourism and hospitality industry.

Potential results

The results from this exploratory study can help gain an understanding of how a place can be communicated in employer branding by the individual firm and on an overall industry level. This can be especially important for places that struggle with attracting employees, or where the place itself needs to be marketed due to lack of knowledge among the target group. In the northern regions of Sweden, there is an ongoing discussion about how to attract new employees nationally, but also from abroad. Thus, employers need to consider

not only how to communicate their employer brand, but also the place and what it has to offer.

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The Paradox of Arctic Dogsledding and Adaptation to Climate Change in a Time of Promoting Arctification

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Introduction/Theory

Climate- and local weather conditions are of major importance for tourism, including destinations' attractiveness, tourists' perceptions, expectations and choice of destination (Hamilton & Lau, 2005). These factors are important in commodifying and promoting tourism (Kozak, 2002), for example, the famous "sun, sea and sand" selling point (Gössling & Hall, 2006). In Arctic winter destinations, snow and ice are natural attributes that are used as key exotic elements with special marketing potential, especially for tourists from the south (Herva et al., 2020). Arctic destinations have been described as having peripheral cold climates, pristine nature and unique flora and fauna (Saarinen, 2019). An important discernment is that some tourism businesses are dependent on spatial phenomena such as climate- and weather conditions to sustain their products (Chen et al., 2022), especially nature-based tourism businesses (Rice et al., 2022).

Climate change is a pressing concern for tourism globally (Demiroglu et al. 2015). The effects of climate change vary between places (IPCC, 2022), and will result in new possibilities, obstacles and practices (Gössling & Hall, 2006). Certain climates and natural resources are vitally utilized by some regional economies which are threatened by climate change effects (Kaján & Saarinen, 2013). The warming of the Arctic region is estimated more than four times greater compared to the global average (Rantanen et al., 2022), which inevitably influences tourism production and consumption in the region (AMAP, 2021). Climate change and rapid weather changes will have consequences such as trips and activities being delayed, cancelled or ceasing to exist (Chen et al., 2022). Yet, there is an Arctification process taking place in the Arctic region where products, business names, destination organizations and places are promoted as being Arctic (Jacobsen, 1997; Lucarelli & Heldt-Cassel, 2019; Marjavaara et al. 2022; Saarinen & Varnajot, 2019). Imaginaries of the Arctic are (re)produced through adaptations of historical and/or stereotypical images to promote the Arctic region and tourism (Rantala et al., 2019). Hence, there is a paradox between actual changes in the physical environment as it becomes warmer, and social constructions used for commodification and promotion of the region and tourism products as cold or Arctic.

Nature-based and winter activities are an essential part of the tourism supply in the Arctic region (Grenier, 2011). Winter tourism activities are often dependent on cold climate and weather conditions (Scott et al., 2012), and those businesses that are dependent are more sensitive to, and affected by climate change (Kaján, 2014). There is a need to study the vulnerability of nature-based tourism businesses and their possibilities, challenges and adaptations regarding their products in response to climate change (Tervo, 2008). To achieve a future of sustainable tourism is to gain a better understanding of tourism activities (Marion et al., 2016). Furthermore, Müller (2015, p. 148) argues "the tourist industry and tourists themselves create their imaginations of the Arctic". The psychological representations of a destination and its climate and weather conditions are thus essential factors for a destination's attractiveness (Lohmann & Kaim, 1999). Hence, the importance of understanding the effects of climate change and its influence on marketing strategies and tourism demand. Here is where the paradox becomes visible, as it is problematic if tourism destination(s) or product(s) are based on natural environments that no longer match what is being promoted. Still, there is limited knowledge of the Arctic tourism industry's resilience and adaptive capabilities against climate change (Chen et al., 2022).

Research purpose/results

Dogsledding has been viewed as an essential part of the tourism industry's supply in the Arctic region (Tervo, 2008). Still, there is limited knowledge about how nature-based tourism business such as dogsledders adapt their products for climate change (Brouder & Lundmark, 2011; Schrot et al., 2019; Tervo-Kankare et al., 2013; Tiller & Richard, 2018), including marketing strategies (Nilsson & Demiroglu, under review). Hence, the coming study aims to illustrate how dogsledders adapt to the changing climate, and how this affects their marketing strategies. Preliminary results by Nilsson & Demiroglu (under review) based on interviews with 23 dogsledding businesses in Arctic Sweden demonstrated that dogsledders are aware of climate change and their need to adapt. The informants have already started by for example changing locations of the businesses, new products and diversification that are not as climate or weather-dependent and changing marketing strategies.

Method

The research is to be further elaborated through interviews (and/or) workshops with dogsledders to gain insight into adaptation needs, adaptive capacities and risks.

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Creative potential of slow tourism in Finland: transforming cultural travel imaginaries for a possible systemic change?

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Introduction

In the context of mainstream tourism practices framed by contemporary lifestyles, vacation travel similarly tends to be efficient and brief, and it generally tends to reproduce standardized carbon heavy patterns of travel (Guiver et al., 2016; Sales Oliveira, 2019). As sustaining life on earth should be in the essence of sustainable tourism, it is a systemic transformation that is now required (Higgins-Desbiolles, 2010, 2018). From this perspective, the norm of flying as a part of western tourism culture creates major challenges (Gössling, 2019; Gössling, et. al, 2020) not just by the direct emissions, but also by degrading the value of journey to the question of "how to get there fast", and more widely by shaping the world view regarding personal mobility and accessibility of places (e.g., Fullagar et. al., 2013). The idea behind slow tourism is related to the one of proximity tourism, where the values of traveling are re-evaluated in the context of sustainability (see Salmela et. al., 2021). In this study, slow tourism is proposed as a critical and creative framework to discuss these now conventionalised ways of traveling and reasoning behind travel markets, which can be seen in the recent decades to have damaged the power of recreational and moral imagination. Here, studying the motivation behind slow tourism and the motives of different actors can help to consider how it could offer an affective approach to the cultural and structural development of sustainable tourism in Finland.

Theoretical framework

Slow tourism, or slow travel, is an engaging discourse describing a view of holidaymaking different from mainstream contemporary tourism in the context of the affluent world - in essence it is about slowing it down (Lumsdon & McGrath, 2011). Big part of the accelerated mobility of the western society builds on its mediality, as it is various forms of media, where the collective imaginaries and social norms of travel are created and recreated (see Molz, 2009; Salazar, 2012). According to Blackman (2022, p. 65) the important focus regarding mediality is on how feelings and desire for connection and disconnection, what Papacharissi (2016) terms 'bonds of sentiment' are amplified, mobilised and mediated, and how these affective desires are shaped. The movement of slow tourism builds on the

emergence of critical discussions on tourism mobility practices in various media contexts (such as Maata pitkin matkustavat Facebook group). According to previous writers on slow tourism it seems people may not necessarily recognise a set of motivations unique to slow tourism per se, but instead more often, seem to be motivated to travel slowly, and maybe to practice a slow tempo and rhythm more extensively so as to maximize attainment of some superordinate goals associated with slow tourism (Oh et. al., 2016). On one hand, a slow journey may signify a personal endeavour aimed at introspection and self-transformation, while on the other, it can be seen as a meta-critique and an indirect subversion of the existing social order (Howard, 2012). The dichotomy of slow versus fast tourism works mainly as a matter of creating a framework for reflecting on the cultural norms of travel, such as frequency, pace, choice of modes, or consumption patterns of within which the travellers and societies engage in.

Methodology

The aim of the empirical study was to find out and bring together current knowledge regarding the subject of slow tourism by interviewing those involved in its structural and/or discursive development in Finland. The interviews were conducted as individual thematic interviews, based on the theoretical framework of slow tourism and themes of land-based accessibility, cultural change towards sustainable mobilities, and their development perspectives for the future. The group of interviewees (13) consisted of subject area experts, such as land-based travel developers, researchers, media-activists, writers and entrepreneurs. A qualitative enquiry through a content analysis was applied to thematically analyse the interviews. The themes were formed from the data with the purpose to explore the creative potential of slow tourism through the various viewpoints, motives, and ideas these different actors proposed to provide a more structured framework for the development of slow tourism in Finland.

Conclusions

Based on the initial results, there are some thematic subjects of slow tourism's creative potential recognised that can be further evaluated through 'possibilities' and 'barriers'. The ideas related to slow tourism are connected to a hope for wider systemic change in tourism that could enable more sustainable, decelerated tourism culture focusing on land-based modes of travel. Instead of naming specific target groups, based on for example nationalities or consumer types, slow tourism was recognised as a broader value-based movement of consumers, aware of the ecological issues of tourism. Other motivational factor behind the movement seems to be the raising awareness, and willingness to stand up for, the value of recreational time in relation to personal well-being. Here slow tourism can be recognised for its creative potential, describing and inducing desire to slow the rhythm of living and to take time for old-fashioned adventures starting from "the front

door" – and on the other hand, as resistance towards fast society, normalising the constant lack of time and flying as its practises (Dickinson & Lumsdon, 2010; Lumsdon & McGrath, 2011; Oh et. al., 2016; Sales Oliveira, 2019). The power of media affecting shared tourism culture and its mobilising imaginaries were recognised. Both, traditional one-way mediums and social media platforms, were seen to be critical for communicating knowledge on the ways traveling, but also in choosing the travel stories to be told. Media was considered important for practical reasons as well, as currently the relatively fragmented know-how on overland travel is brought together by voluntary members of online publics supporting the idea of slow tourism.

According to the transportation industry professionals, the structural development of slow tourism, although desirable for sustainability, is a great challenge, as the transportation system is market-driven and the markets are used to the desirability and ease of traveling far and fast. Regarding sustainability, this notion supports replacing the view of production-based decarbonization more in favour of consumption-based perspectives that assign moral responsibility for contributions to climate change (Gössling, 2019). For slow tourism to develop in the consumption-based tourism system, national and transnational co-operation to connect multiple service providers would be needed for creation of functional travel chains on land. Structural barriers recognised from the consumer point of view were mostly related to time-constraints, such as in travel and vacation policies of work places. Here, the increased ability to work remotely was already recognised as a change in the right direction. Policies regulating tourism were still expected to alter on multiple levels as the structures need to be re-formed for the tourism system to be able to potentialize more sustainable tourism culture.

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Towards Nordic regional tourism satellite accounts - efforts and limitations

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During covid 19 pandemic an effort was done to develop a comparative basis for research on the state of tourism satellite accounts within and across the Nordic countries. At the time this work was not high on the radar of industry stakeholders or authorities. Inbound tourism had plummeted and some areas of the Nordic countries suffering from overtourism up to lock downs which had affected public perception of the feasibility of tourism development in their regions. However as the Pandemic effects started to ebb out and tourism resurrected the interest for economic returns from tourism regained interest. In last two decades the growth of tourism, albeit with regional variation, has become an established sector of Nordic economies in terms of both employment and revenue. Exact quantification of the contributions and costs associated with tourism is challenging for many different reasons. The Nordic countries have individually prepared satellite accounts to get an overview of the economic effects of tourism, but to varying degrees worked with regional satellite accounts which can provide insight into the difference in the importance of tourism's economic contribution to regional economies. I will focus on the purpose for introducing the potential of Regional Tourism satellite accounts and describe their function and weaknesses in estimating the effects of tourism on regional economies. I will argue for why there are preconditions for developing a joint Nordic tourism account by virtue of the recognized satellite methods accompanied by more sustainable visions on local benefits and regenerative tourism aspects.

Swedish Travellers' attitudes towards Overtourism in cities- an exploratory research

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Introduction and literature review

Overtourism as a sustainability sissue for different tourism stakeholers (Milano et al, 2022; Santos-Rojo et al., 2023) inside and outside destinations has been very explored during recent decade. Most earlier studies on the topic have either touched upon local stakeholders on the destination and locals' tourismphobia has been frequently mentioned by authors (see e.g. Verissimo et al., 2020; Yrigoy et al., 2023). In the literature, oertourism has been associated with seasonality, i.e. it happens almost entirely in a peak season (mostly during the summer) and not year round (see e.g. Yrigoy et al., 2023; Ghaderi et al., 2022). From initially having had a focus on some specific coastal European urban destinations such as Barcelona, Venice and Dubrovnik in many studies (see e.g. Verissimo et al., 2020) the recent years' research also has included rural remote places worldwide for investigations (see e.g. Eckert et al., 2019; Ghaderi et al., 2022; Lundmark et al, 2020) as well as new urban destinations that earlier have been unknown as places for overtourism (see e.g. Fedyk et al., 2023).

Most earlier attitude investigations on overtourism have had a focus on the destinations and their local residents and stakeholders (see.e.g. Kim and Kang, 2020; Kuscer and Mihalic, 2019). Despite few studies during recent years (e.g. Kainthola et al., 2021) tourists' perspective and attitudes on the issue has been less visible in the research. Especially, a lack of knowledge on travellers comming from tourist generating nations or regions and their attitudes towards overtourism in city destinations has been obviously invisible. Thus, the purpose of this research is to fill this gap for Sweden and Swedish travellers to city destionations. This will be our contribution to existing body of research on the issue. Following research questions will be answered in this paper:

–How Swedish travellers define, perceive and reason around the phenomenon of oertourism in city destinations?

–What kind of solutions to the problem is suggested by them?

Methodology

This study is explorative in its nature and is based an online survey. The authors initially adopted a predominantly quantitative approach to reach a large number of respondents to cater to representativeness (Bryman 2016). Thus, several questions and comment options were also purposely given to the respondents to get deeper insigts of their attitudes and perceptions of the topic. The survey that contained 15 questions was firstly screened for ethical issues by the host university. The authors guaranteed total anonymity to the respondents through considering the European GDPR (General Data Protection Regulation) that concerns protect of personal issues in research. Then the survey was published at tens of Swedish social forums (public and private pages on Linkedin and Facebook). After two months (February- March 2023) and several reminders we got 370 completed surveys.

Preliminary Findings

A look at the sample shows that 55% of the respondens (202 individuals) are women and the rest are men. A predominat majority of them (74%) are older than 40 year and they are either employed (56%), retired (31%), students (9%) or others (4%) and a predominant majority (83%) of them has postseconday/academic education. Over 70% of them state that they travel abroad twice or more each year, and 54% has travelled to abroad more than 16 times during last ten years. A majority answers that they have good knowledge on overtourism and almost all of them define the term with their own words. Also they describe typical examples of situations of ourtourism that they have been witnessses to. Based on their experiences they mention many urban destinations in the world that they perceived as places with ourtourism. This includes already known places as well as not expected places, major metropolitain areas as well as small less known towns and specific areas or districts in urban regions. 75% of the respondents beleive that overtourism is a problem and they point to many enviromental issues, tentions, crimiality, increased prices, negative tourism experiences, etcetera that are linked to overtourism. 25% of the respondents that would not consider it as a problem reason among other things that overtourism is a temporary phenomenon during short time of peak season, that this is good for the destinations economy and standard of living, it facilitates cultural encounters, etcetera. Those that beleive overtourism is a problem suggest as solution more research, knowledge to the general public, quota system, regulations, restrictions, season prolongation, etcetera.

Preliminary Conclusions

The respondents in this research point to a very complex phenomenon with multifacetted problems as the consequence and that also needs to be solved in a multifacetted way with different actors/stakeholder both in tourist generating regions and in tourist receiving regions i.e. destinations exposed by overtourism. As a part of the respondents mean, one cannot prevent people to travel but people can get important and necessary help before departure but also at the destinations to enjoy the travel without being harmful to themselves, to other tourists, residents and to the sensitive historical sites and natural environments.

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Revitalizing Employer Branding: Unveiling an Industry Value Proposition through the Voices of Tourism and Hospitality Employees

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Introduction

Through employer branding, companies aim to build a strong, differentiated brand that helps to attract and retain the right employees (Backhaus & Tikoo, 2004). Organizations are thus competing to hire competent employees in a limited pool of individuals by communicating the unique employment experience (Edwards, 2009; Van Hoye et al., 2022). However, they also share a common interest in communicating a positive image of the industry in which they are active. Certain employer attributes are shared among different actors in a given industry, whereas others offer the opportunity to create a differentiated image (Van Hoye et al., 2022). Recent developments in the area of employer branding suggest that it is crucial to consider the industry and context of the organization when defining the value proposition and the employer brand (King et al., 2021; Moser et al., 2021; Van Hoye et al., 2022).

According to Gehrels (2019), employers in the tourism and hospitality area are particularly struggling with employer branding. In fact, the hospitality industry has been associated with a negative industry image for years and the issues have only been amplified due to the global COVID-19 pandemic (Baum et al., 2020; King et al., 2021). King et al. (2021) also suggest that some believe that the hospitality industry can offer an interesting value proposition, but "before promotion efforts are undertaken to shape the identity of the hospitality professional, consideration should be first given to understanding what that employment value proposition needs to look like to meet both the industry and the contemporary workforce needs" (p. 259). Gjerald et al. (2021) state that there is still a need to give a voice to the employees in the tourism and hospitality sector. Indeed, recent developments in employer branding highlight the role of current employees as active agents, or co-creators of the employer brand (Auer et al., 2021; Näppä et al., 2023).

As recent research indicates (Moser et al., 2021; Van Hoye et al., 2022) employer attractiveness depends on its context and industry, which affects the relevant dimensions

to describe and offer to employees. In addition, employer branding on an industry level is lacking but has been recently called for by Van Hoye et al. (2022) and King et al. (2021). Against this background, the present study aims to contribute to existing knowledge in employer branding in two main ways. Firstly, it approaches it from the perspective of an industry value proposition. Secondly, it gives a voice to the tourism and hospitality employees, who can act as a source for the value proposition.

Methodology

To explore the topic area, we conducted in-depth interviews with 15 men and women of varying ages and with different extent of work experience within the tourism and hospitality sector. The aim was to gain a deeper understanding of employees' perceptions of their employers, and their experiences connected to working in the industry. Semi-structured interview questions were developed based on extant literature in the area of employer branding (Berthon et al., 2005; Schlager et al., 2011). In addition, we analysed 536 written responses to an open survey question capturing tourism and hospitality employees' top-of-mind associations to their sector.

Preliminary results

The analysis is still ongoing, and the final results will be presented at the conference. The tentative results suggest that there seems to be a discrepancy between how employees consider the industry and what they believe others' views are. Outsiders are thought to have a negative image of tourism and hospitality work, while employees themselves enjoy working in the industry. In particular, the outside view seems to highlight the negative associations connected to stress, while employees assert positive connotations to it. Indeed, one major theme identified in the data relates to this, as the work is described as stressful and intense, but also fun and eventful. Working in tourism and hospitality has developed the employees' ability to deal with stressful situations, different types of people, and problem-solving skills. The second theme connects to the social nature of work, relating to hostesship and service, as well as the opportunity to create memorable experiences. Hence, as the brand makes a promise to its customers about service, this promise can also be extended to the employees.

Further, the results suggest that the tourism and hospitality industry brand should focus on improving the status of the industry as an employer. Building the brand from inside-out helps to develop an authentic brand, meaning that by using employees in describing the industry brand it is possible to create an image that is true. Thus, industry actors could portray an image communicating that while work can be stressful, it is also vibrant and exciting, and where employees get to develop important skills that can be transferred to different contexts and environments. The employment value proposition should highlight

the important role tourism and hospitality employees have in co-creating important experiences and the opportunity to work with people and help solve problems.

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Acknowledgements

Panel Discussion:

Nothing is for nothing – The position and financial resources for R&D in the areas of hospitality, tourism and the cultural and creative sectors?

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Åsa Minoz, Viable Cities (Strategic innovation program)
Dieter Müller, Umeå University
Stina Algotson, BFUF, the R&D fund of the Swedish hospitality industry
Eva Fohlstedt, BFUF, the R&D fund of the Swedish hospitality industry

Aim: To develop interest in and knowledge of the industry among R&D financers. To highlight suggestions and ideas about how we can improve the position and resources.

Expected outcomes: Input for the research proposition (Sweden). Ideas of possible Nordic collaboration / co-financing? A follow up with a broader Nordic focus on R&D financing the 32nd Northors 2024?

Topic: The status today and possibilities for the field to gain a stronger position in the national Nordic R&D systems

The aim of BFUF (the R&D Fund of the Swedish Tourism & Hospitality industry) is to promote scientific research and innovation within the hospitality sector. Through yearly open calls we offer financing of research projects with the aim to contribute to the development of the sector. Every second year since 2013 we perform a mapping of the ongoing research in Sweden, and the sources of finance. Next mapping will be of the year 2023.

Sweden is among the top ranked countries globally when it comes to investments in R&D in general. But in our field, hospitality and tourism, the national (and industry) investments in R&D are far from responding to the industry's contribution to GDP and importance on the labor market.

Beyond the economic importance, directly and indirectly, the sector plays a central role in attractive communities for instance by contributing with social meeting places, sensory experiences and experiences of culture, nature, sports. The industry and people working inn it contributes to society with innovation and creativity. Hospitality, tourism and

culture are all essential parts of attractive and sustainable communities – places where people like to live and work.

The lack of serious and strategic national investments in R&D in our field might in the long run affect Nordic researchers/universities possibilities to access R&D funds that are devoted to our area and available on EU level, for example in Horizon Europe, Pillar 2.

Hosted by: BFUF, https://bfuf.se/

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Sustainable service offerings: the role of innovation awareness

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Introduction

Sustainable development has long been discussed in various research areas in three overarching ways, i.e., what the term means, what the goal is (ecological, economic, and social sustainability), and how sustainability can be measured (e.g., indicators such as Carbon footprint and various indices). In practice, the answers to such questions often become dilemmas where sustainable development involves difficult trade-offs; for example, locally produced goods in the restaurant involve marginal transport, but perhaps not the organic products the company wants to market, or economically sound tourism services, may overexploit the sensitive nature that is the base for the service provision. These dilemmas can cause a lock-in of the ability to innovate more sustainable services, making it difficult to think in new ways (Könnölä & Unruh, 2007). A general problem with innovation is that companies focus on the obvious and the short term but forget to benefit from their own locally rooted (tacit) experiences and strategies (Ericson et al., 2015). Companies may also experience resistance to expanding their commitments to their customers through bundling additional services, becoming an obstacle to sustainable development and building long-term customer relationships.

Researchers and practitioners have pointed out that the challenges posed by the covid-19 pandemic present a unique opportunity for the hospitality industry to choose a more sustainable path going forward (Ioannides & Gyimóthy, 2020; Zenker & Kock, 2020). This study is based on exploring the innovation activities for sustainable behavioural changes triggered by the adaptations the pandemic caused among tourism entrepreneurs. It investigates whether sustainable innovation drives contemporary post-pandemic offerings or not.

Consumer point of view

From their household perspective, consumers continuously weigh environmental considerations in involvement or monetary costs. This means that environmental benefits are less important if consumers believe their costs will be too high. Consumers' view of sustainability may thus be more related to what they, as individuals, can and are interested in doing. Consumers have been categorized into different types based on their view on sustainability, for example, the one who shops locally for ideological reasons, the one who chooses sustainably when it is trendy, the environmentally conscious who is interested in services rather than things, technology optimists who see technological solutions to the climate crisis, young activists who want to influence politicians and the adult world (Kairos Future, 2019). A recent study on young consumers in Sweden concludes that sustainability generally is not prioritized in relation to other criteria when it comes to holiday travel (Ek Styvén et al., 2022). According to Sharpley (2021), the young Generation Z are more aware of environmental issues than older generations but are nevertheless unwilling to change their tourism consumption practices.

Current and future tourism offerings also rely heavily on successful digitalization, i.e., enabling communication before, during, and after visits (Cavagnaro & Staffieri, 2015). In connection with the pandemic, consumers have increasingly become used to digital solutions, for example, ordering, booking, and shopping online. Many consumers, 51%, believe that companies are responsible for offering sustainable services, and 42% state that politicians are responsible for ensuring green solutions (Node Pole, 2021).

Provider point of view

A survey of 5,300 small and medium-sized Swedish companies concludes that the ability to innovate greatly varies among the companies, i.e., a sliding scale from smaller to larger investments in digital transformation (Wernberg, 2020). In connection with the survey, it also becomes clear that the investments for digitalization in the service sector are relatively small compared to the manufacturing industry and that organizational and competence-enhancing measures are critical for service companies. Although digital transformation is not the answer to all innovation, there is a consensus that it will be an important part of future solutions (Wernberg, 2020). Many entrepreneurs in the tourism and hospitality industries today are generally good at using, for example, the web and social media (Imtiaz & Kim, 2019). This implies that the purchase of a trip can be planned and carried out entirely via the Internet, as can the booking of activities once the visitor is there. During the pandemic, this "contactless" approach has been appreciated and used by consumers during the "Staycation" trend that emerged (Dunér, 2019). Regardless, using digital

channels means that visitors could be informed about the sustainability strategies for the service, besides providing clear communication through the touristic products.

Sustainable innovation in practice

This empirical study in progress is based on in-depth personal interviews with tourism entrepreneurs and destination managers. The focused companies are mainly active in high-quality nature tourism offerings and are ranked highly by visitors on TripAdvisor. The physical environment and places communicate sustainable designs, such as buildings in wood or logs, demonstrating cultural heritage and authenticity. The interviews with the entrepreneurs further indicate that they find social sustainability utterly important, for example, by hiring staff that lives in the area, cooperating with other tourism entrepreneurs in the neighbourhood, and ordering food and groceries from local producers. However, such a sustainable and strategic policy is not explicitly communicated to consumers, for example, on websites. Innovation or development of new services is typically described as "just doing things" and the work during the pandemic as mainly "adapting to regulations and restrictions". So far, the study indicates that the service providers do not strategically employ innovation to fulfil sustainability goals due to customer requests. Rather, they implement sustainability checklists to respond to regulations or expectations of authorities and governing bodies.

The expectations that the covid-19 pandemic should establish more sustainable offerings and consumer behaviours can be questioned today. Reports show that travel and visits, in some places, already exceed pre-pandemic numbers (e.g., SLVB, 2023). This is obviously good news for tourism and hospitality, but it also puts more pressure on the need for a transition into sustainable offerings. Currently, this seems dependent on providers' innovative capability. Therefore, it is important to motivate tourism entrepreneurs to innovate and provide incentives for consumers to prioritize sustainable solutions.

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Acknowledgements

SME Tourism Entrepreneurs: Why Do They Do What They Do? The Influence of Value Orientations and Motivations on Implemented Sustainability Measures

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Introduction

The tourism industry accounts for approximately 5% of global CO_2 emissions. If it wishes to meet the global goals of halving greenhouse gas emissions as agreed in the UN Climate Change Conference of Paris action should be taken by all actors in the tourism industry. In particular, SMEs are lagging behind in contributing towards a more equitable and environmentally healthy tourism (Font et al., 2016). The purpose of this research was to test the influence of value orientation and motivations on the sustainability measures implemented by SME tourism entrepreneurs.

Both values and motivations are antecedents to sustainable behaviour (Ros et al., 1999; Steg, 2016; Stern & Dietz, 1995). Values, which are guiding principles in one's life (Ros et al., 1999), are stable yet less direct antecedents of sustainable behaviour (Steg, 2016). Motivations, understood as why and where an individual chooses to engage in a certain behaviour (Mitchell, 1982), are a more direct yet less stable antecedent of sustainable behaviour (Ajzen et al., 2009 Bamberg & Moser, 2007; Webb & Sheeran, 2006). Values and motivations, both independently and at their intersection, are under-researched as antecedents of sustainable behaviour by SME tourism entrepreneurs, such as accommodation entrepreneurs (Crnogaj et al., 2014; Eikelenboom & de Jong, 2019; Font et. al, 2016). Following PEB theory and entrepreneurship theory, motivations for becoming an entrepreneur were investigated alongside the motivations for acting sustainably. Both types of motivations may influence the types of sustainability measures that are implemented (Bredvold & Skålén, 2016; Bressan & Pedrini, 2020; Font et al., 2016).

Method

The universal human values from universal value theory, PEB theory, and entrepreneurship theory were used in this research. These values were measured using E-PVQ, a validated survey (Bouman et al., 2018). We developed a measure for the motivations to become an entrepreneur based on (tourism) entrepreneurship theory and the results derived from a previous study. The motivations for sustainable behaviour were measured using a validated scale from (tourism) entrepreneurship theory (i.e., Font et al.,

2016). The sustainability measures implemented were measured using an instrument from (tourism) entrepreneurship theory (i.e., Font et al., 2016). We designed hypotheses to test the influence of value orientations, motivations for becoming an entrepreneur, and motivations for act sustainably on the sustainability measures implemented. To test our hypotheses, we used a cross-sectional survey that collected data from 344 Dutch micro and small (i.e., fewer than 50 rooms) accommodation entrepreneurs. We conducted a regression analysis to test the hypothesised relationships.

Results and discussion

Our results provide novel findings that add to the current understanding of SME tourism entrepreneurs' sustainable behaviour. First, our findings are among the first to present SME tourism entrepreneurs' value orientations in connection with the type of sustainability measures they implement in their organisations. Although these relationships are not altogether new, it is the first time they are proven to hold for SME entrepreneurs in the tourism sector. We found that egoistic values had a positive influence on the economic sustainability measures implemented; altruistic values had a positive influence on the social sustainability measures implemented; and biospheric values had a positive influence on the proenvironmental sustainability measures implemented. Understanding which of the entrepreneurs' values are prioritised helps to understand which types of sustainability measures they implement and may thus be used to create value-congruent communication messages to nudge them towards better sustainable behaviour. As a second novel finding, we confirmed that 'accidental entrepreneurship', which we first inferred in our qualitative study, is indeed a critical motivation for becoming an entrepreneur. Almost a quarter of the respondents indicated that they did not plan to become an SME accommodation entrepreneur, but rather that it just happened. Since these individuals did not plan to become an entrepreneur, they may have different goals for their enterprise compared to those entrepreneurs who did consciously plan to become one. A novel result that we could not fully explain based on the current body of knowledge on SMEs in tourism was the negative influence of commercial motivations for becoming an entrepreneur on the economic sustainability measures implemented. We recommend future research for exploring these findings further both qualitatively and quantitatively.

Our results are confirmatory of existing literature in several ways. We confirmed that lifestyle-value drivers and societal legitimisation motivations for acting sustainably have a positive influence on prosocial sustainability measures. Furthermore, commercial motivations for becoming an entrepreneur had a negative effect on these same prosocial sustainability measures, as has already been found in current literature. Similarly, we confirmed that lifestyle-value drivers have a positive effect on proenvironmental

sustainability measures, and that commercial motivations for becoming an entrepreneur have a negative effect. We recommend that business practice take note of these findings.

This study corroborated the importance of value orientations as crucial predictors of the sustainable behaviour of SME tourism entrepreneurs. Our study also confirmed that motivations predict sustainable behaviour, at least for some of the sustainability measures implemented.

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Sustainable tourism experiences with saline products in the North Sea and Mediterranean Regions

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Growing salt-tolerant plants and halophytes is an important component in climate change adaptation and plays a key role in the areas where soil became salinized. Saline agriculture has long been a question of great interest for food security and food sustainability. Recent developments in saline agriculture in the North Sea and Mediterranean regions highlighted the need for exploring how saline food can contribute to sustainable tourism experiences. While multiple studies explore levels of salt tolerance of plants, there is an urgent need to analyses strategies for developing saline food as a sustainable tourism experience.

This paper analyses the potential of saline food for a sustainable culinary experience and assesses the most effective strategies for sustainable tourism experiences in the North and Mediterranean Sea Regions including saline foods. First, the study describes characteristics of saline food based on the literature review and expert interviews. Second, we investigate strategies for developing saline food as a sustainable tourism experience taking into account the culinary heritage, slow food trends, and willingness to pay. Third, we evaluate the advantages and disadvantages of analyzed strategies and formulate recommendations for experience providers.

The preliminary results show that there are various definitions of saline food. A comparison of case studies from selected regions reveals diversified levels of historic cultural heritage, the influence of slow food trends, and willingness to pay which determines the most effective strategies for developing saline food as a sustainable tourism experience.

A critical look at the public debate on 'flyskam': was it worth the hype?

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There is documentation that transportation tends to make up for a substantial proportion of global greenhouse (GHG) emissions from tourism, part of which includes activities related to the issue of aviation (Lenzen et al., 2018). Notwithstanding the fact that putting restrictions on these activities could be one strategy to reduce GHG emissions from tourism, the potential for voluntary behaviour changes seems to be rather limited. This can be suggested, for instance, from literature showing that also those who view environmental issues as important in their everyday life's - more often than not - fail to have these kind of attitudes reflected in their flying behaviour (Alcock et al., 2017). This discrepancy illustrates some of the tensions that may arise between scientists highlighting the need to transit towards a low-carbon society, on the one hand, and aviation representing an integral aspect of mobility in modern society, on the other hand. Further literature shows that a large number of the trips taken by plane are construed as unnecessary in hindsight (Gössling et al., 2019), and that personal reluctances to change established travelling patterns are sometimes explained by doubting others' willingness to put personal interests aside for environmental reasons (Barr et al., 2010; Becken, 2007; Hares et al., 2010; Higham et al., 2016).

In the past years, there has been media coverage drawing attention towards the personal accountability for carbon-intensive lifestyles. This becomes exemplified when looking at the issue of flight shame, which, especially in the context of younger generations demanding politicians to act against climate change, has been subject to public debate in many countries. While some have linked the emergence of the flight shame movement to some broader movement in society that questions the legitimacy of flying in the times of climate change (Gössling et al., 2020), others have pointed out that appealing to shame and guilt may not make for an effective strategy to change the ways in which people travel as tourists (Mkono, 2020). There is furthermore literature to show that personal views on the issue of flying are subject to controversy on social media (Becken et al., 2021, 2022; Mkono, 2022; Mkono et al., 2020; Mkono & Hughes, 2020), though there appears to be only a comparatively small fraction of traditional newspaper coverage that takes a rather strong rhetorical position within the public discourse surrounding the issue (Andersen, 2022).

This presentation reviews key insights from the literature on flight shame, thereby drawing upon empirical studies that employed a variety of different methodological approaches.

The following observations can be made: (i) the share of the public that reports to experience flight shame remains rather low, even though there are differences in terms of the specific reasons that could underly the decision to travel by plane; (ii) the extent to which people report flight shame can be predicted from individual differences in the extent to which there are perceived norms, more so than through socio-demographic characteristics; (iii) the public debate on flight shame has brought negative connotations for some people, but still, for a comparatively larger share of the public, personal associations with the term remain rather indistinctive. These observations are discussed against the background of the public debate on flight shame in Norway, with a particular focus on the potential use of shame appeals to facilitate changes in how people engage in tourism.

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Balancing on a tight line: Ethical dilemmas in carnivore wildlife photography

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Wildlife experiences and wildlife photography

Wildlife tourism is considered a growing and important niche for Nordic nature-based tourism, especially socalled "non-consumptive" wildlife tourism (Dybsand & Fredman 2020). Within this, wildlife photography is both a sub-activity as well as a means for promoting wildlife tourism products (Fennell & Yazdan Panah 2020). Wildlife photography spans a wide range of participants, from the casual/impulsive photo of a bird in a city, to the carefully planned and executed expedition with professional or semi-professional photographers aiming to capture the photo of a very rare and sometimes endangered species (Aas et al. 2023). Wildlife photography is also the basis for traditional and modern media products including TV programs, photo competitions and social media.

Photographing endangered or red-listed carnivores has been considered especially challenging and rewarding among wildlife photographers. In Nordic wildlife photography, special attention has been given to the photography of the so-called "large five" carnivores; brown bear (*Ursus arctos*), wolverine (*Gulo gulo*), wolf (*Canis lupus*), Eurasian lynx (*Lynx lynx*) and golden eagle (*Aquila chrysaetos*) (Hermansen 2016; Kojola & Heikkinen 2012).

Ethical dilemmas in wildlife photography

Wildlife tourism experiences have been split into simple categories such as consumptive (fishing, hunting) and non-consumptive (viewing, photographing); or the viewing wildlife in captivity and in "the wild" (Borges de Lima, I., & Green, R. J. (2017). Since encountering wildlife in nature is unpredictable (Margaryan & Wall-Reinius 2017), different means have been applied to reduce uncertainty or increase experience outcome, through feeding/baiting, habituation and staging. Reducing uncertainty immediately actualize several ethical dilemmas in wildlife photography, because such means often implies activities that increases the possibility for affecting wildlife negatively. Negative impacts include activities that affect behavior, survival and inflicted pain for wildlife including increasing the possibility for conflicts between humans and wildlife (Green & Higginbottom, 2001; Fennell & Yazdan panah, 2020).

Staging of wildlife means the animal and/or the setting is manipulated to present a certain impression. In general, wildlife photography has tended to reproduce idyllic, unspoiled or romantic images of "the wild", and/or presenting the brute, force and beauty of carnivores. Staging for certain representations can be seen as problematic as it mask reality, not showing the harm done to wildlife including loss of habitat (Bulbeck 2005).

Methods

We strategically selected 12 specialized (specialized amateurs or semi-professional) large carnivore photographers from Norway. Ten were men and two women. They were engaged in wildlife photo competitions, offered photographs for sale, cooperated with wildlife tourism operations or worked as photographers in bigger media productions.

They were interviewed by means of semi-structured, in-depth interviews by means of telephone or zoom during the "Covid-19" winter of 2020. The interviews started with talking about a pre-selected photo taken by the informant that meant something special. After introductory questions about their experience, what species, ecosystems, and countries they preferred photographing, the main themes were Methods used in wildlife photography; What they wanted to communicate; Management and regulations of wildlife photography; Ethics; and Tourism/Commercialization related to wildlife photography. Interviews lasted 30 – 90 minutes and all were fully transcribed, thereafter subject to thematic coding and analysis.

Findings

The informants were concerned that the photos should be experienced as authentic, "real" and "honest" representations of large carnivores, even if they most often used bait. Overall, this can be assessed as paradoxical considering the significant work and preparations often necessary for certain photos. The informants also reflected on the possible consequences of primarily showing a certain type of motive. Some of the informants said they thought of taking photos for instance showing loss of nature and the consequences of human activities for the carnivores. A problem with such photos was that they generally did not receive the positive attention reflected in sales or likes on social media. The informants disagreed on staging. Primarily it was the natural landscape that was the key element in the staging. Some of the informants argued that if elements such as dead trees, branches, are placed there by the photographer. While the informants saw few or no concerns of using bait to attract carnivores, they also agreed strongly that it was unacceptable if wildlife was disturbed. The reasons there were few concerns about the use of bait can relate to the fact that it is used in many countries, the knowledge basis of the photographers, and the lack of debate concerning bait among Nordic wildlife photographers. Informants argued that using bait was the only way for close encounters with animals that naturally sought to avoid humans.

Wildlife photography has developed within dynamic cultural and technological settings (von Essen et al. 2020). Photographers must consider both formal and informal norms and these seem to have some impact on photographers´ practices and reasonings. Despite of that, it might be argued that staging and use of bait challenge the simple dichotomy between experiences based on wildlife in captivity and wildlife "in the wild" (Cohen 2009) and tend to present a "glossy" and unproblematic view of wildlife and their surroundings than reality.

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Sustainable Food Tourism Development - Engaging Destination Stakeholders in the Process

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Context of the study

"Food is central to travelling and is a vivid entryway into another culture" (Long, 2013, p. 62). Therefore, it is seen as one of the main motivational factors to travel as it is one of the fastest growing travel trends. It is even reported that 93% of the travellers, participate in unique food or beverage activities while travelling in 2018 and 2019 (World Food Travel Association, 2019). Undoubtedly, tourists must eat at some point while traveling and preferably eating something connected to the culture of their destination. Eating is therefore a major secondary reason for travel and unique or exotic cuisine attracts tourists especially if it is connected to the destination image (Hall & Gössling, 2015). As food tourism is a rising trend within the industry, there can be many benefits a destination and its stakeholders. Accordingly, developing strategies and development plans for destinations and businesses are important, but also challenging.

Therefore, the United Nations World Tourism Destination (2019) developed a handbook on Guidelines for the Development of Gastronomy Tourism to support destinations in developing their food tourism potential. The handbook describes a preliminary phase (which includes setting goals and setting up the participants) and for main phases, which involve a situation analysis, a strategic planning, an operational planning and a communication plan. As can seen already by the terms used, the reflect the generally steps found in destination planning and, while some specifics of gastronomic tourism are used, the handbook as such remains vague, missing specific steps and a detailed operationalisation how they should be conducted. Hence, while it might be a start to develop food tourism at a destination, it does not give sufficient detail that it can be easily incorporated by a destination marketing organisation (DMO) who might not have food tourism specific knowledge, manpower or resources to apply it in their daily business. Hence, this research seeks to operationalise the stated phases into specific operational steps with a focus on how to engage and employ local stakeholders at the destination. The reason for this is that food tourism related stakeholders tend to be diverse, as many tourism related businesses will have some connection to food, but also non-tourism stakeholders are food-related stakeholders and therefore also relevant for a destination that wants to develop their food tourism potential.

Theoretical Framework

There are numerous definitions and terms used to describe the relationship between food and tourism such as 'food and wine tourism', 'gourmet tourism', 'tasting tourism' and most commonly used terms 'culinary tourism', 'food tourism', and 'gastronomic tourism' (Sally, 2016; Ellis et al., 2018). The most commonly cited definition of food tourism is traveling to primary and secondary food producer, food festivals, restaurants, and locations where food tasting and experiencing the unique qualities of the region's food production are the primary reasons for travel (Hall & Mitchell, 2001). The World Tourism Organization (UNWTO) employed the term gastronomy tourism, which revolves around the traveler's experiences and food-related encounters involving traditional, authentic, and innovative culinary experiences. Often, however, food tourism and gastronomy tourism are used interchangeable terms (Horng & Tsai, 2012). Additionally, food tourism can be related to more than consuming and eating, but also to all food-related activites like visiting food production sites, taking cooking classes, or attending food-themed events (Che, 2006; Presenza & Del Chiappa, 2013). The UNWTO (2019) also highlights food tourism as an experiential trip to a gastronomic region that includes visits to primary and secondary food producers. Gastronomic festivals, food fairs, events, farmers' markets, cooking shows and demonstrations, tasting quality food products, and any food-related tourism activity are these producers. Again, this shows the enormous range of local stakeholders that might be producers in the context of food tourism.

Food at a destination can improve visitors' enjoyment, satisfaction, and likelihood of returning (Sparks et al., 2003). Food tourism accounts for 30% or more of visitor spending, making it vital to a destination's growth (UNWTO, 2012; Andersson et al., 2017; Tovmasyan, 2019; Raji et al., 2018). Andersson et al. (2017) stated food tourism is important for destination marketing and development because of its broad appeal. Food-related activities can convey broader experiential benefits of a destination, such as impressions and insights into the local culture, even if they are not the main reason for travel (Andersson et al., 2017). Besides, Raji et al., (2018) points out that the accessibility of regional foods gives tourists and local consumers enjoyable, life-changing experiences. Furthermore, both Andersson et al., (2017) and UNWTO (2012) agree food tourism shares many beneficial traits with sustainable tourism, which is becoming more and more valued in destination development. Because of this, local food tourism has the environmental benefit of cutting down on food miles. As for cultural benefits, the rediscovery and development of crops and livestock, food products, and dishes may have a positive impact on local residents' sense of cultural belonging, just as it may improve tourists' understanding of the visited places (Andersson et al., 2017. Moreover, UNWTO (2012) notes that food tourism enables communities to create income and employment

opportunities locally, supporting other facets of the regional economy like agriculture by hiring locals as vineyard tour guides or chefs. In summary, food tourism development in a tourism destination offers an enormous lot of benefits if set up holistic and carefully.

When looking at food tourism development at a destination, it is also important to analyse recent trends in the area as these indeed show that even more local producers might be seen as stakeholders and accordingly need to be considered and engaged in food tourism development. A trend GlobalData (2018) has identified is home cooking and meal sharing. Local restaurants and food tours give visitors a taste of the local cuisine, but they cannot compare to the experience of dining in a local's home, there they can see how a family interacts while cooking and eating together and experience food culture traditions first-hand. In addition to eating with locals at a destination, also food from markets, festivals, food halls, street vendors are getting more popular. Another improvement mentioned by the Travel Team (n.d.) is sharable elements, which emphasizes how appetizing food looks. Accordingly, it can also be used to market a destination via social media picture-perfect meals. At the destination, local food tours are becoming more popular where travelers are introduced to more in-depth culinary experiences during tours led by locals than they could have discovered on their own (The Travel Team, n.d.), sometimes also in cooking classes during the holiday (GlobalData, 2018).

A study conducted by the World Food Travel Association (2020) supports that culinary travellers are active tourists who are not only interested in food and drink. When comparing it to leisure travellers, culinary travellers tend to spend 24% more per day. Another trend mentioned by GlobalData (2018) is street food and markets, which are linked with eating street cuisine and going to markets.

Furthermore, sustainable food tourism is trending as it is becoming more common. Restaurants that use locally sources, seasonally appropriate ingredients are popular with tourists (GlobalData, 2018). Gaztelumendi (2012) adds that culinary tourism's sustainability is about encouraging involvement in the destination's unique cultural reality rather than creating new products to draw tourists. This is accomplished through the local food, goods and services, and activities in the area. When analysing the above-mentioned trends, certain levels of sustainability can be identified among these trends.

Summing up food tourism development as such, it involves many stakeholders in several steps, it can take an enormous lot of forms, but then can also reach lots of different tourists (where every tourist has to eat anyway, so somehow every tourist is a potential target) and then also benefit a lot of different local stakeholders. Hence, the research uses this knowledge to pay attention to the different options and opportunities within the rather broad frame of the UNWTO handbook Guidelines for the Development of Gastronomy

Tourism and how to engage and involve the local stakeholders in the process to foster the food tourism development in the destination.

Methodology

The research used different methods as there seemed to be a lot of information available, however, this information was not centralised and on very different steps on the process. Hence, the methodological steps included:

1. Analysing the handbook Guidelines for the Development of Gastronomy Tourism (UNWTO, 2019) and further frameworks and literature on tourism development to identify the general steps and in some cases specifics of a certain step in the food tourism development process

2. Finding and analysing case studies and best practice examples of successful food tourism development and analysing what the corresponding destinations did in regard to the steps above

3. Interviewing stakeholders from organisation, interested groups and DMOs on how they practically manage the steps, what their strategies and challenges are and how they would tackle tasks and steps in detail (how they would fill in the rather broad/ vague description of the handbook and/or case studies in detail). These interviews were conducted with professionals that are still busy with developing and fostering the food tourism development in a destination, in different ways, and, hence, interviews were conducted several times over a longer time frame and are still continuing in the different phases mentioned in the handbook.

Preliminary Results and Outlook

The study has started in late 2022 and is still continuing as of now. Hence, the detailed outcomes are not available yet. The research so far indeed shows many of the challenges as stated in literature and context analysis. There are, however, several attention points that should help to in the process of food tourism development in a region.

The definition of food tourism in the academic research and among the stakeholders do not necessarily match, however, using the term food tourism, communicating it to the stakeholders and elaborating that it means all (potentially) food related activities is important to get stakeholders on board that do not identify themselves as tourism related providers (such as farmers or small B&Bs). Additional issue is that the destination management organisations do not know their local stakeholders sufficiently.

It is important to form a strong core teams with ambitious members among the local stakeholders that also keep the contact with the destination management as such. The destination management organisations tend to be too small and understaffed to take the task. In relation to this local stakeholders might be suspicious of a DMO (as these are often seen as too interlinked with local government and many SME stakeholders value their independency and freedom of choice.) Hence, a careful inventory in the destination of who is a potential stakeholder in food tourism is important and to set up a communication with these stakeholders. In addition to this, the main issue of the food tourism development process is indeed the time frame, action of the DMOs, let alone all the steps as stated by the UNWTO are in total too much, take too much time and too many steps. Hence, a close communication of the project steps and even small progress regularly is important.

These were the main outcomes so far of the starting up phase of the food tourism development process according to the UNWTO, further outcomes will be added for the subsequent steps.

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3. Sustainable tourism geographies

The changing functions of tourism under external pressures: Domestic tourism in Ukraine following Russia's full-scale military invasion

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Introduction

Examining the role and functions of tourism for communities, societies, economies, and cultures, as well as for humanity and the planet, is an important aspect of discussions on contemporary tourism transformations, particularly regenerative tourism frameworks (Bellato, Frantzeskaki, Fiebig et al., 2022). Analyzing how tourism functions change over time as a result of developments in external environments can help facilitate intentional transitions from dominant tourism practices to those that benefit the well-being of a broad range of stakeholders. In this extended abstract, we explore such changes through the example of Ukrainian tourism following Russia's full-scale invasion in February 2022. While material destruction, active warfare, international travel advisories, and the closure of the country's airspace virtually halted inbound and outbound tourism, domestic tourism in areas not involved in active warfare has continued, albeit in a much different configuration (Tomej et al., 2023). As part of a larger study exploring changes in tourism at a national level following the invasion, we found that the changes in the functions of existing tourism structures have been some of the key tourism developments. We use thematic analysis of Ukrainian online news media to identify the changes in tourism functions, who initiated them, and more generally, which functions tourism structures have been capable of.

Theoretical framework

Our research is grounded in the theoretical framework of regeneration, following recent calls in tourism literature (e.g. Becken & Kaur, 2021; Bellato, Frantzeskaki, Fiebig et al., 2022; Bellato, Frantzeskaki, & Nygaard, 2022) for living systems thinking. Regeneration, as primarily used in biology, medicine, and ecology, refers to the distinct capability of living systems such as cells, organs, organisms, or ecosystems to self-heal and self-organize in response to injury and damage (Miller, 1965; Robinson & Cole, 2015). MacCord and Maienschein (2019) and Maienschein and MacCord (2022) suggest that regenerative processes share a common logic across different scales, and identified several recurring

elements. Crucial among these elements are structure and function, which can be restored together or separately in regenerative processes (Brockes & Kumar, 2008; Suding, 2011). A *structure* of the system refers to its form or organization, its elements and relations between them. A structure is intertwined with a system's *function*, which encompasses the processes that the system performs and the roles it plays *for* the broader systems to which it belongs. However, regenerative processes do not always succeed in restoring both structure and function. For example, a liver can maintain its essential functions without restoring its original structure (Michalopoulos & DeFrances, 1997), while an ecosystem may maintain its structure but be unable to provide the same functions due to climate change (Shaw et al., 2011). Therefore, it is essential to examine the variations in structures and functions and their interrelationship in regenerative processes.

Methodology

This abstract focuses on a part of a larger study aimed at capturing and analyzing the development of tourism in Ukraine during the year following Russia's full-scale invasion in February 2022. To address the national scale of this study and its longitudinal nature (one year), we conducted thematic analysis of 70 online news articles in both national and regional Ukrainian media. These were selected using the Google News platform and search in major Ukrainian-language online news media with two criteria – a) the publication date falling between 1 March 2022 and 28 February 2023, and b) the article addressing tourism, hospitality or leisure development in Ukraine in this period. The two authors coded the articles independently using a codebook developed on the base of regeneration concepts (Maienschein & MacCord, 2022) and with possibilities of adding new codes. Following discussions of the individual coding results, several themes were identified. In the remainder, we discuss only the themes related to the changing of Ukrainian tourism's functions as a result of the war.

Findings

The direct and indirect repercussions of war led to an almost complete decline in not only inbound and outbound tourism but also in business tourism. Furthermore, tourism and leisure activities have faced a negative public perception due to the backdrop of widespread suffering. Tourism businesses responded by shifting their communications from emphasizing the entertainment aspect of tourism activities to emphasizing their recreational and rehabilitational benefits in addition to presenting tourism participation as an essential contribution to the damaged economy. This aligned with the situation, wherein the population has been grappling with the psychological tolls of living in wartime conditions, in addition to a rising number of individuals (including soldiers and civilians) experiencing physical injuries. Many tourism businesses thus leveraged their

unique capabilities, such as the remote location of hotels or the entertaining skills of tour guides, to offer respite and distraction for individuals temporarily leaving areas impacted by missile attacks, proximity to battles, curfews, and security restrictions. At the same time, health resorts that had already specialized in the field of health tourism before the war took on a crucial role by centering their efforts on providing rehabilitation services for wounded soldiers and their families.

In regions of Western and Central Ukraine, where millions of internally displaced persons relocated from areas affected by war destruction and Russian occupation, numerous tourism businesses shifted their focus to accommodating these individuals with lodging and meals. Furthermore, local tour companies and guides became actively involved by providing guided tours aimed not only at distraction and entertainment but also at educating newcomers on local culture and history. Many of these guides perceived this as a unique opportunity to foster greater connections among people living in different parts of the country who may not have previously visited one another's home regions. For some guides, their offerings – catering to both refugees and locals unable to travel outside the country or to other regions – presented a chance to explore and interpret the decolonized history and culture of their area. Given the many travel restrictions (e.g. the closure of beaches, border areas, and border restrictions), some inland areas have witnessed an unprecedented surge in visitation. Notably, tourism products centered around patriotism, history, and spirituality have experienced particularly high demand.

Discussion and conclusions

Where the full-scale war resulted in destruction of key elements of tourism systems, virtually all tourism functions were also suspended. However, where physical infrastructure has remained operational and where areas remained habitable for civilians (i.e. where tourism structures remained), tourism businesses and organizations quickly reconfigured their activities to providing other functions, relevant for the general population of the country. These changes were not centrally coordinated. Rather individual organizations that recognized idle capacity in the new realities exercised resourcefulness by identifying new needs of the public in Ukraine, and matching them with the organization's existing or latent capabilities. Thus, hotels became long-term rentals or places for respite from wartime stress, health resorts became rehabilitation centres, and remote guesthouses became meeting spots for soldiers spending time with their families during their leave. Additionally, previously entertaining guided tours have become tools of public education, integration of internally displaced people and even cultural revival. Notably, as tourism's functions changed from entertainment and non-essential leisure to recreation and nation-building (Gillen, 2014), it has gained stronger

legitimacy in the eyes of local and national governments and the public. Thus, despite being one of the most affected industries due to war, the perceived importance of tourism for the country has only increased.

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Addressing sustainability challenges in resilient destination development – from an inclusive place branding perspective

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Introduction and theoretical background

New knowledge needs to be developed that address sustainability challenges faced by the tourism industry in a globalized world. The ongoing globalisation is associated with demographic changes that impact cultural, political, and economic processes (Giddens, 2010). These changes impact most westernised countries, including Sweden a multicultural society with 25 percent of its population have a foreign background (SCB, 2022). The demographic changes call for an increased awareness about the heterogeneity and multiculturality of our society (Olofsson, 2008). Yet, there is still scarce research as highlighted by Truedson and Lundqvist (2021) who point to a general lack of knowledge and competence about inclusive communication in research as well as practice.

Only a few studies in place branding have addressed the issue of inclusiveness (cf. Jernsand, 2016; Kavaratzis et al., 2018). However, tourists are seldom addressed from inclusive perspectives which call for a broader understanding of inclusiveness of underrepresented groups. Studies show that the represented people in place branding and tourism communication are dominantly white (cf. Caton & Santos, 2009; Walters & Cassel, 2016), which raises question of whom is allowed to be represented in place brand communication. However, inclusion is not just a matter of visual inclusion, it entails the incorporation of people's experiences and needs. Failing to include and listen to diverse groups in tourism contexts, has negative consequences for sustainability (Eksell & Hohlfeld, 2022). To develop sustainable and resilient destinations more focus is therefore needed on developing a domestic tourism market to reduce emissions from travelling (cf. Eksell et al., 2022; Ioannides, & Gyimóthy, 2020; Seyfi et al., 2022). Hence, the entire population in a country needs to be considered in place brand communication to develop resilient destinations. But as have been emphasized by Eksell et al. (2022) few studies have explored people with foreign backgrounds in domestic markets (see also Irimiás, 2013).

Thus, inclusive perspectives in place branding are under researched. Multicultural aspects of place branding need to be addressed since a more diversified target group creates greater complexity in communication. It is important to increase research-based awareness

of inclusive place brand initiatives of destinations to avoid simplistic expectations that contribute to stereotypical assumptions.

The purpose of this research is to advance the knowledge of inclusive place branding in multicultural societies, by exploring domestic tourists with a foreign backgrounds' needs and experiences while being tourists in Sweden. This knowledge contributes to the development of more socially sustainable and resilient destinations.

Method

Tourists with a foreign background in this article includes people living in Sweden with a foreign background, i.e., people who were born abroad or have a parent/parents with a foreign background.

This study is built on empirical data that was collected through six focus group interviews and an online survey. However, the study is primarily qualitative with the focus group interviews as the main method and the online survey was mainly used to further explore themes that emerged in the interviews.

The six focus group interviews were conducted in June 2021. The interviews were split into groups based on language and gender, in total three with men and three with women, who spoke the following languages: Persian, Turkish or Arabic. The reason for dividing the groups based on gender, with women and men in each language groups separately, was based on research that shows that men and women might have different roles in travel decisions (cf. Mottiar & Quinn, 2004). In total participated 30 people in the interviews, 12 men and 18 women. The participants were recruited by Right Option Media, a consultancy group specialised in immigrant group relations, with the aim of finding six men and six women in each language group. The interviews were conducted via zoom as virtual focus groups (cf. Gustafsson, 2014) since the participants lived in different parts of Sweden. Before the interview, all participants answered a short online survey, a survey that was later developed and distributed to a wider group of participants. The survey was distributed in Facebook groups for immigrant groups in Sweden. In recent years Facebook has developed into an important avenue for data collection in the social sciences (Kosinski et al., 2015). 417 people responded to the developed online survey, 141 men and 270 women, and 5 non-gender specific.

Analysis and result

The analysis entails several different thresholds that domestic tourists with a foreign background might encounter in a tourism context. A few are connected to Sweden as a

destination, other thresholds are related to personal habits and expectations from others, and lack of knowledge.

Sweden is experienced as expensive, and the weather is seen as unpredictable. They experience that they get more value for money in other destinations. Another notable threshold is established travel patterns to visit friends and relatives in the "homeland", and expectations to visit are strong. Many interviewees reveal that they had not vacationed in Sweden prior to the COVID-19 pandemic. When they could not travel to the homeland, they took the chance to experience Sweden as tourists.

Furthermore, a lack of knowledge about what tourists can and are allowed to do in nature in Sweden is another obstacle. Many want to experience the natural scenery of Sweden. However, information on laws and regulation is perceived as difficult to access and understand, and some describe limited knowledge in Swedish as a particular challenge in this respect.

Discussion and conclusions

Foreign background is not the main determining factor for Swedes with a foreign background while being a tourist. There are many factors that have an impact. The analysis show that thresholds relate to both Sweden as a destination, personal habits and expectations from others, a lack of knowledge about both laws and regulation, and the Swedish language. Additionally, the conclusions suggest that socioeconomic, educational background, and lifestyle are decisive factors for tourism. Foreign background is, however, a factor that affects the choice of destination when, for example, relatives and friends live in another country. The conclusions also suggest that the group is very diverse and have varying interest and needs for travel.

The study contributes both to theory development and practice within inclusive place branding. Few previous studies have explored domestic tourism from the perspective of people who have immigrated and started to experience the new country as a tourist. As such the present study adds to a general understanding of consumption of tourism places and experienced thresholds for travelling. For practice, the study contributes with knowledge of inclusive place branding that incorporate needs and experiences from this diverse group. This knowledge is needed to develop socially sustainable and resilient destinations in the future. This is only achieved when the whole population is considered in the place brand communication.

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Risk Perceptions and worries among tourist before, during, and after the pandemic.

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Introduction and Methods

The present study aimed at comparing tourist's risk perceptions and worries before and after the Covid-19 pandemic. Data were collected through surveys among tourists to Norway during the summer season of 2022 and compared to data collected in the same way during pre-pandemic seasons. In addition, we obtained survey data from a representative sample of the Norwegian population in 2020, when data collection among tourists was impossible due to the pandemic.

We assessed risk perceptions for various hazards including infectious diseases among tourists in 2012 (N = 4002) and 2022 (N = 963), risk perceptions for various tourist destinations in tourist samples in 2019 (N = 1666) and 2022, and the Tourist Worry Scale (Larsen et al., 2009; Wolff & Larsen, 2013) in tourist samples in 2019 and 2022 and in a representative Norwegian sample in 2020 (N= 1003).

Results

Independent sample t-tests and ANOVA (Bonferroni correction) were used to compare measures assessed in various years. Results showed a significant decline in risk perceptions for all hazards from 2012 to 2022, except for the perceived risk of infectious diseases which increased significantly (see Figure 1). Results also showed decreased risk perceptions for five, and unchanged risk perceptions for four out of nine tourist destinations from 2019 to 2022 (see Figure 2). Finally scores on the Tourist Worry Scale peak in 2020, but are significantly lower in 2022 than before the pandemic in 2019 and during the pandemic in 2020 (se Figure 3).
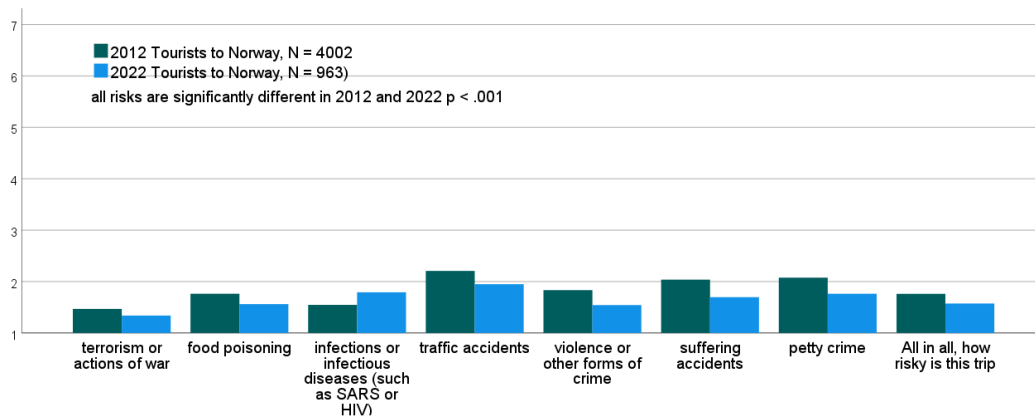
Figure 1: Risk perceptions for various hazards in 2012 and 2021 on a scale from 1 (nor risky) to 7 (very risky)

Figure 2: Risk perceptions for various destinations in 2019 and 2022 on a scale from 1 (not risky) to 7 (very risky)
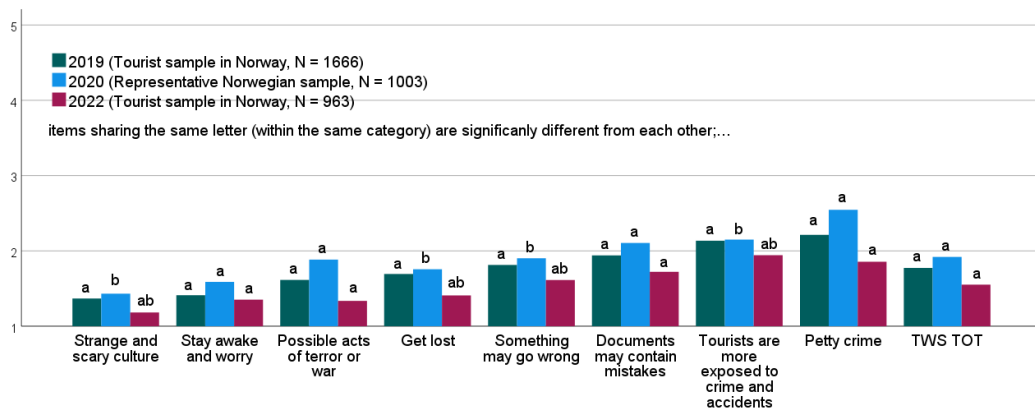
Figure 3: Tourist Worry Scale in 2019, 2020 and 2022 from 1 (not at all) to 5 (very much).

Discussion

Results indicate a decline in risk perceptions and worries in 2022, the first year after travel restrictions were lifted in big parts of the world and most of Europe. There is only one exception to this pattern: the risk of infectious diseases is rated higher in 2022 than previously. Data also show that worries peak during the pandemic in 2020. These data are however collected in a representative sample of the Norwegian population who is not traveling at the time of data collection. Previous research has found that scores on the Tourist Worry Scale tend to be somewhat higher among non-traveling samples than among traveling ones, which might be explained by the impact bias (Larsen et al., 2009, Wolff & Larsen, 2017). The increased worry scores in 2020 should be interpreted with this in mind. Results are in line with earlier findings (Wolff & Larsen, 2014, 2016; Larsen et al., 2011) showing that increased risk perceptions and worries following dramatic events like natural disasters or terrorism are short-lived and limited to the affected destination. In special circumstances risk perceptions might even decrease following a crisis (Wolff & Larsen, 2014, 2017, 2021). Findings are also in line with Larsen et al. (2011) who claimed that tourists do not judge the risk of various hazards independently of each other. They observed that when risk perceptions for certain destinations and forms of travel increased, risk perceptions for other destinations and holiday forms decreased.

A decrease in risk perceptions and worries might be explained by relief felt following the pandemic, or by mechanisms like the gambler's fallacy (see Wolff & Larsen, 2014, 2017, 2021). However, one cannot be certain that the observed decrease in scores of worry and perceived risk are due to an actual decrease in worries and risk perceptions. It is a distinct possibility that the observed findings are due to a selection bias. That the people who chose to travel in 2022, almost immediately after the lift of travel restrictions are the ones that worry the least and have the lowest risk perceptions. Nonetheless our findings are in line with previous research showing that increases in risk perceptions following dramatic events are short-lived and limited. This allows for the supposition that, as with earlier crisis, travel behavior will go back to pre-pandemic patterns rather quickly.

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Sustainable meetings – communicating to enhance the industry's resilience

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There are many definitions of resilience, but in general it refers to the ability of a system, which may be a community, society, or economic system that are exposed to extreme disturbances, persistent stress, or hazards to resist, absorb, accommodate, adapt to, transform and recover from effects of the situation in a timely and efficient manner (PreventionWeb n.d.;). Sustainability is focused on improving people's quality of life regarding environmental, social and economic considerations, for present and future generations (Marchese et al., 2018; Folke et al., 2002). From the above definitions, it is clear that the concepts are closely interlinked. This is evident following the recent Covid-19 pandemic that impacted the tourism sector, and specifically the meetings industry very negatively. Marchese et al. (2018) assert that increasing the sustainability of a system, in the context of this study the meetings industry, makes that system more resilient. This implies that if the meetings industry operates in a more sustainable way, it should be able to withstand any future upheavals, even those on the scale of the Covid-19 pandemic.

Mykletun et al. (2014) notes that the meetings industry is "a rapidly developing part of the international tourism business" but that it is unfortunately also, amongst others, producing waste, for example unused food and single use water bottles, and contributing to air pollution because of meeting participants' travelling by means of international and domestic flights. Despite these disadvantages, Ioannides and Gyimothy (2020) emphasise the importance of the industry in that the Covid-19 pandemic led to devastating economical losses as localities and businesses, which depend on tourism or indirect tourism via meeting attendees, had to suspend operations permanently. This led to an enormous loss of employment opportunities, which impacted society on a worldwide scale. The meetings industry adapted to an extent by providing, at huge cost, online as well as hybrid meetings. Although hybrid meetings are now part of everyday life, people seem to still prefer face-to-face meetings, making the incurred expenditure even larger. One can therefore argue that the meetings industry, which is an important role-player in the tourism industry, did not function sustainably pre-Covid-19, which led to it being vulnerable to the effects of the pandemic. The pandemic is viewed as a disaster occurring simultaneously at multiple levels, with vulnerability as the causative factor (Kelman, 2020). To counter the industry's vulnerability, it should not just focus on recovering, but on "building back better" (UNDRR, n.d.) to help make the vulnerable, but economically significant, tourism sector resilient (UNDRR, 2020).

Despite the alarming picture of the meetings industry presented above, there already is a move towards a more sustainable, "green" meetings industry, as outlined by Mykletun et al. (2014). Some actions taken by the meetings industry to improve sustainability, include the Net Zero Carbon Events Pledge (to achieve the 50% reduction in carbon emissions by 2030); independent sustainability certification or eco-labelling; offering sustainable meal alternatives such as vegetarian food instead of meat dishes; selecting closer destinations; limiting plastic use; donating excess food and drinks; offering "vitality" or physical activities; and making use of public transport (Mykletun et al., 2014; JMIC, 2020; Net Zero Carbon Events, 2022). Mykletun et al. (2014) found that although the meetings industry takes active steps to become "greener", and that meeting delegates are in general positive towards "green" meetings, there is a low level of knowledge about and experience of "green" meetings. This leads to this on-going study's research question: in what way are sustainability meeting options and practices communicated to meeting bookers and participants to enhance the industry's resilience?

This qualitative study's theoretical point of departure is strategic communication, which is defined by Zerfass et al. (2018:493) as "… all communication that is substantial for the survival and sustained success of an entity. Specifically, strategic communication is the purposeful use of communication by an organization or other entity to engage in conversations of strategic significance to its goals". Strategic communication's link to sustainability and resilience is clear from its definition, and in the case of the study at hand, the "survival and sustained success" of the meetings industry's communication practices is under scrutiny.

Data is gathered by means of qualitative, semi-structured interviews with 5 meeting providers, meeting bookers from 5 Swedish universities, as well as 5 focus group interviews with academic meeting participants. Qualitative, thematic content analysis by means of Nvivo software is applied to analyse the data.

Preliminary findings show that meeting providers do communicate sustainable meeting options to meeting bookers, but that the latter are not always prepared to pay for more expensive, more sustainable meeting options. On the other hand, there is a growing need for meetings in nature settings accompanied by outdoor, physical activities. Most Swedish universities choose sustainable vegetarian catering for meetings, but meeting participants are not always aware of the rationale behind these decisions. Furthermore, hybrid meetings is now "normal" but meeting participants prefer face-to-face meetings for networking purposes. These preliminary findings indicate that communication regarding sustainability and how it can enhance the industry's as well as society's resilience against a recurring disaster or change, should be planned better to raise awareness about the need

and options for a sustainable meetings industry; to enhance positive perceptions and attitudes towards sustainable meetings; and motivate all stakeholders ranging from meeting providers, meeting bookers as well as participants to engage in sustainable meetings.

Last, the study's theoretical contribution to the field of strategic communication will be argued, while practical recommendations will be proffered.

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Touristification trends in the EU regions through a period of successive crises (2008-2021): A composite indicator analysis

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Introduction

With the term 'touristification', the literature describes economies shifting their focus to cater the needs of tourists (Katahenggam & Wee, 2020). Beyond developing pertinent infrastructure and services, the term refers to a more profound reorientation, in the sense that it rapidly transforms the physical and cultural landscape, while it encompasses a wide array of sectors besides accommodation and catering (Nofre, 2021). Implying a sudden, profound, and mostly unregulated change, touristification carries a negative connotation, as opposed to sustainable tourism development (Birenboim et al., 2023). The research at hand examines touristification across the regions of the EU from 2008 onwards, building an original composite index that incorporates variables related to the supply and demand of tourism product as well as tourism expenditure.

Context and approach

Geographical Political Economy attributes the increasing significance of tourism in recent decades to several factors. For one, its growth goes hand in hand with globalisation, which saw the flexibilisation of tariffs for commodities and services and the deepening of cultural intertwining between different geographical contexts (Lauer et al., 2013). More specifically, the industry's expansion reflects a wider shift that resulted from the crisis of Fordism during the 1970s. Thenceforth, deindustrialisation trends were coupled with tertiarisation, granting symbolic capital an increased significance (Amin, 1994). The post-Fordist phase of the tourism industry is characterised by the outsourcing of several ancillary services, the extensive use of subcontracted workforce, and the formation of strategic network alliances (Ioannides & Debbage, 1997). In more practical terms, new transportation and information technologies allowed for faster and cheaper forms of travel, a more efficient management of tourism services, and a direct communication between providers and consumers of tourism services (Ojeda & Kieffer, 2020). In recent years, the rise of online peer-to-peer platforms for accommodation (e.g., Airbnb) and transportation (e.g., Uber) rendered many previously exclusionary destinations more accessible and saturated many already mature markets (Ioannides et al., 2019; Nilsson, 2020). Moreover, this taking place within the recessive context of the previous decade meant that tourism thrived while most other

sectors stagnated or shrank, thus, touristification trends have intensified (Herod et al., 2021).

Although touristification's effect is wide-reaching, its spread across the EU is characterised by geographical and temporal unevenness. As underlined in the conference's call, most economies host tourism activity to some degree; however, some have developed a heavy dependence on it, while others have failed to generate adequate revenue from it. Examples of the former can be found within the Mediterranean EU countries, due to their intense productive restructuring post-2009. In many cases, peripheral insular regions with strong tourism output there proved more resilient than metropolitan ones. This led the former to bolster their dependence from tourism and the latter to pursue a stronger touristic profile. Moreover, a favourable conjuncture during mid-2010s, when many rival destinations across North Africa and Turkey became unpopular due to political instability, furthered the aforementioned trends for both types of regions (Gourzis et al., 2022). Thus, the economic recession of the early 2010s did not impede tourism's growth – quite the opposite. On the contrary, the Covid-19 pandemic brought some of the worst years in history for the industry, which has not recuperated entirely yet. For Mediterranean EU in particular, their tourism-focused "Dutch disease" has come off as rather catastrophic (Herod et al., 2021). The above mark that various types of crises (financial, energy, health, etc.) affect tourism in different ways, with this being another factor for its non-linear growth temporally and spatially wise.

Methodological choices

Responding to the above complicated context, we have developed a comprehensive methodology for studying touristification trends over time and across space. Specifically, our study proposes a Touristification Composite Indicator. For its design, we followed the guidelines of OECD and the European Commission (Joint Research Centre-European Commission, 2008). The index is composed of three dimensions –tourism supply, demand, and revenue–, with each one comprising several variables (e.g., number of establishments, share of workers in the tourism industry, arrivals at a tourist accommodation, share of gross value added of tourism-related activities, etc.). Importantly, we incorporate recent approaches that consider tourism's territorial pressure, dividing each variable to the given region's population density (Canale & De Siano, 2021).

The temporal scope of the study covers the years between 2008 and 2021. These years are crucial for European economies, as they include the onset of the 2008-09 global crisis and the deep recession it triggered, as well as the following period of anaemic recovery and its abrupt interruption by the emergence of the Covid-19 pandemic. The analysis is conducted at the NUTS2 level, covering most regions of the EU with the exception of some due to

insufficient data (e.g., Åland in Finland) and geographic irrelevance (e.g., French overseas regions, Spanish autonomous cities in North Africa). This scope allows us to comparatively analyse starkly different types of regions, i.e., tourism-focused or not, urbanised or not, etc.

In our view, this methodological scheme can serve in providing a detailed insight into the increasing dominance of tourism over other activities, while retaining a strong comparative element, which allows juxtapositions between different parts of the EU.

Findings

The calculation of the composite index brings forth a series of crucial findings. First, it highlights intra-EU asymmetries. On the one hand, the Mediterranean EU South is characterised by a growing dependence from tourism, deriving from its diachronic lagging in commodity production. On the other, the regions in the northern part of the EU, traditionally having a robust industrial production, were not affected by deindustrialisation as much (Gourzis et al., 2019). Second, that touristification trends are apparent in urbanised regions, indicating the rise of urban tourism and its strands (e.g., historic, business, health, conference tourism; Ioannides et al., 2019; Nilsson, 2020). Third, that even within groups of countries with similar characteristics, there are profound variations. Indicatively, among Mediterranean countries, the post-2009 economic restructuring programs in Greece have been stricter, resulting in more intense touristification (Gourzis et al., 2022).

The above partially refer to findings that are well-documented in the existing literature. However, we believe that the extended geographic and temporal scope of the analysis at hand provides a comparable and more nuanced insight inside touristification trends in the European context.

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Addressing increasing tourist congestion in urban destinations; food as a means for destination resilience?

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Introduction

Before the pandemic many urban destinations experienced challenges related to growing tourist crowds (Gössling et al., 2020; Nilsson, 2020). Previous research shows that conflicts related to tourism crowding is related to disturbances (noise, littering), the risk of gentrification of city areas, and a 'touristification' of the city landscape (Koens et al., 2018). Accordingly, increasing tourism in urban destinations poses challenges for economic, socio-cultural and environmental sustainability. While this development diminished during the Covid-19 pandemic, tourists are beginning to return to urban destinations, and it is predicted that tourism numbers will reach pre-pandemic numbers already the coming year (UNWTO, 2019). Thus, destinations might face similar challenges as before the pandemic, which brings a need to rethink destination development and marketing strategies in a resilience context.

These problematics are connected to tourist mobility and the (often limited) geographical use of the destination. Visitors tend to move within a geographically limited area, i.e. the tourism business districts and main attractions (UNWTO, 2019; Gössling et al., 2020). Issues related to tourist congestions thus demands a management perspective on city usage, involving close collaborations between policymakers and the industry (Koens et al., 2018). UNWTO (2019, 9) suggests that destination managers need to find ways to distribute visitors over the year and across the destination, and stimulate involvement of citizens, as well as creating opportunities for interaction between locals and visitors.

Accordingly, in order to 'spread out' the visitors in the destination and make them experience larger parts of the city area, destination managers can take to different strategies and measures. Food and drinks are seen as an effective measure to forward the uniqueness of a destination, and has been part of destination development and marketing for years (Everett, 2016; Gyimóthy, 2017). While being a core activity in tourism, as tourists need to eat, food and food products which clearly reflect the destination identity are perceived to enhance the attractiveness of the destination (Andersson et al., 2017). Furthermore, as food entails both physical and immaterial elements, it boasts great potential to stimulate new visitors' flows in destinations, and hence contribute to destination resilience.

Aim of the paper

This paper aims to enhance the understanding of the role of food and food experiences in urban destination resilience. Accordingly, the paper studies how urban destination DMO's use food and food experiences in their marketing efforts, and in which ways this can help to overcome the challenges with growing tourist numbers and congestion. More specifically, both the physical dimensions of the food offerings in destinations, in terms of their geographical distribution, as well as the more immaterial values that these food offerings entail, are addressed.

Theoretical framework

In this research, resilience is understood as the destination's ability to cope with different stresses and changes to the local environment (Espiner et al., 2017). In order to understand the role of food and food experiences in destination resilience, we adapt the concept of "place making", which is often connected to place marketing and the active process of making places. In this view, place making can happen through bottom-up processes ("place-making"), or in more planned top-down ways ("placemaking"). From a resilience perspective, this implies identifying the best prerequisites for destination development and marketing where residents, visitors, businesses, and other stakeholders are involved.

The concept of foodscapes is employed to capture the role of food and food experiences in the place making process. Originating from Bitner's (1992) seminal work on servicescapes, destination foodscapes embed the environments where visitors' food experiences are formed through place-specific and socio-cultural values (Björk & Kauppinen-Räisänen, 2019). The food experience is generated in both touristic environments (hotels, restaurants, attractions, and visitor-directed events), and in more "unorganized" environments designed primarily for locals (local food markets, grocery stores, streetfood festivals). The latter types of foodscapes offer the opportunity to interact with local residents and take part of the everyday life, which is becoming a still more important part of the tourist experience (Larsen, 2008; Ren et al., 2019). The concept can help enhance the understanding of how visitors consume and experience food through interaction with other visitors, local residents, the surrounding environment, and physical things (Park & Widyanta, 2022).

Methods

Copenhagen was selected for the study as it faces challenges related to tourism congestion. Moreover, the city sees itself as a center for the Nordic gastronomy; both food and sustainability are core elements in the destination marketing efforts. This research s based on qualitative analysis of the work of the main DMO, Wonderful Copenhagen, with embedding food and food experiences in their destination marketing efforts. The empirical

material includes analyses of the visitcopenhagen.com and wonderfulcopenhagen.com websites, and selected destination reports from Wonderful Copenhagen and partners. Visit Copenhagen's Facebook and LinkedIn sites were also studied from August 2021 to October 2022. All posts concerned with food and food experiences were examined, a total number of 96 posts. In addition, participant observations were carried out at two destination conferences for Copenhagen´s tourism industry and policymakers.

The analysis comprised a two-step process; first Copenhagen's foodscapes were identified in terms of their geographical distribution, character, facilities and communicated values. Second, the foodscapes were analyzed in relation to the sustainability strategies articulated by the DMO, tourism industry representatives and policymakers. Several themes were detracted and formed the basis for the further analysis of the role of food and food experiences in urban destination resilience.

Analysis and preliminary results

According to the empirical material Copenhagen faces challenges with high tourist concentration in many parts of the city center and around its main attractions. Many tourists express a desire to experience more parts of the destination but seem to be insecure about how and where to go. In the city's marketing efforts food play a central role; on the DMO website and many social media posts, food and food experiences are extensively connected to specific neighbourhoods.

Preliminary results from the material show that Copenhagen foodscapes are first of all connected to the city areas, but also to specific locations, streets, and squares. The typical Danish food culture is put forward, for instance New Nordic Cuisine, smørrebrød and Danish pastry. But immaterial values are also articulated, innovation and sustainability are recurrent concepts in the material, together with localhood, atmosphere and "off the beaten path" options.

While the analysis in this research is only in its early phase, preliminary results indicate that food does play an important role in the efforts to spread out visitors and encourage them to experience more of the destination. These efforts are closely connected to ideas of developing a sustainable destination.

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Is cruise tourism a sustainable alternative for tourism development?

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Cruise tourism is a fast-growing sector in the tourism and hospitality sector. But, as evidenced by international newspaper articles (e.g., Barnes, 2022; Momme, 2022) and TV-documentaries (e.g., ARTE-TV, 2022; Ording & Ulsten, 2018; Orth, 2014, 2022; Sakse et al., 2017; TV2 Østjylland Denmark, 2017) there are several ongoing discourses about the sustainability of this form of tourism. These discourses tend to focus on issues pertaining to the economic value of cruise tourism, cruise tourists' contribution to crowding and over tourism, conflicts between stake holders in destinations (e.g., Dubrovnik, Venice, Barcelona, Visby and Bergen) to mention but a few. On the one hand, the cruise industry and its defenders maintain that cruise tourism represent positive contributions to local communities, while on the other hand opponents of the industry argue that cruise tourism is harmful to destinations for various reasons. In Norway, this debate reached a (preliminary) peak in April 2023, as local politicians in a World Heritage area (The Sognefjord) took an initiative to discontinue the world heritage status of the area to facilitate the continuing arrival of highly polluting cruise ships.

The present paper addresses some of these issues based on published scientific literature from the last decade or so. In addition, some new results will be presented. The question raised is simply this; Is cruise tourism a sustainable alternative for (local) tourism development? This question is broken into several sub questions, such as "Compared to land tourism …

• …is cruise tourism economically sustainable for cruise ports?

• …does cruise tourism bring positive non-tangible effects (i.e. re-visit intentions, word of mouth propensity and customer satisfaction).

• …is cruise tourism environmentally sustainable? (Environmental footprints)

• …is cruise tourism socially sustainable? (Crowding and over tourism, local conflicts, social development)

The accumulated scientific research on these issues leads to an unequivocal "no"-answer on all these questions. Several studies (e.g. Gutberlet, 2016; Kayahan et al., 2018; Klein et al., 2022; Larsen et al., 2013; Sciortino et al., 2022) documented that cruise tourists hardly spend any money in visited ports. Furthermore, MacNeill & Wozniak (2018), in a very elegant study, showed that development of cruise harbors can have direct negative effects on local developments. It has also been shown that cruise tourists seldom return as land tourists and have lower re-visit intentions in general than land tourists (Larsen & Wolff, 2016) in spite of the fact that some case-studies indicate otherwise (e.g., Brida et al., 2012; Bruzzi & Benevolo, 2021). The environmental footprints of cruise tourism have also been shown to be large (e.g,. Lloret et al., 2021) and finally it has been shown that cruise tourism is socially unsustainable (McNeill & Wizniak, 2018) and may impact local communities negatively in terms of its effects on air, water and soil as well as residents' and harbor workers' health (Lloret et al., 2021).

In conclusion therefore, it can be said that evidence of the negative effects of cruise tourism is overwhelming; it has negotiable, maybe even negative effects on local economies and businesses, it is socially detrimental for tourist destinations, and it leaves higher environmental footprints than other forms of tourism. It is therefore something of an enigma (no less) that local policy makers do not take appropriate measures to limit this form of tourism.

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Where do we find strategic planning for sustainable outdoor recreation? An analysis of planning practices of five Swedish mountain municipalities

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Introduction

In Sweden, outdoor recreation should be considered in land and water planning, for example to ensure access to nature, and to handle negative impacts on local environment (Ankre, 2019; Emmelin et al., 2010; Godtman Kling et al., 2019). Thus, spatial planning is an important tool for sustainable use of land and water. In this presentation, we will empirically approach the overarching research question: How can environmental impacts from outdoor recreation be handled by spatial planning? We do this by analysing how outdoor recreation is considered and defined as a concept in municipal spatial planning, and more specifically, if and how environmental aspects are included in municipal planning documents.

The study is limited to the mountain municipalities in Jämtland County, Sweden: Berg, Härjedalen, Krokom, Strömsund, and Åre. Here we find land owned by the state as well as private landowners, along with different land users who might have conflicting interests and agendas of how to use the resources (e.g. nature conservation, reindeer herding, energy production, forestry, recreation, sports and tourism), see for example Wall-Reinius et al. (2019). Within the study area, some of Sweden's largest mountain destinations for alpine skiing, and tourism are located, and nature-based competitions and events are common (Eriksson et al., forthcoming). In our study, we analysed 30 municipal planning and strategy documents, where we used several keywords as a starting point for both quantitative and qualitative analysis ('outdoor recreation', 'nature', 'recreation', 'tourism').

In addition, we conducted three semi-structured interviews with municipal officials working in spatial planning departments in four of the study's municipalities. This gave us a deeper understanding of outdoor recreation as a land use interest and its environmental impacts, as well as how inter and intra organizational issues work.

Results

We have identified the frequency and context in which 'outdoor recreation' is mentioned in various documents. The results indicate that the concept of outdoor recreation is relatively prevalent in the municipal comprehensive plans, but hardly at all in the overarching vision/strategy documents (see Table 1). There are few concrete descriptions of the environmental impacts of outdoor recreation in the municipal comprehensive plans. Some of the municipalities highlight soil erosion and decreasing availability of areas with natural quietness. Some municipalities mention management actions to reduce environmental impacts and conflicts over land use: Åre and Berg mention zoning, and other actions include strengthening infrastructure, such as trails. However, three out of five municipalities do not work with trails for recreational activities; trail development and maintenance is managed by the local tourism destination organization or by non-profit organizations. There are specific documents regarding the environment and/or sustainable development in four of the mountain municipalities (see Table 1). In Berg, the concept of outdoor recreation is included seven times in their Environmental Program, and in Strömsund twice, namely in the Climate Adaptation Plan, which addresses the potential negative impacts of climate change on the tourism industry. As outdoor recreation is considered an important part of the tourism industry, effects on outdoor recreation are also expected, according to statements in their document. In the other municipalities, outdoor recreation is not mentioned at all in the environmental/sustainability documents.

Document	Municipal comprehensive plan		Vision/strategy		Culture and leisure plan		Tourism plan		Environmental/ Sustainable development plans development plans		Growth strategy		Public health plan	
	YEAR	N	YEAR	N	YEAR	N	YEAR	N	YEAR	N	YEAR	N	YEAR	N
BERG	2018	73	2014	2	---------	---------	2019	1	2021	7	2018	5	2021	4
HÄRJEDALEN	2020	40	Se ÖP	---------	2020	2	---------	---------	2002	0	---------	---------	2021	0
KROKOM	2015	16	u.å.	0	---------	---------	2018	0	2018*	0	2019	0	2021	0
STRÖMSUND	2014	37	---------	---------	2016	6	2016	0	2019**	2	---------	---------	2017	0
ÅRE	2017	27	2021	2	2019	5	---------	---------	---------	---------	2021	10	2018	0

Table 1. 'Outdoor recreation' in municipal documents in Jämtland County (Year of publication and N = number of times).

Åre municipality indicates outdoor recreation ten times in its Growth strategy, and Berg includes outdoor recreation five times, compared to Krokom, which does not mention outdoor recreation at all in the context of growth. In Åre, outdoor recreation is seen as a driver for the economy and it is in the municipality's Growth strategy that we find the most cohesive description of community planning and outdoor recreation:

Through long-term planning and ongoing activities, we create conditions for a well-functioning and accessible outdoor recreation and contribute to achieve the national goals for outdoor recreation. We do this, among other things, through spatial planning (...). Through cooperation with authorities

and other actors in society working to develop outdoor recreation, the conditions for outdoor recreation can be further improved

Interestingly, the interviewed official of Åre on the other hand expresses that outdoor recreation does not have a prominent position in the practice of the municipal work.

Results from our interviews show that in two municipalities there is no employee with specific responsibility related to outdoor recreation issues. In the other municipalities, the interviewees are uncertain if there is an employee with designated responsibility concerning outdoor recreation. How outdoor recreation issues are organized differs between the studied municipalities. Often, outdoor recreation is handled by several municipal units depending on the nature of the questions or, for example, as in one municipality where outdoor recreation is handled together with a unit in the Growth Department that also works with libraries, culture, and youth issues.

None of the interviewees were able to provide a definition of outdoor recreation that their respective municipalities officially used. Instead, they relied on their own understanding. Examples of definitions of outdoor recreation were: "Being outdoors in nature, whether at a sporty level or just having coffee" or "Outdoor recreation is mostly what you do in nature". This confirms what we found in the document analysis, namely that there are many different concepts and descriptions of outdoor recreation. Examples of terms used in planning documents include "experiences and activities in nature", "stays in nature", "tourism", "nature based tourism", and active/traditional recreational activities. Outdoor recreation is also described in vague terms and is implicitly embedded in "attractive living environment".

Conclusions

Despite the fact that nature and opportunities for outdoor recreation constitute an important part of the municipalities' attractiveness and are used as arguments for tourism development and attract new residents to the region, outdoor recreation has a marginal role in municipal work and spatial planning. Adding to this, when central aspects are left outside of their control - such as the development of trails - we may question the role of the municipalities even more. In summary, we conclude that knowledge of outdoor recreation and Swedish outdoor recreation policy is relatively low in the studied municipalities. A possible explanation for this is that there are no direct monetary benefits for a municipality to work with outdoor recreation. Outdoor recreation is often seen as a cost, and indirect benefits are not recognized (also supported by the weak link to public health in the case study).

Whether spatial planning can handle negative environmental impacts of outdoor recreation, our conclusion is that the fragmented and unclear division of responsibilities, including organization, makes it challenging to get a comprehensive picture of the consequences of outdoor recreation, and to collaborate around management. Many definitions of outdoor recreation contribute to ambiguity. It becomes uncertain about what is meant and who should work on what. Consequently, there is a great need for a larger municipal responsibility for outdoor recreation planning to better manage and address conflicts between different land users, as well as to identify and address the negative environmental impacts caused by outdoor recreation. Like previous studies, we see that there is a lack of a holistic view on issues related to outdoor recreation (Laven et al., 2015).

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Vision and reality – Municipal planning, outdoor recreation and nature conservation on the islands of Marstrand, Sweden

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Introduction

Coastal environments are attractive from various perspectives as an environment where nature conservation, recreational, residential and resource values converge (Orams & Lück, 2014). Coasts are landscapes where various human values of necessity need to coexist, which is often complicated and characterized by conflicting interests (Morf et al., 2023; Segrell, 1995). While environmental values are integral to the use of coastal landscapes for recreational and residential purposes, those values often require careful management and are sensitive to over-exploitation (Ankre, 2019; Hansen, 2016b; Morf et al., 2017). From an economic perspective, it might be attractive to use coastal environmental values to enhance local growth, but such actions are dependent on considerations of future sustainability.

The coastal landscape is also a space where land and sea converge, leading to further complexity not the least in geographical terms. In Sweden, this complexity is marked by the fact that knowledge of recreational human impacts on land-based environmental values is comparatively well-known in research and management, while recreational ocean use is less well researched in this regard (Hansen, 2016a; Skriver Hansen et al., 2021). While the management of land-based activities are based in several levels or scales of administration, the management of the ocean is more divided. The national Swedish Marine Spatial Plan (MSP) covers territorial waters and the economic zone but leaves the intensively used coastal zone to the administration of municipalities. This leads to a fragmentation of planning levels which does not take the blurred connection of the marine ocean and coastal environment properly into account (Westholm, 2022).

Aims and method

This paper specifically considers the conflicting processes of increasing recreational use and environmental sustainability in Swedish coastal landscapes, as part of a wider plethora of different land uses and reflecting the complexity of the coastal environment. This paper highlights how the intersection of outdoor coastal recreation and nature conservation is managed on the municipal level on the Swedish west coast through a case study of

planning visions and planning practices related to the locality of Marstrand (Kungälv municipality). First, planning documents related to Marstrand with surrounding islands and coasts are examined, specifically in relation to outdoor recreation, its role in the planning vision and how connected environmental challenges are addressed. The response from the county administrative board and applied changes to the plans afterwards are also analysed.

Secondly, the paper studies the establishment of a nature reserve on the islands and coasts connected to Marstrand. The whole process from initial formulation to referrals with connected correspondence, decision and the following development is analysed through public documents linked to the reserve. This reveals municipal planning prioritization and interests from a more practical and applied angle, in correspondence to the initiating authority, in this case the county administrative board.

Results

In the comprehensive plan from Kungälv 2010, the coast is seen as a resource for residential development, including converting recreational houses to perment residential housing but with considerations of other environmental values. The island of Marstrand, Södra Koön and Instön was included in these plans but the prospects of a future nature reserve was already discussed. The borders of the nature reserve are seen as more or less a finished product in the plan, but the plan also includes new residential housing in what today is part of the reserve, revealing some complications in the process. Outdoor recreation on the islands connected to Marstrand are more or less exclusively connected to land-based activities, in which the importance of increased accessibility to the islands recreational values is emphasized (Kungälvs kommun, 2011). In another connected plan of ocean and coastal areas, the necessity of increasing the number of marinas and small harbours for recreational boating is discussed. The risk of noise from increased boat traffic disturbing other forms of recreational values are also discussed in this plan as a conflicting interest (Kungälvs kommun, 2012). It is however rather unclear how this plan has been integrated into the municipal comprehensive plan.

The nature reserve of Marstrand (Marstrands naturreservat) was planned and sent out for referral by the county administrative board following a report on the access to nature close to urban areas in the Gothenburg region, which pointed out the potential of the islands surrounding Marstrand (Länsstyrelsen i Västra Götalands län, 2003). After revisions in communication with the municipality of Kungälv, among them concerning the borders of the reserve, the reserve was formed after a decision in 2017. During the following period up until today, complaints have been sent in due to a high increase in visitors especially during the Covid-19 pandemic, a period of increasing outdoor recreation activities in

Sweden in general (Hansen et al., 2023). The county administrative board started a process of changing the regulations of the reserve in 2021, which met strong concern by Kungälv municipality. Eventually this was solved by meeting between the municipality and the county administrative board. The whole process of the nature reserve in Marstrand shows clearly how the interests of the municipality is affected by new restrictions in its jurisdictional space, in this case clearly related to outdoor recreation accessibility, and a dynamic visitor development.

In summary, the paper illustrates municipal planning of outdoor recreation and nature conservation as a complex process where future visions meet a practical reality related to external larger developments in the outside world. It also shows how the communication between different scale levels of physical planning, in this case between the municipality and the county administrative board, is handled when it comes to both vision and reality and how different interests are balanced against each other in the context of coastal outdoor recreation. Hopefully, such knowledge can be used to discuss in what ways municipal planning can take this complexity, not the least regarding future developments into account.

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Ten sustainable planning principles for second home areas

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Background and purpose

The purpose of this paper is to identify and systematize the main environmental challenges and the related planning principles for second home areas. Second homes play a crucial role in tourism and recreation in Denmark. They are the predominant form of accommodation in coastal areas and provide the setting for a wide variety of activities. Danish citizens value second homes as a flexible resource. This is the case for those who own the houses and for those who have access to them through networks of relatives and friends. The second homes accommodate for a significant number of tourists, who rent them on the commercial rental market. The second home sector consists of 220,000 units, and they generate 37% of the total of commercial tourism bednights (2022).

The COVID-19 period was turbulent for the second homes and their owners, but the value of second homes as an adaptable recreational resource was truly demonstrated. Danes changed their holiday habits, and second homes took on a new meaning. The use of second home areas has intensified during COVID-19, but this trend is an extension of a longer trajectory, where season has expanded, rental numbers have increased, and use patterns have diversified.

Climate and environmental agendas are tapping into all aspects of social life. Second homes are to be included in the green transition in the same way as other property types, but the focus on second homes came late. It is important to work towards embedding sustainability into the existing spaces and building structures, so as for owners and users to contribute to lowering their negative footprint. The dominant capacity of second homes is already established and in ongoing use.

Both national and local tourism stakeholders would like to see second homes remain a core resource for tourism development in Denmark. Several municipalities also plan for minor increases the capacity. In recent years, various aspects of the space and place development, as it has taken place previously, have been questioned, and second home tourism is not as sustainable as it could be (Hjalager et al, 2022).

Research approach

Empirically, the study relies on data from two major studies about second homes and UN Sustainable Development Goals (Hjalager et al, 2022; Norrøn et al, 2023). A comprehensive quantitative study of the spatial, physical, and planning characteristics of the total number of second homes was based on the public building data registers. In addition, the research included qualitative inquiries based on the collaboration with eight municipalities. The collaboration included extensive desk reviews of planning documents, joint field studies, and consultative planning progression sessions. The combined efforts resulted in the identification of ten sets of challenges that require and can lead to planning actions that concisely reflect the climate and environmental agendas. A wider literature research has attempted to situate the study in the extensive international and particularly Nordic second home research which has, in recent years, increasingly included issues about sustainability (Ericsson et al, 2022; Müller & Hall, 2018; Næss et al, 2019).

The following ten principles have been consolidated though the work with the municipalities and supported through data evidence. The municipalities and their second homes are located in different topographies, and for that reason the sustainability profile vary to some extent. However, the picture is found to be highly generalizable across the Danish geography.

The ten sustainable planning principles

Sustainability principle 1: Plan for second homes outside the immediate coastal zone. In the Danish planning law, the coastal zone (3 kilometers) is a zone where particular care is demanded in terms of new developments.

The intention is to protect the outstanding natural values from uncontrolled building activity and tourism inflows that exceed the carrying capacity. A planning principle may consist of a joint national and municipal attempt to ensure new or expanded attractive development opportunities in inland locations, for example in the vicinity of tourist attractions (golf courses, outdoor facilities, amusement parts, forests), or in villages that are in risk of decline and depopulation.

Sustainability principle 2: Ensure the best utilization of land resources. EU launched the "No net land-take" to prevent an unnecessary development of agricultural land and nature areas for human use, including tourism. The planning measures consist of making it possible in selected areas to densify the building structure, for example through house extensions, split-up of land sites, and building higher. These measures may coincide with

the owners' wish for more space, but can contradict the perceived amenity values. Careful planning is therefore needed to be undertaken specifically to the area.

Sustainability principle 3: Make the second home areas more accessible with sustainable modes of transportation. The second home areas are mainly planned for car transportation. Future planning may encourage municipalities to ensure more and better access on bicycle and walking trails, and to coordinate public transport, particularly during the summer.

Sustainability principle 4: Lower the energy consumption and reduce the carbon footprint. This planning principle can work with the stimulation and enforcement of better building isolation in new as well as existing second homes, and can accommodate for solar heating etc. The trend towards larger and more luxurious houses tend to contradict some ambitions in the principle.

Sustainability principle 5: Ensure flooding protection. Many (25%) second homes are in risk of either flooding in connection with storms, flooding waterways, ground water rise, or erosion from the sea. The planning principle includes directions about dike developments, but also softer protection measures, some to be handled in close cooperation with the second home owners in order to be efficient. Rising the house levels is another general planning ingredient to be discussed.

Sustainability principle 6: Prevent pollution from insufficient wastewater treatment. Half of the second homes are not connected to public wastewater plants but rely on individual septic tanks. Increased use over the year and more water consumption jeopardizes the groundwater and seawater quality. Planning can include the specification of strategies to pipe the areas, to efficiently separate and dispose of gray wastewater on the lad sites and in the areas, and behavioral measures connected to the pricing of water.

Sustainability principle 7: Make solid waste treatment easy and efficient. This principle reflects the need to ensure adequate space and concepts for waste sorting. It is also about modifying the attitudes and behaviours of users of the second home areas so that they accept that solid waste is to be disposed of at some (walking) distance from their site.

S*ustainability principle 8:* Reduce the carbon footprint from the construction and disposal of second home building materials. The lifecycle analysis is already included in building regulations, but planning can decide about what types of material should be used, for example wooden surfaces, which has a lower carbon footprint than some other materials. Circular endeavors can be motivated through the activities of the owners, but are not (yet) a planning topic

Sustainability principle 9: Integrate the second home areas in the landscapes and vice versa. Landscape measures can be a remedy to enhance biodiversity, and this can be included in planning documents as claims about plant species and planting principles. Green fencing modes is important for the fauna, but also for the maintenance of the visual (green) qualities of the second home areas.

Sustainability principle 10: Involve the owners and tourists to ensure commitment and social sustainability. The second home owners are private people and families, and they are keen to retain the qualities of their space. The planning law includes a number of participatory measures. The instituting of the participatory and co-innovative principles can go beyond the planning regulations, given that there is a commitment and collaborative mindset among the second home owners.

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Session 3.2: Environmental impacts from recreational activities: towards novel paths in spatial planning

Towards a sustainable use of land and water? 2030 scenarios for outdoor recreation and sports

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Introduction

This paper presents a transdisciplinary work on scenarios on the prospects regarding the use of land and water for sports and outdoor activities in Sweden, including measures and proposals to steer towards sustainable land and water use. Ecological sustainability is at the center, while the conditions for achieving other sustainability goals is also considered. The purpose of work has been to give basis for strategic discussions and development with various social actors in sports, outdoor recreation, nature conservation and physical planning. The work has been carried out as part of the Research program Mistra Sport & Outdoors.

Methods

The scenario work was done together with a group of representatives from several different social actors and authorities, which means that the scenario work is based on a wide range of perspectives on sports and outdoor life, land and water use. Altogether eight organisations and authorities were engaged, representing nature conservation, forestry, sports, outdoor recreation and land owners. The work was led by a researcher, assisted by a facilitator who played an important role in designing the work and the interactions.

First, there was recurring discussions during 2021 and 2022, based on a so-called back-casting method. The group first agreed on the following target picture:

The use of land and water by sports and outdoor recreation in Sweden has minimal negative effects on biological diversity and nature's contributions to people, but large positive effects. The conditions for achieving good and equal public health are favored by more residents in Sweden getting outdoor experiences in environments less impacted by humans, the respect for the landowners' perspectives are maintained, and sustainability and justice in a global perspective are taken into account.

The group also agreed to focus on the national scale and that the time horizon for the scenario work and proposals is up to the year 2030. The group then identified central

trends and driving forces of importance for the land and water use of sports and outdoor life. After that the group worked on the questions on a full-day workshop:

•Where are the trends and driving forces pulling in each direction?

•What control is needed to reach the target image?

• Who has the power to achieve control towards the target picture?

Finally, the group processed the descriptions of the scenarios and the actions and proposals and sent them out for comments widely, before agreeing on the text in a joint document (Stenseke et al. 2023).

Scenario themes:

The results from the workshop were processed and structured into three overarching themes.

Scenario theme 1: Changed conditions and increased influence in certain areas. An increased use of natural environments around urban areas and tourist destinations for sports and outdoor recreation purposes can be predicted. At the same time, climate change will affect the land and water and thus the physical conditions for use. As a result of changing travel patterns, an increased interest in Swedish beaches and Swedish boating can be expected. With a warmer and wetter climate, however, the conditions for practicing sports and outdoor life in nature-filled environments may generally deteriorate.

Scenario theme 2: Diversification of activities. The trend regarding sports and outdoor activities in natural environments points to more practitioners, greater diversification of activities and the addition of new activities. More people want to be active based on their hobby or sport, which in some cases runs counter to how the land has previously been used for outdoor activities. It can be expected that more people want to get around in nature with the help of electric motors, on electric bicycles and other vehicles. Likewise, digitization can stimulate people to reach other places than previously used. At the same time, more signs, roadblocks and other barriers may be put up in natural environments.

Scenario theme 3: Knowledge, attitudes and norms. With more and new groups of practitioners as well as activities in sports and outdoor life, changes in knowledge, attitudes and norms also follow. Consequently, there is an increased need for spreading knowledge about public rights, communication of rules in protected areas, nature and site guidance and zoning/channeling of activities.

Actions and proposals

A number of actions and proposals for how to enhance sustainable land use for sports and

outdoor recreation came out of the discussions. The actions and proposals were categorized into four themes:

Physical planning and management

The municipalities have a major responsibility in terms of the physical planning for outdoor activities, but also need to be coordinated with state and regional level. The need for planning for outdoor life can be expected to be particularly urgent in large urban areas, as it means increased competition and more conflicts between different activities and users of green areas. But even smaller settlements, where resources for this type of planning are not as extensive, need to develop their way of integrating outdoor life into planning.

Information and communication

There is a need to increase awareness of nature's contributions to people and man's negative and positive impact on biological diversity, including the understanding of different landscape values. Various forms of information, pedagogy and knowledge can be developed.

Knowledge gaps

In order to obtain permission for effective, effective measures, better statistics on the practice of sports and outdoor life in natural environments are required, as well as increased knowledge in several other areas concerning human behaviour and attitudes.

Dialogue and cooperation

Dialogue and collaboration is easy to name but harder to achieve in practice. Several actors, in different sectors and levels, are affected by the issues covered in the scenario descriptions. The collaboration could be enhanced by for example making use of good examples, giving some actor a clearer mandate for collaboration or bringing together several actors to work together with new methods for this.

Concluding reflections

Bringing together key actors for discussing how to steer towards sustainable use of land and water for outdoor life, is rewarding as there is a richness in the inputs at the same time as the results have been scrutinized from various perspectives. The process of getting to an agreed result has included methodological development. What remains to be scientifically analysed is the pros and cons of the process, and also the testing of the usefulness in practice of the scenarios, including the suggested solutions.

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Session 3.2: Environmental impacts from recreational activities: towards novel paths in spatial planning

Outdoor Recreation in City Regions: Assessing Spatial-Temporal Patterns of Outdoor Recreation Using Cellphone Data

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Background

A major challenge for planning outdoor recreation and tourism is the availability of relevant data, for example, on use patterns and expenditure (Kajala et al., 2007; Lindberg & Fredman, 2015). In this context focus has been on overall national patterns (e.g. Fredman et al., 2014) or on areas and sites with a designated recreational function such as national parks, nature reserves, or other delimited destinations for nature-based tourism (e.g. Pickering, 2018). Certainly, this has improved the knowledge on use patterns and various kinds of impacts on protected areas and gateway communities. Moreover, it has provided an important background for planning the surveyed and similar areas.

The above approach resembles also much of recent development of tourism research favoring a focus on destinations. At the same time, this focus implies that activities outside the selected case study areas remain unmonitored. A less frequently applied approach departs from the origin of the tourists or recreationists (Aldskogius, 1977). Here the focus is on the where the recreationists go, independent whether these destinations are protected areas or not. The resulting activity spaces surrounding cities hence can give indications for transport planning and the provision of other kinds of recreational services. While these types of analyses previously needed to be based on various kinds of surveys of sampled populations, now digital technology allows for covering populations more comprehensively.

Purpose

Against this background, the purpose of this paper is to map the geographical and temporal patterns of outdoor recreation in city regions using cellphone data and assess their usability for planning outdoor recreation.

Methodology

This paper utilizes commercial cellphone data from the Swedish telecommunication company Telia to assess the mobility in a city region. Technically the region is organized

in a grid with cells of variable size securing the integrity of the accumulated information contained in the database. The data allows for identifying pairs of daily grid cells of departure and multiple destinations during the day. This enables the mapping of spatial flows and in fact visitation of grid cells can be measured by the hour. While the data does not allow for discerning recreationists from other mobile people, it still provides indications of spatial-temporal patterns for various temporal scales, such as days, weeks, and seasons. Furthermore, by classifying the recreational properties available in the grid cells such as beaches, protected areas, and second homes, the impact of these factors on the total mobility can be analyzed using quantitative methodologies.

Theoretical inspiration

Most often geographical mobility is conducted rhythmically (Hall, 2005). This relates to the temporal ordering of human life triggered by physical and socio-economic constraints. Conceptually this notion is captured in timegeography (Hägerstrand, 1970, 1991; Ellegård, 2019). In accordance, physical constraints limit human abilities to move in time and space. Although technological advancement has improved the daily reach, corporeal and technological limitations define a potential activity space. Coupling constraints are caused by social being. A social embeddedness in family and other networks favors physical co-presence and implies a need to economically sustain a desired livelihood as well. Finally, authority constraints delimit certain spaces hindering entry or exit for some individuals.

While these constraints define a potential activity space, the actual geographical patterns can also be understood as revealed opportunity spectrum. In accordance various kinds of designated areas and other areas and sites with recreational appeal and accessibility lure recreationists to certain spots while other areas remain less frequently visited. In line with previous planning ideals, a recreation opportunity spectrum approach can be used to manage already existing destinations and to identify and develop hitherto untapped recreational opportunities and (Clarke & Stankey, 1979).

Hence, new technologies allow for assessing the geographies of spatial behavior to an extent that has not been possible until recently. Combining these new insights with the geographies of recreational opportunities opens for opportunities to assess even planning for recreation in new ways.

Outdoor activity spaces in Umeå

With Umeå as a case study, this paper demonstrates how the inhabitants create an activity space surrounding the city. As indicated by theory, the geographical scope of this space changes rhythmically during the course of days, weeks, and seasons, favoring sometimes

coastal locations, sometimes locations closer to the city center. Obviously, the geographical distribution of second homes influences the flows of recreationists into certain destinations as well. However, the analysis indicates that overall, much activities are conducted close to city during all parts of the year.

Preliminary conclusions

The study shows that mobility varies indeed rhythmically over different time periods. As expected, weekends and the summer season improve the scope and the geographical reach of activities. Furthermore, recreational assets such as the access to beaches are major explanationsfor the spatial distribution of potential recreationists. Moreover, while cellphone data does not replace on-site surveys in recreational sites and areas, it can be an important complementary source for planning on meso- and macro-scales. Its advantage is the comprehensive coverage of mobility. At the same time, it suffers from a lack of background data and more detailed spatial information in rural areas with lower visitation.

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Relational approaches to sustainability in tourism and nature protection research

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This integrative literature review provides a qualitative overview of the usage of relationality in research at the interface of tourism and nature protection. Relational approaches can provide opportunities to improve our understandings of how these two scientific fields interact, and where these might favourably be further or differently integrated. We critically discuss already conducted studies with relational approaches within tourism and nature protection, to present on what type of topics these have been applied thus far, outcomes in terms of interaction and integration of the two fields, and possible future trajectories. In our discussion we focus on how sustainability is interpreted through relationality in the different research settings, and how these interpretations might deviate from dominating narratives and provide alternative insights. Furthermore, we attempt to contribute to a diversification of perspectives on sustainability in sciences by strengthening the use of relational approaches in tourism and nature protection.

A relational turn

In sustainability sciences there are scholars promoting a new relational paradigm, inspired by the "relational turn" in the humanities and social sciences (Walsh et al., 2020; West et al., 2020). Relational approaches move beyond social-natural scientific division, through approaching humans as embedded in nature, often seeing humans as entrenched in ecological processes just as nature is part of every human endeavour. As a result, viewing the world through relationality can deconstruct inhibitions for thinking simultaneously with conventionally separated concepts – such as social and natural scientific ideas. This "thinking-with" could unleash theoretical potentials of merging understandings (or part of understandings) that has previously been kept apart in different scientific traditions, disciplines, or paradigms (de la Bellacasa, 2017; Haraway, 2016; Walsh et al., 2020). One linguistic attempt to deconstruct theoretical obstacles and think-with multiple fields and scientific traditions at once is the concept of 'more-than-human'. It has a strong anchoring in relational thinking and continues to grow in popularity and spread across disciplines, owing to its simple clarification of human dependence on all sort of relations – be it with other humans, nonhuman animals, organisms, things, spiritual forces, and so on (de Bellacasa, 2017).

Scholarship within relationality emphasises relations as dynamic processes that are continuously unfolding. 'Flows' and 'assemblages' are common terms put in place to substitute any focus on interactions between separate entities or classes of entities (West et al., 2020). In a review of current mainstream paradigms in conservation sciences, Foggin and colleagues (2021) promote relational approaches, or what they call "convivial solutions". Within science, relationality recognises that we exist and live through relations. Without relationships to other beings and life forms we are simply just a body – any body (Foggin et al., 2021, p.8). The idea of sustainable development, as introduced in global environmental governance during the 1980s, has generated its power through one of the most basic human relationships – the one to future generations, our children (UN WCED 1987). Yet it has failed to fully accommodate how the wellbeing of future human generations will remain just as dependent as we are today on the thriving of relations among diverse forms of life (Brightman and Lewis, 2017).

Integrating tourism and nature protection research

In this review we searched for publications within tourism and nature protection research that have applied relational ideas and theories like more-than-human, conviviality, becoming-with, and assemblage. We found that there has been a significant increase in scientific journal papers applying these perspectives over the past decade, and to illustrate linkages and synthesise findings in the literature we developed further the tanglegram created by Walsh and colleagues (2021, p.76). They present what they found out to be the most prevalent relational discourses connected to sustainability in a functional assemblage of relational ethics, ontology, and epistemology. We show our findings in the same ethico-onto-epistemology design, however instead of identifying scientific discourses, we lay out a pattern of prevalent empirical themes in tourism and nature protection literature to which relational approaches have been applied. This tanglegram helps to illustrate how themes in the reviewed literature relate through their approach to sustainability. Our review does not present any exhaustive or concluding research on the use of relationality within these fields, on the contrary, it presents one way of visualising the present state of such academic practise with respect to its relational character.

With the collapse during the covid-19 pandemic of tourism as-we-know-it with its excesses, exclusiveness, and unsustainable practices, critical scholars regained traction to seek out possibilities for radical change (Romagosa, 2020; Atljevic, 2020; Benjamin et al., 2020; Gibson, 2021). Nevertheless, recent tourism research remains heavily influenced by management studies and once again deals with crisis primarily through individualistic and utilitarian concepts (Gibson, 2021; Hollinshead et al., 2021). The reoccurring suggestions for tourism to foster change in the post-pandemic era speak of how humans could rebuild

the industry differently, without acknowledging how this reproduces human-centred and privilege-stimulating structures (Gibson, 2021). Thinking-with diverse relations means accepting unpredictability and dismissing anthropocentric valuations in the processes of working towards a future liveable Earth. As such, it becomes a radically different pathway from attempts to regain control by restructuring, building resilience, or estimating the scarcity of resources and planetary boundaries, all of which are examples of currently dominating viewpoints in debates about sustainable tourism and environmental impact. These stances present resources, nonhuman life forms, and the planet, as separate from humans and made to appear as 'out there' for us to interpret, dissect, and assess – rather than intimately tied to our bodies and ways of being (Ren, 2021; Haraway, 2016).

We attempt to bring research on sustainable tourism and nature protection together by looking at how relational thinking reveals substantialist assumptions and creates possibility to rethink situations in the absence of fixed categories (West et al., 2020). Instead of investigating tourism merely for its merits of being one of the world's biggest industries, a relational approach would explore tourism as the relations in-between diverse things and bodies that together make-up places and experiences. Furthermore, these approaches imply that troubles in tourism should be tended and related to, not solved or defeated (Ren, 2021). In our review, we tend to divisions of sustainable tourism and nature protection through a knitting-together of empirical themes in scientific literature, with a hope of cultivating deeper understandings of how common activities in these fields are affecting more-than-human relations. We relate issues of nature protection to sustainable tourism by promoting relationality as a means to revise substantialist concepts like 'impact' that positions tourism and tourists as separate from the system under analysis (Hall, 2019; 2013). Moving beyond such dichotomies gives room to think-with diverse aspects of sustainability issues as well as contribute to integrating human dimensions in nature protection (Bennett et al., 2017).

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Rethinking tourism through nature interpretation in Sweden

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Gone with the era where nature-based tourism is seen to be the green solution to environmental damage and over exploitation. Nature-based tourism, and indeed tourism in general, have real impacts on environment, and not least the climate. How can we even start to rethink tourism for a sustainable future, in an honest and ethical way? In this presentation we pick up a not so novel concept and practice, namely nature interpretation, with the goal that through a critical engagement with it we may be able to rethink nature-based tourism for its sustainability in multifunctional landscapes. Situated in a Swedish context, we propose a conceptual mapping of nature interpretation, considering it as a field of cross-disciplinary inquiry. We then suggest that the geographical and historical context of how nature interpretation has been developed and utilized as part of the environmental governance and management in Sweden provides new insights into the rolls of nature interpretation in rethinking and redoing nature-based tourism. Finally, we make some suggestions to relevant stakeholders and policy-makers on how nature interpretation can be more actively yet critically engaged in management of nature-based tourism.

Nature interpretation as a field of cross-disciplinary inquiry – a conceptual mapping

Based on a review of peer-reviewed articles published in the past decade and with a primary focus in Swedish context, we propose to use this conceptual framework to facilitate future planning, collaboration, and activities with the purpose of connecting nature interpretation and inter/transdisciplinary research. Research on nature interpretation in Scandinavian context is fragmented, as is done within the fields of environmental communication, sustainable development, tourism and leisure studies, outdoor recreation, landscape architecture, and outdoor pedagogy (Caselunghe, 2012; 2018). Meanwhile it should be noted at many of these fields are themselves multi-/ interdisciplinary. The rationale behind this conceptual work is thus not directly on 'what and how research questions are asked regarding nature interpretation' but 'why conduct research on nature interpretation'. This helps us to identify values of nature interpretation that go beyond its immediate settings, discourses, and actors, but are crucial for high-level relevance of nature interpretation persistent throughout changing environmental and social circumstances. Four domains of nature interpretation (NI) are identified, namely

practices of NI, making positive change through NI, interactions in and through NI, and reflective inquiries about NI.

Geographical and historical context of NI and how it has been used in Sweden

Much research has been done on practices of NI, ranging from definition and instructions of how to do nature interpretation to evaluation on what qualifies as good nature interpretation (Sandberg 2019). While the idea and practice of NI originate from the North American, the Scandinavian tradition of friluftsliv has also shaped it in various ways. This section dive into the historical and institutional development of NI and how it is positioned in-between environmental management and nature-based tourism, making it a fluid and effective governance tool. At the same time, we also reflect on certain tensions generated in this development due to the cultural geography of the Swedish context, namely how friluftsliv and nature-based tourism as two interrelated phenomena define and shape nature interpretation in ways that are not all the time aligning. In other words, how NI should be done is often very much context-dependent. Through this examination we challenge the idea in earlier research where NI is primarily seen as a product, to be experienced and received by various groups. Instead, we suggest viewing NI as interactions and encounters among human and non-human actors in a specific space (Hallgren 2019; Galí and Camprubi, 2020), which may open up new discussions and offer new insights on what rolls NI could play in shaping nature-based tourism with more sustainable practices.

Future looking with nature interpretation

This section bases on the conceptual mapping and the critical insights from specific contexts of NI in Sweden, leading to future suggestions on how NI can be more actively yet critically engaged in management of nature-based tourism. First, a more systematic understanding of relationship between NI and health/wellbeing of human and the environment, societal buildings (such as rural depopulation, aging, welfare system, and education), as well as cultural understanding of different types of landscape are connected. Second, more reflexive inquires on nature-based tourism through the lens of NI may provide new openings. For instance reflections on guide-visitor interactions lead us think about accessibility in more terms than the infrastructural and physical, leading to future research on how NI responds to the lack of space in society for constructive dialogue and active citizenship when dealing with biodiversity loss and climate change crisis. And finally, we ought to reflect more on the very relationship between NI and research. More can be done to look for connecting and merging points where citizens can be empowered and engaged through nature interpretation as co-producer of knowledge (towards open science and society) and management tools in nature-based tourism settings.

Governmental agencies who have always supported NI as concept and practices need to reconsider the value of NI and its potential in environmental governance and management.

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Session 3.2: Environmental impacts from recreational activities: towards novel paths in spatial planning

Sustainable travels for outdoor recreation? More than just a matter of transportation

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Introduction

A critical share of outdoor recreation's unsustainability is linked to emissions of greenhouse gases caused by its travels, as well as its intensive energy consumption (Aall et al., 2011). Travelling for outdoor recreation are nonetheless required because places where people live and places for recreation are often located geographically separated. In this light, this presentation focuses on the everyday, peri-urban outdoor recreation. More specifically, the presentation exhibits how travelling is tied to several activities that individuals must perform for enabling single-day recreational walks in natural environments within the Gothenburg region (Sweden). These activities are conceptualised as supporting activities. Besides that recreational walking is the most practiced outdoor activity in Sweden (Fredman et al., 2019), it is interesting to study it because as being a seemingly simple activity requiring minor equipment comparing to other outdoor recreational activities, walking becomes easily enabled by energy-intensive and environmental degradational vehicles. As such, an environmental paradox arises (Høyem, 2020; Wolf-Watz, 2014).

Despite the rich literature on the lived experience of recreational walks (Collins-Kreiner, 2020; Collins-Kreiner & Kliot, 2017; Crust et al., 2011; den Breejen, 2007; Karupiah & Bada, 2018; Olafsdottir, 2013; Roberson Jr & Babic, 2009; e.g. Slavin, 2003; Stevenson & Farrell, 2018; Svarstad, 2010; Vannini & Vannini, 2018), few studies look deeper into components that enable walking. When these aspects are recognised, they are delimited only to the specific episode of when walking is practiced (Clement & Waitt, 2017; Kärrholm et al., 2017; Stratford et al., 2021). Some have acknowledged events prior to walking (Crust et al., 2011; Olafsdottir, 2013), yet their potential explanatory value is omitted. Importantly, neither of these studies tie walking to environmental degradation. Thus, to provide knowledge to spatial planning that facilitating outdoor recreation in everyday life by sustainable means, this presentation is guided by the following research question: What supporting activities are people performing before they go for single-day recreational walks, and how are these walks enabled by these activities?

Time-geography: conceptualising recreation as 'projects'

A time-geographical approach (see e.g. Hägerstrand, 1970, 1985) is used because it is a suitable for studies on individuals' movements in time and space and time. The presentation adopts the time-geographical concept of projects (Hägerstrand, 1982, 1985), which suggests that movements of and actions by humans are not solely casual but are likewise goal-oriented involving a degree of intention. Accordingly, desired activities require planning and preparations performed by someone, followed by a process of realisation. If realisation is not 'successful', the project fails. As such, projects are comprised by many activities that to some degree must be fulfilled in order for the project to succeed.

Methods

The study is qualitative, and its empirical materials are transcripts from 19 semi-structured interviews that were conducted in May and June 2022. Interviewees were recruited by an online questionnaire that was spread to members or followers in social media of various types of outdoor organisations operating within the Gothenburg region. The questionnaire included background questions (age, gender, access to car, etc.) and questions about their last performed single-day recreational walk in a natural environment. These questions helped to suit each interview with more specified questions as well as to have a concrete case to centre the conversation around (cf. Thulin, 2018). The interviews went on between 36-60 minutes and all but one interview was conducted in person. 12 of the interviewees were women, and 7 men. Their age ranged from 28 to 78 years old (average 53 years). 13 had direct access to car (household owning a car), and 6 did not. The qualitative analysis was inspired by Charmaz's (2014) approach to coding: beginning with initial coding on few samples, then refining the codes and thereafter continuing with focused coding on the entire material. The coding process had nevertheless an iterative character, implying constant comparison between codes at different stages.

Results

The results are organised by one core category called weighing, which is underpinned by three categories: managing time, singling out a place, and assembling resources. The main argument is that that preparation and planning for single-day recreational walking in peri-urban natural environments principally imply activities of weighing available time, suitable places, and resources at hand.

The interviewees recurrently talked in various ways of how time must be managed by compromising other activities along with allocating time for their recreational walk, including time preparation and travelling. For those having less available time, managing became more critical for realising recreational walks. Besides, a place must be singled out

before going for a walk. This activity stems from that the interviewees engaged in assessing places' potential followed by selecting a place. These activities are three spatial criteria: the environment, the itinerary and the reachability of places.

The last supporting activity involves assembling the travel mode, walking peers and supplies. Choosing travel mode was discussed by the interviewees based on three reasons: fitting everyday life, spatial flexibility, and least effort. Walking peers mean that going for a walk together by other people, it will change the character of the recreation excursion. For example, walking with a child may impose to bring a pram. As such, assembling supplies is the activity that bring together all materialities that are deemed to be required for that specific walk. Regarding assembling supplies, interviewees testified about having standard and situational procedures.

Conclusion

By examining supporting activities of outdoor recreation, this study shows that, although pollution comes from travelling, spatial planning must maintain a broad view on sustainable travels for outdoor recreation. I.e., for peri-urban outdoor recreation, an everyday life perspective (cf. Lagrell & Gil Solá, 2021) is suitable, because how much time each individual has for spending on recreation, where s/he choose to travel, and what and whom are brought to the recreational excursion all together matter and affect how travelling becomes realised.

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Session 3.2: Environmental impacts from recreational activities: towards novel paths in spatial planning

Dependence of orienteering competitions on the network of specially protected areas

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Orienteering, which dates back to the late 19th century in Sweden, as the crossing of unknown land with the help of a map and compass, has become a popular sport with a large number of participants, especially in the Nordic countries (Nielsen & Bale, 2011; Juga, 2017) where the terrain is suitable and the forests are more extensive. Orienteering is also a democratic sport, attracting participants from a wide range of age groups, helping them lead an active lifestyle, improving their health (Bergström et al, 2021), and positively boosting their quality of life. For orienteering competitions to take place, accurate maps are essential, preferably in wooded terrain (international recommendations for course planning). For international competitions, these requirements are even stricter, taking into account the year of issue of the map, so that there has not been a previous competition there and so that one of the competitors is not given a certain advantage.

"Foot route orienteering is an endurance sport that involves a huge mental element. There is no marked route – the orienteer must navigate with map and compass while running." The core of the sport of Orienteering is to have great maps and courses set in challenging terrain. (IOF, 2020).

One of the recommendations for the choice of the venue for orienteering events concerns the forest terrain (Hébert-Losier et al., 2014; Bert-Losier et al., 2015) – to have forests of different possibilities, so that there are not a lot of long, easy runs, as in the case of forest clear-cuts. Intensification of logging, fragmentation of large forest stands, and wider terrain with good runnability and far visibility however have reduced substantially the choice of venues for orienteering events. The largest areas of unfragmented forests without clear-cutting have largely been preserved in specially protected areas. Depending on the protection regime, holding the race in such areas may be possible. But are there other alternatives, what is the practice in running orienteering races – are specially protected areas chosen more often specifically for international races because of less impacted forests?

Recent decades have indeed shown a steady increase in wood harvests in Europe (Köhl et al., 2015; Geschwanter et al., 2020), but contrary forests are more recognized for biodiversity conservation, carbon sequestration, and other ecosystem services (outdoor sports among them) that may conflict with increasing harvest levels (Eyvindson et al., 2018). An adequate balance of forest management goals between wood production and non-

wood forest ecosystem services is widely debated (Lovrić et al., 2020), and the same debate is maintained at the local level between the organizers of orienteering competitions and the most active athletes.

In order to understand the current practices and trends in the choice of venues for orienteering competitions, spatial information on the venues of orienteering competitions held in Latvia over a two-year period was collected. The scale of these competitions and the inclusion of the competition area in the zone of specially protected nature areas were categorized. In the second step, spatial alternatives and locations of all orienteering maps produced in the last decade were analyzed with GIS spatial approach. In the third step, information was obtained from the race organizers, discussing the results and trends. The use of GIS in the analysis of orienteering has been used in many different ways (e.g. He, 2012), but the focus of this study is on the interaction of venues (forests and competition venues with protected areas).

The results of the spatial analysis confirmed the trend of increasing use of forest areas in protected areas for international orienteering competitions. The woodlands closest to towns, outside protected areas, are widely used for local orienteering competitions, but they are more prone to logging either. Organizers of several orienteering clubs point to the problem that the increase in logging is significantly reducing the area of forest available for competition. The use of forests for a particular outdoor sport is not exclusive and various other forms of recreation can be practiced alongside orienteering competitions in forests simultaneously. The debate on the purpose of forests for different activities is growing louder especially in the vicinity of densely populated areas and in the forests owned by the state and municipalities. Although the national forest management organization highlights orienteering as a particularly suitable leisure practice in its managed forests, a lack of a long-term strategy for planning longterm recreational opportunities in state-owned forests was identified. Increasing awareness of ecosystem services and the value of forests for recreational purposes, including orienteering, is expected to change traditional forest management practices in public forests in the future.

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A framework for indicators of recreational values in forests

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Tourism and recreational activities are important ecosystem services that forests provide and they continue to grow. Nature-based activities is a key driver of the Nordic tourism sector and sustainable use of the natural resources is critical to the service delivery (Fredman & Haukeland, 2021; Fredman & Margaryan, 2020; Fossgard & Fredman, 2019; Margaryan & Fredman, 2016). Seventy percent of Europe's forests are available for public recreation and about six percent are primarily designated or managed for public recreation (FOREST EUROPE, 2020). The intensity of recreational use can be measured in million visits per year, providing an indication of how important forest are for recreational purposes. In the Nordic region, outdoor recreation and particularly visits to forest is a very common leisure activity. National outdoor recreation surveys in Denmark, Sweden, Norway, and Finland show that 75 to 90 percent of the adult population pay visits to forest annually (Sievänen et al., 2013). A national survey of Swedish nature-based tourism service providers shows that a majority (77 percent) consider forests as important or very important for their business operations (Fredman & Margaryan, 2014).

Study objectives

Two-thirds of the Swedish land area is covered with forests, whereof more than 80 percent is classified as productive forest land (annual growth more than one cubic meter per year). The Swedish Forestry Act states that the forest is a renewable resource that should be sustainably managed with good revenue, while at the same time take into consideration cultural heritage, reindeer husbandry and other interests. Forest recreation is among those other interests which often are referred to a as forests' social values.

The objective of this research is to develop a framework for indicators of recreational values in forests. It was set up as a literature-based pilot study, supported by the National Board of Forestry, where 165 documents (peer-reviewed scientific articles, reports, policy-papers etc.) were identified and analyzed through a snowball approach (Skogsstyrelsen, 2023). In this context, recreation covers a broad spectrum of outdoor activities, close to home as well

as tourism related. Values include both market and non-market services. Indicators are measurable and manageable variables that can help define the quality of recreational areas (Manning 2007). Good indicators should be specific, objective, reliable, repeatable, sensitive, manageable, cost-effective, significant, and related to visitor use. Recreational carrying capacity can then be managed by means of monitoring indicator variables and implementing management actions to ensure that standards are maintained.

At the European level, the use of forests and other wooded land for recreation in terms of right of access, provision of facilities and intensity of use is used as an indicator of recreation in forests, but many countries have difficulties to report valid data (FOREST EUROPE, 2020). A state-of-the-art report of social indicators in forestry concerning nature-based recreation and tourism in North European countries concludes that there is a need for further development of social indicators for sustainable forest use, but a major problem in most countries is a serious shortage of reliable data (Sievänen et al., 2013). The current study will help to fills these knowledge gaps. As such, this study also contributes to better understand how spatial planning and management support recreational values while maintaining environmental and ecological qualities with a good capacity to handle future environmental and social changes.

Indicators of recreational values

Conceptually, the recreational value of the forest can be understood in several different ways, and we propose a framework that divides them into two dimensions. The first dimension includes potential and realized recreational values, and the second dimension consists of the forest and the recreationist respectively. The recreational potential of forests depends primarily on the forest's characteristics, but also on the influence of the surrounding environment, the existence of recreational infrastructure and the location of the forest in relation to the residences of potential recreational users. The number of visits to a forest and the frequency of forests visits among people do also reflect recreational values.

Although there has been a fair amount of research on which characteristics of the forest are important for the quality of the recreational experience, it is difficult to draw general conclusions. Results from different studies sometimes contradict each other, and there are often problems with representativeness. A particular problem is that almost no studies have included children. The enormous variation between forests in different natural environments and subject to different types of management also makes it difficult to know to what extent research from a certain location can be applied to forests in other locations. Nevertheless, there are two characteristics that seem to be universally important for the recreational value, and that should also be possible to estimate with reasonable accuracy

based on existing data – the presence of large trees, and that the forest should not be too dense nor too sparse.

There are many other characteristics that appear to positively influence the recreational experience, for example biodiversity, structural heterogeneity, and landscape heterogeneity. Whereas there is much evidence that increased "naturalness" of the forest enhances the recreational experience, there are also research results that contradict this – the presence of dead or fallen trees has been rated negatively by test subjects in several studies. Regarding the impacts from the surrounding environment, proximity to water appears to generally enhance the quality of the experience, while noise decreases it.

The presence of recreational infrastructure, such as marked hiking trails, shelters, signs, etc. are also important in determining where people recreate in forests. Simple trails seem to universally increase recreational value, whereas the presence of more developed recreational infrastructure affects different people's experience in different ways: some prefer the solitude of natural wilderness-like settings while other prefer facilities and encounters with other visitors. The relation between this indicator and recreational value may therefore work in different directions for different types of visitors. People tend to engage in recreation primarily in forests located near their homes, and therefore the location of the forest is a very important component of its recreational value. Of particular importance here is the extent to which each residence has access, within a suitable distance, to recreation forests for different groups of recreational users, given their different preferences regarding the presence of infrastructure. The realized recreation value of a forest consists of the number of people who visit a particular forest, as well as how they experience the visit. The realized recreation value of a user, on the other hand, consists of the frequency of visits and perceived value of all forests visited by a particular individual. These values can be aggregated at different spatial levels, such as municipality, county, or the entire country.

Future Research

The study identifies several additional factors that may have a significant impact on recreational values - in a positive or negative sense - but that have not been sufficiently studied to date to be suggested as indicators. One such factor is the size of the forest – to what extent the recreational value changes with the feeling of being in a large forest. Another is the presence of non-native tree species, for example the lodgepole pine (Pinus contorta). Other topics that would be important to research further include the extent to which recreation in the forest have positive effects on public health and thus also on the economy, and the potential of alternative forestry methods, which do not employ clear-cutting, to create forests with higher recreational values than today. The importance of

forests for nature-based tourism, and the economic values they generate, is another area that needs more research. There is also a need for more systematically produced statistics from visitor monitoring to calculate the realized recreational values of forests.

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Session 3.2: Environmental impacts from recreational activities: towards novel paths in spatial planning

POLTOUR – A Web Experience to Explore Polar Tourism and Climate Change Interrelationships

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Introduction

Climate and tourism systems mutually affect each other under complexity (Fig. 1). These interactions are often quite explicit, as with climate change's impacts on weather-dependent tourism types and destinations, such as the polar regions, or tourism's contribution to the global emissionsthat drive climate change. The latter example, i.e. tourism's carbon footprint through its entire system of origin-transit-destination spaces, is one direct illustration of how tourism (and recreation) is a key player on the environment within the climate-tourism nexus. Moreover, tourism's interactions with the climate can also yield tertiary consequences in the forms of "rebound effects" and "combined impacts" (Demiroglu & Hall, 2020). In this context, "last chance tourism" is a very suitable example that demonstrates how the increasing climate publicity for the polar destinations can lead to a double trouble from tourism growth through increasing long-haul travel emissions and biosecurity concerns over invasive alien biota.
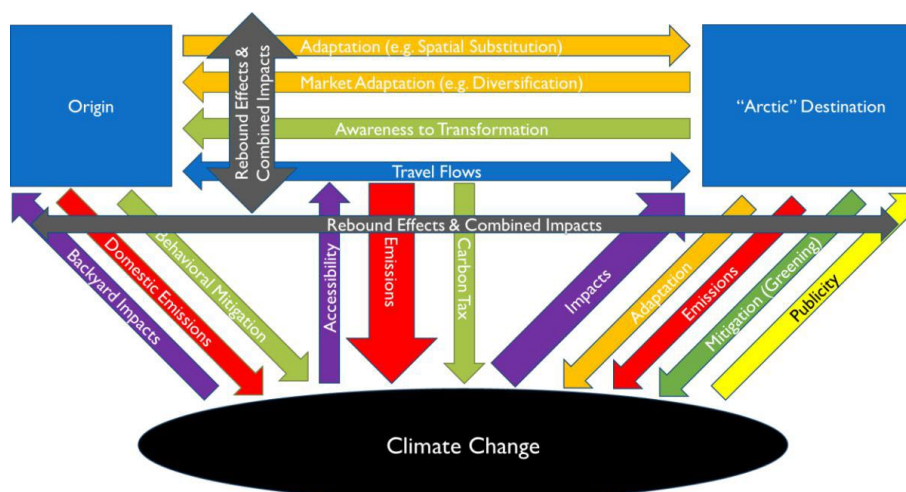
Fig. 1. Tourism System and Climate Change Interrelationships (Author's own work)

In this presentation, I introduce POLTOUR – a web application, under development by Demiroglu et al. (working), which aims for serving as a spatiotemporal and thematic tool to explore the research topic of polar tourism and climate change. In this instance, we utilize the app to navigate the Nordic cases on the themes "carbon risks" and "rebound effects and combined impacts", to serve the objectives of this conference session.

Methods

POLTOUR is based on the "geobibliography" concept, initially developed by Demiroglu et al. (2013) on the topic of ski tourism and climate change (see www.skiklima.com). The basic idea is to present studies of a certain topic by placing them according to their case study areas on an interactive web map. Such methodology strives for providing a geographical perspective to literature reviews and acting as a practical tool to identify research gaps not only spatially but also temporally and thematically.

Abstract submitted to the 31st Nordic Symposium on Tourism & Hospitality Research (19-21 Sep. 2023), hosted by the European Tourism Research Institute (ETOUR) at Mid Sweden University, for the Thematic Session on "Environmental impacts from recreational activities: towards novel paths in spatial planning"

An earlier version of POLTOUR (see tiny.cc/poltour1) was developed by Demiroglu & Hall (2020) – introducing the use of thematical (climate change) layers and symbologies (tourism types) on Google My Maps platform. In its second version (available at poltour.geo.umu.se), the app is rebuilt using the Web GIS (geographical information systems) platform ArcGIS Online, particularly its Experience Builder framework, which allows for a more customized design with a variety of widgets

The POLTOUR Geobibliography 2.0 is based on a 3D web map (a "web scene") with a main layer of "cases", complemented by a climate reference regions layer delineated by the IPCC. A "case" is defined as a point feature whose coordinates are determined by the actual geographical locations covered by a publication. These case points can be further populated if the publication is multithemed. For example, an article that studies two locations in terms of two themes each would be represented by four points. Here, the "spatialization" process, i.e. the efforts towards determining the representative case locations, is a major challenge, as some studies cover wider regions and some are either ambiguous or confidential about their spatial limits. Another challenge is the thematization process, which requires joint content analyses of as many experts as possible.

POLTOUR's interface lets the user to interact with the map through clicking on case popups that further link to the original publications, searching locations of interest,

changing basemaps, turning on/off the layers, and zooming/tilting. There is also a proof-of-concept to view the scene in a virtual reality environment. The graphics and the texts on the "Map" view, as well as the "Table" view, are dynamic, as they would update according to the filter settings. The Table view also lets the user to export the selected cases/publications.

Results

POLTOUR 2.0 presents 136 publications linked to 276 cases on the topic of polar tourism and climate change (note that data curation was pending at the time of preparing this abstract). When filtered for this session's relevant themes on "emissions", "mitigation" and "rebound effects and combined impacts" within the Nordic countries/regions, only 26 cases from 23 publications (Abrahams et al., 2021; Adamiak et al., 2016; Árnadóttir et al., 2021; Bjørst & Ren, 2015; Blankholm, 2009; Czepkiewicz et al., 2019; Demiroglu et al., 2020; Dolinšek et al., 2021; Font & Hindley, 2017; Gren & Huijbens, 2014; Hall, 2021; Hindley & Font, 2017; 2018; Kaján, 2014; Qu et al., 2015, Raudsepp et al., 2021; Robin et al., 2014; Rode et al., 2018; Ruuska & Hakkarainen, 2015; Saviolidis et al., 2021; Sharp et al., 2016; Tolvanen & Kangas, 2016) exist, where Sweden turns out to be the least studied country/region with only one case/publication. Otherwise, there seems to be a thematically and spatially balanced research corpus at the country scale in the Nordics.

Future Research

This presentation is only a brief demonstration of what POLTOUR is capable of in terms of research exploration. Its use towards synthesis, potential to integrate AI-generated (in addition to user-generated) inputs, and better representation of temporal trends with a timeline widget and an emerging hot spots layer (see Demiroglu & Hall, 2020) are further discussed, along with the potential of the "geobibliography" concept in general to become a standard in place-based literature surveys.

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City tourism development - Based on institutional governance and a new structure for Destination Management Organisations

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Background

In Sweden there is a debate how urban areas can be planned compared with the societal context in the future. An important starting point is that city destinations are very attractive for visitors (Maitland & Ritchie, 2009). In addition, in Stockholm there has been a discussion for several years how to cooperate and organise the whole region more efficiently concerning tourism and the tourism and travel industry. In a development project "Besökskraft" in Stockholm a new sort of destination organisation and governance is investigated on a regional level. It is led by "Region Stockholm" and its regional development office. A formal project organisation is developed using a steering committee, a project group, a main working group and several reference groups. The project is financed by EU and internally by the regional development office.

Research purpose

The research purpose is to investigate and analyse how institutional governance and Destination Management Organisations (DMO) can support the development of city visitor destinations based on reasons for visitors´ travel. The following six analysis themes are used: City and sub city areas, Governance principles, Destination development areas, Actor networks, Destination Management Organisation (DMO) and Positioning based on travel motivation.

Research method

The first project phase of the development project "Besökskraft" is November 2022 – October 2023. This will be studied, but the plan is to follow the project for three more years. The chosen destination case is the Stockholm county region.

As a "companion researcher" I am conducting a case study based on action research using a regional planning perspective. As sub methods interviews, workshops, observation,

action studies, webpage investigations and destination report studies are being used. This paper can be considered as a progress report.

City and sub city areas

In Stockholm centre there are eight regional cities and in addition a large peri-urban area (Stockholm county council, 2018). This is a foundation for empowered communities and place prosperity, which is discussed in the long-term regional plan RUFS 2050. It is important to find typical functions for these regional cities in order to use the strengths of the place. The functions is closely related to visitors' travel motivations. This is discussed in the project during 2023. Furthermore, the responsible tourist behaviour will be considered, such as overtourism in cities.

Governance principles

Overall governance principles have been discussed in the development project. For example, Hall (2011) has identified four types of governance: Hierarchies, markets, networks and communities, and Cizel, Ajanovic and Cakar (2015) propose that stakeholders´ ideas related to destination governance in Antalya were extracted under three main themes: shared vision, goal congruence and interaction. Bellini & Pasquinelli (2017) propose that cities are developed with their suburbs by specific actor groups, such as the tourist and travel industry through innovation, entrepreneurship etc. However, the overall governance principles, will be developed in the second phase of the project in 2024.

Destination development areas

As a starting point the question "What to DO within the region of Stockholm county?" has been used in the development project. The idea has been to find possible working areas and later on to discuss the planned destination organization. Therefore, during the first destination workshop twelve important development areas were identified for the region. After an analysis by the project group three starting development areas have been chosen: competence, infrastructure and positioning. In the next phase about ten more development areas will be chosen. In order to find potential development areas benchmarking with other destination has been conducted. Besides the Smart City Concept could give new ideas in the development project in later phases. For example, Smart City Sweden (2022) proposed that with economic rethinking the areas: climate, energy & environmental, mobility, digitalisation, urban planning and social sustainability could be used.

Actor networks

The destination project uses the quadruple-helix method. The general principle is about collaboration between four actor groups: government, industry, research institutes and society. In Stockholm these destination actor groups are related to each other in a complex network. Andersson (2016) has developed an analysis model of the tourism department's network, where the following six network content dimensions were found during the literature review: stakeholders, reciprocal relations, relation exchange, network driving forces, network management and purpose. One can also ask who has potential how to take the lead position and if there should be a top-down or bottom-up planning approach in the region. Wray (2015) support that the state should take a lead position in managing and coordinating destination stakeholder activities related to tourism product and experience development, destination marketing and management, and sustainable tourism planning. So far the regional office has taken the lead position, but all actors are aware of that only guidance can be used.

Destination Management Organisation (DMO)

The destination and its network is complex and dynamic. Therefore, DMOs are an important organisational unit. The DMOs need to embrace and engage all bodies (public and private) who are concernd with actions that engage the industry to develop and to improve supply (Spyriadis, Fletcher & Fyall, 2013). There are different levels within the region's destination structure. On the one hand there is a local destination organisation which has a physical representation task and it works with concrete business products. On the other hand, there is a regional destination organisation which has a digital representation task and it works with supporting activities for tourism. During the development project about 20 more formal DMOs have participated in focus group interviews. It is obvious that local DMOs is really working with local products and individual tourist. However, the biggest DMO owned by the municipality of Stockholm has already taken marketing and planning initiatives which often cover the whole Stockholm region. Therefore, it has to be a coordination of working areas for Visit Stockholm and a planned overall regional DMO.

Positioning based on travel motivation

The character of the destination will give some ideas about visitors' travel motivation. In addition, these travel motivations have to be prerequisites for destination trademarks in relation to the destination image. Within the development project this development area is called positioning or how you portray the destination to potential business and leisure visitors. Furthermore, some cities' conditions are associated with both positive and

negative image, but they have still a great potential (Andersson & Abbasian, 2018). Attractive image of city and regional centres with positioned city tourism products is a prerequisite for new destination structure and actors.

Tentative conclusions

This is the first preliminary research report and the project will continue until at least December 2024. However, some tentative conclusions can be proposed. Within the actor groups in Stockholm there is a positive attitude to a new formal regional destination organisation, even though there are several questions about it: such as financing and the organisations' objectives. Connected to the development project in Stockholm several governance principles will be discussed in later reports, such as the use of the quadruple principles in the destination network. Furthermore, the role of different DMOs will be discussed and their relations to the whole city and sub-cities. There is also a consensus on what development areas are important to start to work with in Stockholm, such as transportation. A model of different development areas, city area structure and related destination organisation questions will be developed.

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City marketing and convention bureaus value propositions in the post-covid time

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Introduction

The role of convention bureaus across the world is to market destinations and cities. This paper explores destination marketing in the post pandemic time. It focusses on the values that convention bureaus, a key actor in the meetings industry, propose to potential visitors. The concept of value propositions (VPs) is commonly regarded as a strategic tool for organizationsto communicate what and how they will provide benefits to clients in their offerings of products or services (Payne, Frow and Eggert 2017, Payne et al. 2020). A value proposition is a central part of the business model. VPs can be thought of in terms of promises made to clients or to market segments in external communication (Grönroos and Voima 2013). This calls for an appropriate packaging and presentation of the values in the communication of organisations (Payne, et al. 2017). From a strategic perspective, VPs affects the process communicating and delivering values (Lanning 2020). Previous research of VPs within in tourism studies include value co-creation and co-destruction in tourism services (Assiouras et al. 2022), value and tourist brand loyalty (Bose et al. 2022), tourism stakeholder value-co creation (CarrascoFarré et al. 2022), value propositionsin digitalisation processes (Endres et al. 2020) value propositions for community building (Butler and Szromek 2019), power in tourism marketing (Kannisto 2016) and values in experience design (Tussyadiah 2014). The topic appears however to be understudied from a communication perspective and also with respect to how unexpected events, such as the pandemic, frame the processes of communicating values. The aim of this paper is to advance the knowledge about value propositions socio-cultural dimensions by exploring how benefits for meetings bookers and visitors are discursively constructed. The study will answer three questions: how is value proposed in the marketing communication of convention bureaus, and what professional meetings discourses are formed in the post covid time?

Case, method and theory

Texts and images in the online marketing of 20 convention bureaus (CBs) was collected between May 2022 and March 2023. Dispersed across five world continents, most CBs are located in large cities. A CBs main purpose is to increase the number of meetings in a destination. CBs collaborate with companies in its area to market their offerings, and they

are often a unit of a DMO of a city or a municipality's business department. The meetings industry increased its activity in the beginning of 2022, when all restrictions were gradually lifted, and therefore the data constitute an example of marketing that was planned and executed during a crisis. The material was imported and text-scanned in NVivo software. Codes were created inductively, by identifying presentations of benefits in chunks of texts and images that were manually coded as value propositions, screenshot by screenshot. Inspired by discourse theory (Wetherell et al. 2001), the second step of the analysis aimed for a more abstract level. The theory was operationalized by looking for reoccurring expressions used to propose value, terms, narratives, symbols, metaphors, and images, and by identifying things that are excluded, and ambiguities in the communication. A set of identified values emerged, as a map of how convention bureaus on a global level imagine the meetings demand. The analysis discusses some vantage pointsthat the CBs depart from. The analytical perspective thus provides a broad societal interpretation of the themes.

Findings

Two main VP discourses emerged. First, the offering of "The meeting in a destination" is constructed as place-bound meetings. Place is represented in images of historical buildings, spectacular nature, or references to place specific professional networks. The communicated benefits emphasise physical interactions and location in relation to other places. The place bound discourse constructs an essential need of being and engaging in interactions and experience place, for successful meetings. The CBs engage in a placeification of professional meetings.

Second, the "Sustainable meetings" is a morally packaged offering, that is often based on presenting benefits of ethical concern such as expressions of care for the environment or displays of certifications and expert lists of wise consumption choices.

This offering thus constructs morally conscious and responsible choices at the center of a good meeting. Sustainable consumption is constructed as a norm, in this ethicification of the professional meetings offering. In sum, the representations relate to different norms like mobility and the ethical. The first emphasises experiences of place, which partly contradicts the offering of sustainability, The placeification contradicts the ethicification of meetings, in so far that places require physical infrastructures and travelling. The ethicification of meetings stress on the other hand travelling as potentially harmful for the environment. The sustainability theme does not stress less travelling, it rather suggests alternative forms.

Discussion and conclusions

The communication can be interpreted asformations of new norms emerging in relation to change in society. The meeting industry has always emphasised the value of a specific location for meetings, an essential part of the tourism industry business models. Revenues depend on sold rooms, dinners, and personal service in that place. Experiences of place requires people to be there. This communication may therefore seem like a given vantage point. However, digitalisation of society has accelerated during Covid-19 pandemic and it seemsto have paved a way for customer segments that do not want to, or cannot not travel to a remote destination, for different reasons. Especially urgent during the pandemic and to some extent still valid, digital meeting formats are still used. The meeting industry have had to address the question of mobility, where digital meetings formats could be part of a possible venue in a sustainable direction. Carbon emissions from aviation is a significant contributor to climate change while a lot of people around the world go to meetings by plane, on a regular basis. It may be that the industry addresses these challenges by promoting sustainable meetings. Hence the communication discursively establishes the meetings industry as a player within sustainable development. Communication can trivialize conceptions of sustainable challenges and this study suggests that value propositions are powerful communicative tools and that value propositions emerge in relation to change in society.

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The influence of the COVID-19 pandemic on solo traveling- a touristic approach

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Introduction

Existing literature on solo traveling covers constraints of traveling as well as motivation by focusing on specific geographical areas (Chung at al., 2017; Yang & Tung, 2018; Yang, 2020). Further, the current literature is focusing predominantly on female solo travel as well as on general information on solo travelers' constraints and motivations (Alonso-Vazquez, 2023). Nevertheless, the gap of in depth understanding of driving forces and constraints generally and between the different genders can be found (Yang, 2020). Another research gap, addressing the influence the COVID-19 pandemic had on solo traveling was identified.

 To re-address this gap in knowledge, this research paper has the following aims:

- To investigate the Covid-19 pandemics influence on motivation to go on solo trips.
- To explore the changes in destination choices by solo travelers during the pandemic as well as in the post-pandemic era.
- To find out the impact of the pandemic on the perception of solo travel by solo travelers.
- Identify a possible trend in solo travelling which was caused due to the pandemic.

Literature Review

The term solo travelers, focuses solely on the arrival status of individuals at their destinations (Foo, 1999). Even though solo travelers arrive solo at a destination it is not a given that they will remain traveling solo on their entire trip (Wilson, 2004). Existing solo travel literature did examine solo travel motivation. 13 sociopsychological factors were found by Mehmetoglu et al. (2001, p.19) which include "ease, experience, flexibility, freedom, exploration, absence of a travel companion, prestige, sex, spontaneity, temporal considerations, guilt avoidance, solitude and selective contact". Solo travelers do not only travel to feel a sense of isolation but mention going on solo trips to have an increased interaction with travelers and locals. Looking at female solo travel, the research conducted by Chiang and Jogaratnam (2006) identified specific female solo travel motivators such as experience, escape, relaxation, social, and self-esteem. A more recent study by Osman at al. (2020) did validate previous results and also further categorized solo travel motivations

into personal factors and social interaction factors. Constraints inhibiting solo travel intentions are another important aspect in this literature review. Constraints in the context of solo traveling can be viewed as factors which inhibit individuals' behavior in participating in leisure activities (Jackson, 1988). Solo travelers do not need to make compromises or agree on travel arrangements with other companions and have in this regard fewer constraints as non-solo travelers. Usually, it can be described that solo travelers have an increased sense of insecurity and risk perception. Traveling alone, regardless of gender brings a higher vulnerability with it which can decrease after the first solo trip (Yang, 2020).

Methodology

This study adopted a mixed method approach. A qualitative approach including the designing and contribution of a survey has been employed followed by the conduction of in depth interviews. Initially, wanting to conduct a qualitative study, a survey with both open as well as close ended questions has been designed. In the process of distribution it became clear that achieving the intended number of 300 responses was indeed a limitation. Therefore, the focus switched to a mixed method approach, complementing the qualitative data gained from the survey with in depth interviews. The qualitative data in this case has the purpose to supplement and enrich the insights into the problem formulation (Schensul & LeCompte, 2012). A thematic analysis appears to be the most appropriate data analysis method for this study by having the goal of identifying several related research topics, getting an insight into each of the themes and analyzing their relationships. Looking at the data one will need to watch out for repetitive patterns based both in the interviews as well as in the open ended questions of the survey to come up with conclusions to answer the research question (Bryman, 2016). Using thematic analysis gives the advantage of data analysis flexibility being able to generate deeper insights and in depth conclusions (Nowell et al., 2017).

Preliminary Results

250 solo travelers have completely filled out the designed survey as well as 8 solo travelers have participated in complementary in- depth interviews. Worth mentioning is that half of the respondents did travel solo during the COVID-19 pandemic. The main motivation to travel solo prior to the COVID-19 pandemic was identified to be the want of being independent and flexible as well as need for personal growth and self actualization and the needed feeling of freedom. The main constraints of having traveled solo prior to the COVID-19 pandemic were identified to be the financial budget as well as safety aspects of certain destinations which were only mentioned by women. Looking at the influence of the COVID-19 pandemic one will recognize that travel destinations were limited due to

entry restrictions. Travel destinations were chosen based solely on the accessibility of those. The motivation to travel during the COVID-19 pandemic has been shown to be the desire to escape the lockdown in the various countries of residences as well as the urge and desire to travel. Individuals wanted and needed a piece of normality back by being able to pursue their hobby. Having mentioned their motivation to travel during the COVID-19 pandemic, when speaking about it retrospectively, respondents have shown a little regret of not having put more thoughts into traveling during such an era. It was moreover stated that the majority of people feels more interested in solo travel after the COVID-19 pandemic, being less worried about constraints and more aware of their own personal wants and needs when it comes to travel. Respondents stated that after the COVID-19 pandemic their main motivation to travel was the re-gain in their independence and also the possibility to finally make decisions for themselves again not being dictated by travel restrictions when it comes to choosing travel destinations. The constraints of not having a companion or the fear of not having anyone besides one when traveling solo appear less important after the COVID-19 pandemic.

Preliminary Conclusion

The most interesting fact and also a contradiction found in this study is that the majority of respondents stated to have traveled solo during the COVID-19 pandemic even though they were scared to infect others or scared of being infected themselves. It was found that the desire and urge to travel was bigger than the fear of being sick and also that the destination choice during COVID-19 was not based on interest but solely on the accessibility. The motivation to travel solo prior the COVID-19 pandemic as well as the constraints perceived align with previous studies (Mehmetoglu et al., 2001; Chiang and Jogaratnam, 2006; Osman at al., 2020; Yang, 2020). One major constraint found in this study is the budget, mentioning that solo travel in general is more pricey than traveling with a companion. Another interesting finding in this paper lies in the constraint perception. After the COVID-19 pandemic no other constraints except for the budget are being mentioned.

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Beyond the obvious: Itinerary design in Lisbon's less visited areas

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Cultural Tourism

Cultural Tourism has shown exponential growth in both international and national Portuguese tourism. Various concepts are given to this type of tourism, but it can be considered as a set of tours, with a cultural motivation: to learn, discover, experience, and consume products or cultural attractions, whether they are tangible or intangible (Brito, 2010). Despite being heavily dependent on the growth of cultural tourism, creative tourism seeks to attract tourists to new cultural experiences, tourists who seek active participation to develop their own creativity (Duxbury and Richards, 2019). It is intertwined with the idea of creating and preserving local arts and traditions while making small artisans' businesses more profitable without jeopardizing their values (Bakas and Duxbury, 2018). Therefore, whenever possible, creative tourism should be integrated into any cultural itinerary, especially in crowded destinations such as Lisbon.

Tourism in Lisbon

According to the Strategic Tourism Plan for the Lisbon Region 2020-2024 (2019), Lisbon is the Portuguese city that receives the most guests nationwide, accounting for 30% of the country's total guests, with around 80% of these being of European origin. However, with the opening of new air routes, the number of extra-European tourists has been growing. Currently, the main issuing markets are French, Spanish, Brazilian, American, and German. The cruise sector has also been growing, albeit with some ups and downs.

In 2012, 1 million and 300 thousand passengers passed through national ports, while in 2019 there were around 1 million and 400 thousand tourists who arrived, left, or visited the country through ports (PORDATA, 2022).

Tourist accommodation in Lisbon is divided into two main groups: local accommodation and hotels. According to the Urban Management Indicators System Portal, in 2018 there were 14,461 local accommodation units. According to Turismo de Portugal (2022), 234 hotels were registered in Lisbon, in 2022. However, in spite of receiving millions of tourists

every year, the city's supply and demand are not homogeneous since demand is concentrated in the Historical Centre and Belém district (CML, 2018) which started facing situations of over-tourism. Nevertheless, Lisbon is internationally recognized as a quality destination, but the polarization of supply and demand must be fought, allowing the sustainable growth of the Historic Centre and other areas of the city. Undeniably, Portugal's capital has more to offer, with a vast and differentiated heritage throughout all its neighborhoods.

Itinerary Design

One of the ways to structure the supply is through cultural itineraries. The International Council on Monuments and Sites (ICOMOS), defines cultural itineraries as more than historical communication routes with heritage elements. They are unique historical phenomena that cannot be created through imagination or fictional elements, by associating these elements with common characteristics (ICOMOS, 2008). The tourist supply must be structured correctly, thus the itinerary should be subjected to a specific theme that will relate to the tourist's motivations: natural and cultural heritage, gastronomy, handicrafts, adventure, rest, etc.

Object

This paper is the result of research focused on the polarization of demand and supply of cultural tourism in Lisbon. Having the city of Lisbon as the main object of study, an attempt is made, through the creation of thematic itineraries in four parishes, to contribute to the recognition and appreciation of the diversified heritage of each of these places.

Aims and Goals

The general aim is to contribute to cultural tourism and the development of new thematic itineraries in the municipality of Lisbon. The specific objectives give a focus to this study: to analyse the present concept of cultural tourism; understand the profile of the current cultural tourist; assess existing cultural tourism in the municipality of Lisbon; investigate the design of tourist itineraries and their operation; identify existing walking tour itineraries in Lisbon; create new creative thematic itineraries in less touristy parishes in the municipality.

Paper Structure

This work is structured according to a set of sections: introductory, theoretical, and practical. The introductory section corresponds to the literature review and framework of the subject, systematizing concepts linked to cultural tourism, the type of cultural tourists, and associated supply, particularly in the city of Lisbon. The second section is dedicated to the study of cultural itineraries and their design. The third section corresponds to the presentation and analysis of the results obtained from the investigation, through interviews carried out with the guides and heads of parish councils.

The aim is to understand, in the interviews with the guides, which are the most popular walking tours in Lisbon and why, know why and how guides create walking tours, understand the method of building an itinerary, and realise the best way to attract new visitors to the less sought parishes. In turn, the interviews with the mayors of the parish councils, aim to find out the tourist importance of the parish and what it has to offer, understand what they think of the tourist development of the parish, and know the strategies used to attract visitors. The last chapter is the product of research carried out previously, resulting in the creation of four walking tours, one in each of the parishes, with different themes and characteristics.

Methodology

The study shows how designing cultural tours in less visited Lisbon neighborhoods can change the above-mentioned concentration of tourists in the city's most visited districts. After conducting and analysing five semi-directed interviews with tourist guides and four presidents of Parish Councils (or their representatives), between 20th June and 14th September 2022, four thematic cultural itineraries were designed and tested and are now ready to be offered to the public, either Portuguese or foreign tourists.

Results

The results show that Lisbon is, in fact, an asymmetrical tourist destination with regard to demand and tourist supply in the various parishes. The more central ones, particularly those in the historic centre, have a more promoted and dynamic tourist supply, from accommodation to services and products, which leads to a more centralized demand in these places to the detriment of the distribution of tourist demand across the different areas of the city. Tourism in Lisbon thus becomes a vicious circle, companies bet on the more central location of their products and services and tourists seek the historic centre as it has a greater concentration of tourist products and services.

Conclusions

Conclusions corroborate that cultural tours are a critical tool to develop tourism in any city. They preserve heritage, redirect, and manage tourists, and give new opportunities to interpret different stories while contributing to the collaboration between territories, promoting identity and culture as well as the destination itself.

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Second homes, mobility and digital nomadism

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The purpose of this presentation is to entangle the theoretical and practical nexus of second homes and digital nomadism. While the use of second homes for leisure purposes has a long history and indeed is well-documented in the scientific literature, it is only recently that digitalization enabled individuals to utilize them for work purposes as well. Hence, certain groups in society, usually in whitecollar professions, can work independently of place allowing for lengthy sojourns in amenity-rich places. Besides technological advances, the recent pandemic also created a wider social acceptance for conducting work outside traditional workplaces. This shift has previously been captured by the mobility turn within the social sciences. In accordance, mobility rather than spatial fixity characterizes societies of the 21st century. This also warrants a fresh examination of seemingly fixed categories such as home/away and work/leisure. In such a context second homes become important nodes for spatial living arrangements comprising mobility between several alternate homes. Second homes are rather common in many countries and not least in the Nordic region, but it has been argued that they still should be characterized as homes and as anchoring points for geographical identities. Digital nomadism is a phenomenon that stretches beyond this idea. Indeed, archetypical digital nomads are in line with Urry's ideas claiming that identity is formed by mobility itself. Consequently, places and homes are reduced to shifting objects, occasionally used, and transiently visited. However, the archetypical digital nomad will probably remain the exception. Social and economic constraints continue to influence individuals' abilities to roam and instead attach them to social networks with clear geographical dimensions and moorings. Such a situation opens for a new conceptualization of second-home living, where second homes may be rather understood as alternate places of temporary living instead of built structures to be owned or rented.

Science Driven Mobility and digital nomadism

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Current literature describes digital nomadism as an interesting for tourism research but a relatively exclusive social phenomenon (Chevtaeva & Denizci-Guillet, 2021; Thompson, 2019). Digital nomads are self-employed people with a mobile lifestyle made possible by digital work. Based on that description, it would seem like a research field with limited societal significance. However, the call for this round table suggests a need to discuss a wider spectrum of mobilities that have become significant in an increasingly flexible and place independent work-life.

The impact of current mobility patterns on local conditions, for instance tourism driven gentrification (CocolaGant & Lopez-Gay, 2020), has gained interest in tourism geography. The development of current mobilities also relates to New Urban Tourism (Ba et al., 2022), a perspective aimed to describe socio-cultural and spatial change taking place in cities related to increasing international mobility, for example discussing different kinds of temporary locals, including such as lifestyle migrants, international students, and people on working contracts in local firms (Novy, 2017).

The term Science Driven Mobility (Eskilsson & Nilsson, 2022) describes mobility driven by globalized education and research, of people receding at a place studying, or doing research for a limited time. Although highly mobile, research still depends on geographically fixed conditions. The mobility of students and scientists has significant impact on VFR, the local hotels and other accommodation, local socio-cultural conditions, and regional infrastructure. This will be illustrated using examples from Lund, Sweden; a city currently going through substantial structural change driven by academic internationalization and major investments in research and development.

These issues raise a number of questions:

- How should we understand these types of mobility at different geographical scales?
- What are the consequences of SDM for planning and politics?
- What are the consequences for theory of tourism geography and sociology?

Female Asian Digital Nomads: The Illusion of Freedom?

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Abstract

The concept of a digital nomad arose out of a growing phenomenon caused by technology and increased remote work. The rise of digital nomads can be seen as a step back to a more nomadic way of life, where individuals have the freedom to work and travel from anywhere. Commonly known as modern nomads, their lifestyle is attractive in a neoliberal consumer culture, centring on personal growth and individualism. While it has advantages such as autonomy, flexibility, and the ability to experience cultures, the disadvantages of individualization present themselves in the form of loneliness and maintaining a work/life balance. In this paper, we examine how gender and race shape the paradoxes of freedom experienced by Asian female digital nomads, using a post-colonial feminist research perspective to critique dominant western discourses surrounding digital nomadism. Through our analysis of the gendered and racial effects of this movement, we seek to gain a deeper understanding of the power dynamics and social structures that underpin this liberal movement. Our findings call for a more nuanced and intersectional approach to studying digital nomadism and mobilities in contemporary society, specifically regarding the experiences of marginalized groups. Drawing from a qualitative intra-paradigm research study from an Asian woman's perspective, we demonstrate how freedom is intertwined with sociocultural structures that operate within the prism of Eurocentric beliefs and approach, revealing the hidden power of male hegemony. By shedding light on the realities of Asian women's mobilities, we aim to challenge the hegemony of western feminism and mobilities discourses, which have limited accounts of how race, gender, and culture intersect to shape the experiences of marginalized groups.

Making home for digital nomads. Understanding the embodied and place-based labour dimensions of a seemingly mobile practice.

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This contribution challenges and complicates the idea of digital nomadism as an inherently location-independent lifestyle and mobile form of work. As a socio-spatial practice, digital nomadism is not merely 'performed' by those whose professions and political status allow them to travel and work in different places; it relies on sedentary infrastructures and is made through place-based labour, usually carried out by locals who ensure that working-travellers feel at home. Empirically, this contribution provides an examination of the imaginaries of home that permeate the many websites, advertorials, and reviews of 'co-living' platforms. These are companies and collectives that provide digital nomads and other mobile subjects with serviced accommodation across the world, usually offering a range of amenities. I argue that predominantly Western-centric and middle-class ideas of comfort and leisure shape homeliness across digital nomad platforms, only selectively incorporating elements of local culture that can be consumed as part of the 'nomadic' experience. I also question how the temporary nature of residence in digital nomadism unsettles understandings of the caring responsibilities and the long-lasting social and emotional relations that are usually deemed fundamental to 'making home'. What does home mean across digital nomad cultures and who makes home for those who have left it, at least temporarily?

Digital nomads and destinations: Defining multiple impacts

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Digital nomadism is a growing lifestyle phenomenon that has become a subject of active academic research. While often depicted as a privileged form of mobility and personal freedom, some studies have drawn attention to the issues of precarity, the financial pressure and higher costs of living in home countries that force some to seek more affordable destinations and alternative ways of life (Hannonen 2020; Thompson 2018).

Growing communities of digital nomads have created their own hotspot destinations in different parts of the world. Digital nomads usually relocate to more affordable destinations, in which their salaries stretch further, escaping the high cost of living in Western countries (Holleran 2022; Mancinelli 2021; Woldoff and Litchfield 2021). This practice is often referred to as 'geoarbitrage', wherein individuals take advantage of opportunities for affordable property and reduced living expenses in their chosen destinations. In the context of digital nomadic mobilities, this is referred to as 'lifestyle hacking' or 'geo-hacking' (Cook 2022).

The agglomeration of digital nomads in specific locations has both positive and negative impacts on local communities. On the one hand digital nomads have facilitated the increase of businesses that cater specifically for their needs (Hannonen, Aguiar and Lehto 2023). On the other hand, negative impacts that that have been associated with mobile lifestyles and tourism have become widely discussed. These include issues like rising rental costs and an influx of short-term rentals, leading to the displacement of locals, displacement of traditional businesses as well as gentrification (Cook et al 2022; Hayes and Zaban 2020; Holleran 2022; Woldoff and Litchfield 2021).

This paper delves into the multifaceted impacts of digital nomadism as discussed in media and academic research. Among others, it raises the discussion of gentrification, displacement of locals, change of public and private service scene at destinations.

4. Reimagining the future of landscapes and nature

Wilderness from the perspective of the tourism industry: Place meanings and management preferences

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Introduction

The growing popularity of nature-based tourism and increasing visitation to wilderness areas present various challenges to wilderness management. Although tourism is generally viewed as compatible with wilderness preservation (Hall et al., 2008; Sæþórsdóttir & Saarinen, 2016), it also threatens wilderness areas, which are becoming scarcer globally (Watson et al., 2016). The tourism industry plays a crucial role in directing tourism flows and thereby shaping the impacts of tourism on wilderness. Thus, investigating perceptions and preferences of the tourism industry is essential in addressing the conflicts between wilderness preservation and tourism.

In Iceland, tourism is a leading economic sector (Statistics Iceland, 2023), and most tourists visit the country for its scenic nature (Icelandic Tourist Board, 2020). The country contains some of the highest quality wilderness areas in Europe (Kuiters et al., 2013), most of which stretch over the interior of the country (Carver et al., 2023; Ostman et al., 2021), called Central Highlands. High reliance of the Icelandic tourism industry on nature and wilderness points to the need for investigating how the tourism industry prefers to manage and develop wilderness areas. In this study the focus is placed on the management and development of the Icelandic Central Highlands and on identification of challenges related to the use of wilderness that they contain for tourism.

Methods

The study presented in this contribution approaches wilderness areas as tourism destinations by employing the concept of place. It investigates (1) the place meanings assigned to the Central Highlands by tourism service providers, (2) how these meanings relate to their wilderness management and development preferences and (3) how the knowledge on place meanings can contribute to wilderness management.

For this study 47 semi-structured interviews were conducted with tourism service providers offering various services within or at the border of the Icelandic Central Highlands, since they constitute the part of the Icelandic tourism industry which is the most likely to be affected by planning decisions taken with regard to the Central Highlands.

The interviews were conducted in May-August 2020 in English or in Icelandic, depending on the preferences of the interviewees, and their length varied mostly between 30 and 60 minutes. The interviewees were asked questions about the business they are running, their use of the Central Highlands, values and meanings the area contains for their business and the tourism industry, and preferences related to the future management and development of the Central Highlands. The interviews were transcribed verbatim and analysed inductively based on grounded theory (Corbin & Strauss, 2015).

Results and conclusions

The findings of the study showed that wilderness management preferences of tourism service providers are strongly influenced by the place meanings they assign to wilderness areas. Thus, knowledge of the place meanings can help identify conflicts between wilderness preservation and tourism which are likely to result in tourism resource paradox, when tourism degrades environmental resources it relies on.

In line with previous research (Ólafsdóttir et al., 2016; Sæþórsdóttir & Hall, 2018), this study revealed that the Central Highlands comprise diverse areas ranging on a wilderness continuum and attracting different types of tourists with different preferences. Tourism service providers thus assign different place meanings to them and prefer to manage and develop different parts of the Central Highlands somewhat differently.

Notably, the study has revealed that wilderness is an important resource for tourism service providers serving most tourist market groups. Also other meanings assigned to the Central Highlands were related to wilderness. Interviewees viewed natural areas of the Central Highlands as a place where visitors can enjoy solitude, freedom from restrictions and reconnect with nature. Due to its remoteness the area was viewed as a provider of extraordinary experiences which contains various future opportunities for tourism. In line with these meanings interviewed tourism service providers preferred to see only basic tourism infrastructure in the Central Highlands while more luxury infrastructure was perceived as more suitable in the lowlands. Similarly, interviewees prefered the roads to more remote areas to remain difficult to drive. The opinions were more divergent when discussing the most used roads crossing the Central Highlands, since some interviewees were willing to "sacrifice" them to ensure the safety of and provide more opportunities to tourists not used to travelling in wilderness settings.

As revealed by this study, tourism service providers are aware of various threats related to wilderness use for tourism. However, they stressed that the Central Highlands should remain open for people to enjoy them. This suggests that tourism resource paradox is an important issue which has to be addressed in wilderness management. However, as stressed by Butler (2018), it is often overlooked since tourism is often viewed as generally non-consumptive. While this study did not reveal a demand for dramatic changes in

wilderness to meet the tourists' needs, growing demand for comfort among wilderness visitors leads to gradual increase in tourism infrastructure and services in wilderness areas. Such small changes seem to be acceptable to most stakeholders by keep slowly transforming and thereby degrading and reducing wilderness areas. Thus, tourism activities in wilderness areas are likely to threaten the values of wilderness that are important not only to the tourism industry but also to other stakeholders. Inclusion of place-based approaches into wilderness management can facilitate selection of wilderness preservation tools which align with ascribed place meanings and therefore receive higher stakeholder support.

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Landscape Tourism

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"Nature plus culture equals landscape ... What we witness when we examine landscape is a process of continual interaction in which nature and culture both shape and are shaped by each other" (Wylie, 2007, p. 9).

European Landscape Convention

The European Landscape Convention defines landscape as "...an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors" (Council of Europe, p. 2). The Convention text provides numerous other definitions to describe the landscape concept in more practical or functional ways. For example, landscape protection is defined as "actions to conserve and maintain the significant or characteristic features of a landscape, justified by its heritage value derived from its natural configuration and/or from human activity," and landscape management is defined as "action, from a perspective of sustainable development, to ensure the regular upkeep of a landscape, to guide and harmonise changes which are brought about by social, economic and environmental processes." In sync with these examples, this conceptual presentation will promote the use of a new term, landscape tourism, to describe efforts to ensure that visitor experiences are designed to highlight the interaction of nature and culture in shaping landscapes.

Cultural/natural heritage interpretation

As an outdoor and environmental educator, I approach tourism from the perspective of the experiences and place-based communication efforts employed to provide affective, cognitive, and embodied learning as part of the tourism experience. One specific aspect of the intersection between outdoor/environmental education and tourism can be noted in natural and cultural heritage interpretation. Interpretation is a unique approach to environmental communication, as Sandberg et al. (2019) described as efforts that impart a feeling for and knowledge of nature to increase understanding of the fundamental ecological and cultural connections and the role of humans in nature. While this description emphasizes an essential integration of the human and nonhuman, the separation of cultural or natural interpretation is sometimes used in outdoor education and tourism. An example from Kristianstad, Sweden, where a nature interpretation guide/outdoor educator might describe efforts to help a group of birdwatchers hear the Eurasian curlew's light stutter within the whistled tremolo of its call. Alternatively, it can be referred to as cultural interpretation when a guide shares the story of how it came to be

that Danish King Christian IV built the Holy Trinity Church in Kristianstad in 1617—1628. While these details from a walk through the center of Kristianstad may be interesting, the integrated view is much more interesting from a landscape perspective, e.g., how these two seemingly unrelated phenomena are connected. The communication/experiential effort to bring such phenomena together illuminates the interplay and illustrates the power of landscape as a guiding principle when designing communication for visitors.

Why landscape?

Adevi (2012) highlights the historical basis of the term landscape, explicitly noting that landscape has been associated with relationships between natural and cultural processes since the 17th century. Tengberg et al. (2012) note that the older Nordic idea of landscape has a complex meaning, "including many different kinds of interactions between people and place" (p. 16). More recently, Sandell (2019) described landscape as having three key elements: natural conditions, cultural imprints, and change processes which, together and within a specific time frame, provide a geographical demarcation. Such a description of the concept of landscape could further guide us toward a more relational discourse (Beery, 2014). Emphasizing the relational is essential, given growing concerns about people's disconnection from nature (Beery, 2023). Dudley (2011) considers how the landscape concept can support considering the role of humans as part of natural systems.

Thus, from the historical to contemporary use of the term, landscape is a holistic idea and of great benefit to how we develop and conceptualize tourism. Many tourism destinations fit within this idea of landscape, that is, unique or interesting places based on the natural and cultural interplay. The importance of the nature/culture interaction is twofold; it helps visitors understand the world around them and, further, helps them to understand human kinship with that world. Many of our current environmental problems can be understood from the perspective of human disconnection from nature (Beery, 2023). Increased use of the term landscape can help us address such a disconnect. As Setten, Stenseke, and Moen (2012) pointed out, the landscape idea provides space for people in nature and can help us avoid the problems that arise from our tendency to separate nature and culture.

Back to the wetlands

To return to the Kristianstad example, landscape tourism provides space for understanding the richness of the interaction in the beautiful, extensive, and important wetlands in the lower Helge River system. A good landscape guide can use stories, lectures, observations, games, or other communication methods to help the visitor understand the values of wetlands. In addition, they can help us see the wetlands and experience their value, even when they are not standing at the water's edge. A good landscape guide can help the audience connect the Eurasian curlew's call with the importance of wetlands for biodiversity ... or think about the role of wetlands in climate adaptation while thinking

about the urban development efforts of a 17th-century Danish king. Those who embrace these connections may gain a deep understanding of wetlands, including a rich mixture of phenomena, history, processes, systems, and experiences.

This effort to communicate the intertwined aspect of nature and culture in the wetlands of the Helge River system is part of the Swedish Biosphere Reserve mission; The Kristianstad Vattenrike Biosphere Reserve shares a goal with other UNESCO biosphere reserves of supporting biodiversity, in part based on helping people see themselves as a part of these places/systems. Another example of this idea of landscape tourism in Sweden can be found in the efforts of the UNESCO Laponia World Heritage area, whose visitor site efforts highlight the fantastic geology, ecology, Sami culture, and most importantly, the interaction and intertwined nature of these aspects of place. These UNESCO efforts to illuminate the interaction of nature and culture provide valuable examples of the potential for tourism to intersect with the landscape concept. In summary, this presentation will use various examples to support the use of the landscape concept in tourism to guide the consideration of how we communicate human identity as part of nature.

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Mobile heritage and vintage chauffeurs – some sustainability paradoxes

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This study explores ethical considerations and paradoxical issues embedded practicing a particular multi-faceted case of mobile heritage tourism. Mobile heritage tourism is leisure time travel by means of rolling or floating vintage equipment with a duration of at least one day. The present case is limited to leisure time travel and related practice with vintage cars of the MG brand. The research questions were: (1) What is the historical context that legitimate these activities as heritage tourism; (2) What is the structure and backbone of this heritage tourism; (3) What is the demographic characteristics of the travellers; (4) Which type of travels are undertaken; (5) Which benefits are the participants enjoying from these activities; and (6) Which paradoxes and dilemmas arise when measured towards the 17 SDGs. The study is based on ethnographic methods, including participation, reading of magazines and webpages, and unstructured conversations with participants.

Mobile heritage tourism and automobile heritage are under-researched areas in the north. A few studies of the onset of car tourism in Norway the 50-70ies have appeared (Østby, 2013), auto tourism in Denmark 1910-1970 (Wagner, 2013), automobile heritage tourism in Europe and the US (Colin, & Jolliffe, 2017), and vintage cars as heritage (Minnis, 2017; Stiefel, & Clark, 2020). Thus, the present study adds insight into this area while raising some ethical issues.

A hundred years ago, in 1923 the first hand-made MG car constructed by the car mechanic Raworth hit the road in Oxford, England. He worked for Cecil Kimber in the Morris Garage company, and the MG-cars are still named after this garage. The production and brand were sold several times to incompetent owners and inevitably ended up as part of the huge British Leyland bankruptcy in the 1980ies. Several MG-models were developed, and the production were converted from hand-made cars to machine-made large-scale production before the factory closed in 1982. During the WW-2, American soldiers serving in the UK experienced the car as much faster and more flexible than the US-produced sport cars. Consequently, they imported MG sport cars to the US, which led to US becoming the largest market for the car. Second, the produce of the last main model, the MGB, reached 552,000 cars which is the highest number ever for sport cars production in Europe. Today, the Chinese company SAIC Motor owns the MG-brand and produces only electric cars.

Access to cars has changed everyday life and tourism over the last 120 years. The technology has been developed and is now facing a radical shift. Therefore, conservation of old cars is regarded as heritage protection that in selected instances even qualifies for public economic support in Norway. In this context, an old MG constitutes a unique piece of heritage.

Over the years, enthusiasts and collectors have established social clubs and cared for this heritage. The Norwegian MG-owners club was established in 1970 and has today 900 members in 11 centres. Each car is owned privately. The national club has a nice magazine, a web page, and a Face-book page. The centres have activities such as meetings, celebrations, centre Face-book pages, and their own groups of (often self-taught) mechanics who assist the owners in repairing and maintaining the cars. Their contribution to heritage conservation is maintenance and active use of the cars.

The club membership is typically dominated by men, while a few women own and drive these cars, and are main members in the club. Women are most often enrolled as family members in the club and participate as "co-drivers", that is, as a relaxed participant on tours and celebrations. While on the road they assist the driver with relevant information, keep telephone contact with the group, and enjoy wine for lunch. Few members are younger than 50 years of age, the main part are retired persons between 60 and 80 years of age, and the oldest active members are far into their eighties. The main reasons for this are twofold. The younger generations of today can seldom allocate time out of their everyday life for an active membership. Further, even though the cost of buying and keeping an MG is reasonable, these cars are car number two or three in the family, which is an economic issue while establishing family and own home. Finally, it may be value issues involved: the present members grew up when cars became commonplace. The WV Beatle dominated the market in those days, but youngsters collected car cards and dreamt about English sport cars, and these dreams are now materialised for these club members.

Conservation of this rolling heritage through active use implies touring and traveling. Four types of travel were found. First, some members undertake long journeys such as from Southern Norway to the northernmost counties, or in the opposite directions to Portugal, Spain, France, and Italy. These are individual members traveling with their codrivers and staying at hotels as other car tourists. Often, they publish narratives about the trip and present pictures in Face-book and in the magazine. Second, the national club organises two annual events over three nights with an active program that includes visits to unique attractions and high-quality dinners in the evenings. These gatherings are very popular for both genders and always fully booked. They might require one or two days' driving to and from the event. A European association of clubs also make such annual events; however,

they are less attractive. Third, the centres organise their own tours of up to 10 days duration, often visiting our neighbouring countries. Each day incudes about 300 kilometres driving, lunchbreak at some dining facility, arrival to a (historic) hotel, and enjoying a nice dinner. Visits are paid to attractions along the route and at the end destination. These tours are also popular. Fourth, during the summer season, Sundays and evenings are used for shorter touring in the vicinities. He choice of roads for touring is a unique feature for these tourists: If available, they chose the old and slow roads in stead of highways. The more curved and steep the road is, the more fun to drive, and their saying is that "no by-way is too long".

The members gain multiple benefits from these activities. First, the touring brings the same benefits as for car tourists in general. In addition, some unique benefits seem to apply. Being on the road is a goal, enjoying the smooth functioning of the old engine and its sound and the sense of competence because of being able to keep the 30 – 60 years old car in a fully functioning shape. Drivers often talk about the unique pleasure and thrill of the driving experience, which also may be felt in a modern car, but there are significant experiences, including a distinct sense of nostalgia. As these cars are convertible cars, the contact with the surroundings of the road is much more intense than in an ordinary car. The identity of especially the drivers, but often also of the co-drivers, is expanded and strengthened by being an MG-owner and thus belonging to something greater than oneself. The conversation is free when seated around the meal tables or in the bar, and engines and technical issues are seldom mentioned. The members come from a wide area of occupations and have different education and backgrounds, and consequently, everyone find somebody and someone to talk to. Thus, social bonding and feelings of togetherness and belonging are strengthened. By means of the well-planned tours, participants travel on roads and through landscapes they would otherwise never get to visit. Willing hands are assisting if a car occasionally has a defect, thus generosity is experienced.

Some ethical issues prevail in this case. Two challenges are evident. One is the gender roles issue. The men take the active and dominating roles on the road, and they also have their own social and physical domain in the garage where they perform traditionally masculine activities like mending cars. The females most often take on more passive roles while on tours, being transformed from their active everyday roles to a female role from the 1960ies. It constitutes a respite and an enjoyable "time out of time" experience. Both genders greatly enjoy their roles, and augment the meaning of life in different ways for both men and women.

Second, these cars run on gas, and the standards of gas emissions are on the level that was accepted at their year of production, which exceeds the limits of modern cars. However, the cars must be used implying that heritage conservation through active use is impossible without such emissions, which constitute a sustainability paradox.

Supporting sustainability goals is the implicit options for active ageing, generosity, and willingness to spend own time and money for heritage conservation. Moreover, for both genders, the club attachment allows for social inclusion, bonding, and belonging to an entity lager than oneself, to strengthened identity, and it stimulates a sense of competence.

When policy and practicality clash: Reframing sustainable tourism and the SDGs in the UNESCO World Heritage system through a metagovernance approach

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Theoretical Background

Although sustainability has often been implicitly part of the implementation of the tenets of the UNESCO World Heritage (WH) Convention, sustainable development and tourism have only been explicitly included in WH policy since 2015 and 2009 respectively. In particular, the newer focus on sustainable development explicitly highlights the need to align WH policy and management to the UN Sustainable Development Goals (SDGs). In the 2015 *Policy Document for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention* (UNESCO, 2015), the WH Center outlines aspirational economic, social, and environmental targets with the expectation that there should be a seamless global-to-local approach that can be implemented by all signatories to the Convention (UNESCO, 2017). In the view of the World Heritage Committee, the policy document "represents an innovative and powerful approach, which more strongly than any other brings externally made policy into the World Heritage Convention … and yet brings the Convention into congruence with the UN Sustainable Development Goals" (UNESCO, 2016: 10).

However, these macro-level aspirations downplay the reality of meso- and micro-level governance clashes and subsequent governance failures (Jessop, 2011; Meuleman, 2019) that can occur at the local and site levels. These become increasingly evident when juxtaposing issues such as resource management, conservation, and community inclusivity with growth-oriented tourism development practices and discourses (Amore & Adie, 2021). Specifically, for WH and the UNSDGs, the reporting and monitoring of sustainable development practices has only been introduced in the current 3rd periodic reporting cycle and relies heavily on local management's self-assessment of how their site is having an impact on sustainable development as outlined in the 2015 policy. While self-reporting would appear to be the most equitable method by which to assess this impact, there is a reliance on the use of generalized indicators to assess this impact which, while simplifying

the process, ignores the complicated governance issues and political actors involved in the development and presentation of this data. Additionally, indicator-reliant governance embodies a form of governmentality rooted in an Anglo-Saxon and Western-hegemonic governance paradigm that can paradoxically exacerbate *in situ* initiatives of sound sustainability, site conservation, resource management, and tourism.

Proposed Framework

The following work introduces an enhanced framework for sustainable tourism and the SDGs in the UNESCO WH system. It does so by critically discussing the limitations of indicator-driven decision-making in tourism, sustainable development, and the SDGs (Glyptou, 2022; Glyptou, Amore & Adie, 2022) in WH settings. On the one hand, the framework acknowledges that indicators and "their usefulness is limited by their lack of contextual situating and their inherent reliance on measurables" (Glyptou et al., 2022: 20) in a Brundtland-as-usual rhetoric of tourism and sustainable development (Hall, 2022). On the other, it recognizes the relevance of recent conceptual and theoretical advancements in the so-called local turn in tourism (Higgins-Desbiolles & Bigby, 2022), organizational justice in tourism (Rastegar & Ruhanen, 2023), climate action (Becken & Loehr, 2022), and community-based and community-led regenerative tourism (Bellato et al., 2023).

Given the clashes visible across scales, it becomes necessary to implement a metagovernance metanarrative to cohesively frame the different elements to reinforce the discussion of the implementation of sustainable development within the WH system. Previous research has shown that metagovernance can help to explain governance shortcomings at WH sites from a sustainable tourism planning and policy perspective (Adie & Amore, 2020). Metagovernance, here defined as "a reflexive reframing in response to economic inefficiency, excessive managerialism and policy ineffectiveness, fragmented communication and mistrusted behaviors of key actors" (Amore & Hall, 2016: 113), provides an alternative approach in the understanding of complex governance systems and their ability to self-regulate in novel forms of decision-making that put local communities and socio-ecological sustainability at the center of the policy discourse.

The proposed paper seeks to provide a conceptual model of sustainable tourism metagovernance within the context of UNESCO WH. This model is expected to contribute towards the analysis of institutional and contextual barriers to scaled and fit-to-purpose coalescences encompassing elements of government, market, network, and community governance for the fulfilment of the SDGs pillars of *planet*, *partnerships*, and *people*.

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Multispatiality of Heavy Water Tourism

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The Norwegian heavy water sabotage operation Gunnerside at Vemork, Rjukan during WWII have gained a central place in the national consciousness as becoming a symbol for the Norwegian resistance. The heavy water production is directly linked to the industrial heritage and the production of fertilisers at Rjukan. The sabotage operations have been a subject of a heritagisation and valorisation processes in destination development, not least since Rjukan-Notodden became listed as a world heritage in 2015.

The goal of this article, in line with critical heritage studies, is to give a spatial view of heritagisation processes, that is, how this historical event is spatially grounded within the tourism industry at Rjukan. It also seeks to understand how multivocality take place as authenticities within the tourism industry rather than reveal an authentic one. By analogy with multivocality (multitude of views, narratives and discourses on heritage), and in line with 'multilocality' (Rodman 1992), this chapter proposes multispaciality as a Lefebvrian (1991) theoretical approach to understand the production of spaces in the heritage industry. A spatial sequence analysis is pursued in order to reveal different spatial perspectives imbedded in the Heavy Water Cellar Museum, inaugurated in 2022-23, which serves as an illustrative example.

The article also considers the 'heavy water tourism' of Rjukan as a phenomenon in which heritage sites and selected narratives becoming pars pro toto (eng. 'a part (taken) for the whole') which is the semiotic point of departure for heritage destinations as place-brands. The tourism industry is a "heritage-maker" by integrating heritage (memory and its locations) and by generating heritage (by attraction development and facilitating heritage interpretation).

Multispatiality of the Heavy Water Cellar Museum must be seen in light of the conceived space deriving from 'authorising heritage discourse'. As shown in the chapter, multivocality of the heavy water tourism is a contest between a future-oriented, pragmatic approach versus a moderate, commemorative approach to the uses of heritage.

Where does it end? The impact of Hydropower Plant on Wilderness and the Tourism Industry

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Introduction

Due to growing nature-based tourism, wilderness has become an important resource for the tourism industry, not the least in the Artic. This stresses the importance of careful planning of other land uses in wilderness, such as energy harnessing. In 2022, the Icelandic Parliament approved a parliamentary resolution on future energy developments in the country (Alþingi, 2022b). One of the proposed power plants, called Skrokkölduvirkjun was not given the permission to be built - at least for now. It was requested that issues related to wilderness and protected areas would be examined further, taking into consideration the growing value of wilderness for tourism (Alþingi, 2022a). The proposed power plant would be located in the Central Highlands, known for its wilderness character (Thórhallsdóttir, 2002). They cover about 40% of the country and are characterized by scenic natural landscapes with wide open spaces, large ice caps, vast lava fields, sandy or stony deserts, geothermal areas and mountains of various types. Iceland is an important contributor to reaching the aim of protecting remaining Europe's wilderness set by the European Parliament (2009), as up to 43% of Europe's top 1% wildest areas are in Iceland (Kuiters et al., 2013).

However, the wilderness areas in Iceland have been shrinking in recent decades, because of hydropower development and increased tourism (Sæþórsdóttir et al., 2011). Most of this development has taken place in the southern periphery of the Highlands. There Iceland's first large-scale hydropower plant was constructed in the late 1960s and beginning of the 1970s which is harnessing the river Þjórsá running southwards from its origin in the glacier Hofsjökull. In the following decades, five more plants were built in the vicinity that continue to harness water from the river Þjórsá as well its tributary Tungnaá (Gunnarsdóttir, 2016). The construction of these six power plants has changed the landscape in the area so now there are reservoirs, dams, canals, buildings that house turbines and transformers, and associated infrastructure such as transmission lines (Sæþórsdóttir & Ólafsson, 2010). For the construction of the power plants roads were built and asphalted, and large rivers that had previously limited the access to the Central Highlands were bridged. This has increased accessibility to the Southern Highlands. As a result, they are now the most visited area in the Highlands (Sæþórsdóttir & Hall, 2021).

The proposed Skrokkölduvirkjun is about 47 km to the north from the closest hydropower station, thus, reaching even further into the Highlands. It would be located at the Sprengisandur route which is the main access road through the Central Highlands. Most of the infrastructure of the proposed power plant would be underground so it would have minimal visual impact, except for a 1.0 km open drainage ditch.

A little over 2 km from the proposed power plant is Vatnajökull National Park, which is by far the largest national park in Iceland and covers nearly 15% of Iceland's surface. Most of its territory is within the Central Highlands. There are ideas regarding the foundation of a Central Highlands National Park which would cover over 30% of the country's surface area (Sæþórsdóttir et al., 2022).

Aim and methods

The aim of this presentation is to shed light on the impact of the proposed Skrokkölduvirkjun power plant on wilderness as defined in the Icelandic Nature Conservation Act, and to examine the tourism industry's attitudes towards the power plant. Despite the political recognition of the importance of wilderness, official maps showing its extent in Iceland still do not exist. However, various methods have been employed to map Icelandic wilderness. In this project, a Geographic Information System was used to analyze where wilderness would be affected by the proposed power plant based on wilderness mapping conducted by Carver et al. (2023) and Ostman et al. (2021). The findings of the analyzes reveal that the loss of wilderness resulting from the construction of the power plant ranges from 300 to 13,000 ha, depending on the method used to map the wilderness.

Results and conclusions

In addition, about twenty tourism operators were interviewed. They revealed mixed opinions on whether the construction of the power plant would harm the tourism industry. Some pointed out that the presence of many power plants makes the area suitable for further energy harnessing, especially since the proposed power plant will be almost invisible from the main travel routes according to the information provided by the developer.

Others stressed that the location of the proposed power plant, so deep in the heart of the Central Highlands, would be the beginning of the end for wilderness. Furthermore, they assumed that the proposed power plant would reduce the future value of wilderness for tourism in Iceland and cast shadow on the image of the Central Highlands as one of Europe's largest wilderness areas. Growing conflicts over land use in Iceland can be

expected in the future as both tourism and renewable energy developments are expanding very rapidly.

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Qualitative results from the project "Wind power establishments and perceived value of tourism experience in nature areas"

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Background

With the project "Wind power establishments and perceived value of tourism experience in nature areas", we seek to develop a survey-tool that can be used to provide an overall perspective on perceived value of nature-based tourism experience in landscapes with wind power infrastructure. The survey-tool is conceived to assess social, economic, ecological, and societal aspects of experiential value. A phase of the project was to gather qualitative data amongst visitors to Sweden to support the development of the scale. With this presentation, we report the results of our qualitative research phase, while we also seek to put theses result in the greater context of tourism geographies and sustainability transitions. We want to critically discuss the trajectories that rural destinations are taking in sustainability transitions.

Renewable energy installations contribute to the global production of green energy and to economic growth in regions, but this infrastructure unavoidably impacts local ecosystems, wellbeing, and activities (Picchi et al., 2019). Moreover, the corporate character of the wind energy sector makes it difficult for some stakeholders, such as residents and environmental activist groups, to accept the development of wind power infrastructure around communities (Kirkegaard et al., 2022). In some countries, the proliferation of wind farms in rural areas has caused tensions amongst different interest groups, including tourism stakeholders, who fear that the presence of turbines and the perceived accompanying visual pollution they entail negatively affects tourism revenues and development (Mordue et al., 2020; Rudolph, 2014).

Such local concerns for the future of tourism development reveal tensions over the fate of rural landscapes. Evidently, the future of rural spaces and their landscapes are also framed through tourism practices (Frisvoll, 2012). In this presentation and our work in general, we approach the place framing practices of tourists as an expression of power over the future of space (Pierce et al., 2011). Following major socio-economic restructuring in the past decades, many rural spaces have become realms for the consumption of traditional and

place-based tourist experiences (Lane & Kastenholz, 2015). Rural landscapes are central to these rural tourism experiences as they display the countryside's idyllic charm (Daugstad, 2008; Frisvoll, 2013). Arguably, sustainability transitions are turning rural spaces into contested terrains of renewable energy futures and challenging visions of sustainable rural development.

Aim

It becomes critical to investigate the evolution of rural tourism as transitions towards sociotechnical systems of renewable energy production transform rural landscapes. Our qualitative data, by capturing the subjective meaning that tourists attribute to the presence of wind turbines in rural Sweden, is a step towards this investigation. Important to this analysis are questions of place framing and imagining sustainable futures, but also of the constellations of power that produce space. How is rural tourism involved in the framing, and thus potentially the configuration, of rural landscapes in sustainability transitions? In this presentation, we contend that rural spaces in tourism geographies must be conceptualized to consider the multiple purposes and contested meanings they acquire as they become sites of renewable resource harnessing and energy production.

Methodology

We collected qualitative data for the research project from both domestic and international tourists at five popular Swedish rural destinations. Qualitative interviews were used to capture discourses of rurality and sustainability embedded in perceptions of wind turbines in rural landscapes. The five destinations included in the study are: The UNESCO heritage site of the High Coast in Västernorrland county; the municipality of Ånge, located in Sweden's geographical centre; a cultural heritage and cross-country skiing region in Dalarna County in the country's interior; the coastal municipality of Mönsterås in Kalmar County in the southeast of Sweden; and the island of Öland also in the southeast of the country. We conducted a total of 58 on-site interviews with tourists at these 5 destinations over the summer months of 2022.

Results

Considering that tourists to rural destinations generally expressed acceptance of the presence of wind turbines in the landscapes they visited, it is proposed that tourism practices frame the purpose and meaning of rural space in sustainability transitions. Asked to reflect about the presence of wind turbines in the rural landscapes they were visiting, most respondents accepted the need for green energy production. The few with negative feelings towards the turbines, viewed them as visually disturbing and, thus, negatively

affecting their visitor experience. We present three themes that demonstrate how rural landscapes are becoming assemblages of ecological-technological rurality for a global sustainable energy future as they become entangled in tourism practices. These themes reflect: an interest in the growth of the renewable energy sector; an acceptance of the fate of rural landscapes in sustainability transitions; and a process of becoming used to wind turbines. We conclude that in sustainability transitions, rural spaces are more than sites for consuming idyllic rurality; they are evolving into sites for the negotiation of sustainable energy futures. Tourist landscapes are assembled through modernizing visions of a sustainable future set to play out in rural regions.

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Inter-destination development and marketing, barriers to overcome for a more sustainable coastal and marine tourism

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Research on inter-destination development and marketing has identified reasons for destinations to initiate cooperation with neighbouring destinations and challenges in merging resources and aligning development and marketing activities (Vodeb & Nemec Rudez, 2016). Furthermore, there is a large number of cases descriptions on successful inter-destinations joint projects (Żemla, 2014), but also failures. With a focus on the not so successful inter-destination development projects, central questions are why they did not succeed and what can be learned? The literature offers well elaborated lists of strategic prerequisites and bridges for inter-destination development and marketing (Kozak & Buhalis, 2019). Therefore, this study focuses on the theoretical underpinnings for successful inter-destination development and raises the question if we miss something fundamental in understanding the success of joint destination initiatives if we only focus on resource, strategy and learning theories (Wang & Fesenmair, 2007). Can the theory of value co-creation be used to enhance our understand of mechanisms for successful long lasting inter-destination cooperation and by that level out, if not all, some barriers that might inhibit joint destinations endeavours?

The purpose of this study is to explore barriers to overcome for successful inter-destination tourism development and marketing by answering two research questions 1) why it is so difficult to practice inter-destination development, and 2) which bounded elements seems to work, and by bring in the value co-creation theory to the inter-destination development and marketing discussion.

Tourism in Finland and Sweden has the characteristics of being multi-dimensional and multi-level. Regions host, most often, a few large professionally run companies and dozens midsize and some more small life-style companies. Coordination of actors and activities are in the hands of Destination marketing organizations, "visit" organisations. With a focus on inter-destination cross-country activities, these organizations do also take inspiration from and align activities with what is happening on the national level (visit Finland, Visit Sweden) and on the international arena, besides glean at neighbouring destinations for cooperation possibilities.

Tourism in Kvarken the cross-border region between Ostrobothnia in Finland and Västerbotten in Sweden is costal and marine in two respects. First, the coast on both sides is a tourist attraction and a strong reason why tourist come and stay in the Kvarken region. Secondly, the two regions are linked together not only by a jointly owned ferry company operating in between the two countries and the ferry Aurora Botnia, but also sharing a joint World nature heritage.

Zooming in on the phenomenon of costal and marine tourism in Kvarken a network of actors is to be found, a network where the regime of co-opetition is prevailing. On a micro-level individual companies are aware of the competitors who the occasionally and on selected activities co-operate with. The same practices are to be found on the destination-level.

With the intention to develop a more attractive and sustainable destination three regions in Ostrobothnia, Finland, the region of Umeå and High Coast in Sweden, in total seven organisations (High Coast Destination Development, Visit Umeå, Visit Vaasa, Visit Seinäjoki, Visit Kokkola, Visit Jakobstad, and Visit Kristinestad) decided to initiate a three-year joint tourism development and marketing project starting in the Autumn 2018.

A case method approach (Yin, 2009) was applied, and the Kvarken Destination project scrutinized for data. The study bears the stamp of action research (Altrichter et al., 2022). During the years data has been collected from existing documents, participant observations, and interviews. The main goal of the project to develop an inter-destination cross-border joint travel destination was not reached for the main reason of difficulties aligning already existing development and marketing strategies, the organizations' mandate to act, and resource imbalance. In further analysing the not so successful project (linked to set goal) emerged the question if basic resource and network theories (Parra-López, 2009) applied to practice do not pay enough attention the joint aspect in inter-destination cooperative tourism development initiatives. The joint aspect is in this study analysed true the lens of value co-creation (Melis et al., 2023) pointing at the lack of value co-creation as one fundamental reason for the weak outcome in this project. Consequently, for Inter-destination development and marketing value co-creation theories should be given a more prominent role, not at least from a sustainability perspective.

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Cruise tourists' motivation and its relationship with sustainable behaviour, satisfaction and loyalty

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Introduction

The sustainability of cruise tourism has received considerable attention in the last few years. CLIA (2018) and World Tourism Organization - UNWTO (2018) underline the necessity of stronger focus on sustainable tourism practices and procedures. Nowadays, both cruise tourists and cruise operators are aware of potential negative impacts of the cruise tourism on cruise destinations, which is especially important when a new port of call was introduced in the cruise line itinerary (Weeden & Dowling, 2016). In addition, along with the cruise industry, the focus of the academic community was also directed to customers' pro-environmental behaviour and green loyalty in the cruise industry (Han et al., 2018).

The research aims to understand the relation of the motivation to involve in cruise tourism towards sustainability issues. By doing so the research follows Renaud's (2020) arguments that sustainability will be one of the most critical issues when the industry tries to survive the ongoing disaster with the Covid19-pandemic. The study is contributing to the earlier research of Han et al. (2018), which have been directed to the cruise customers' pro-environmental behaviour by considering the motivational processes.

Investigating the cruise travelers' attitudes to sustainable behavior while cruising helps the destination management stakeholders in developing the destination towards sustainable futures.

Literature review

Elliot and Choi (2011) study based on an extensive survey involving US travelers have revealed the broadening demographic of the 21st century cruise passenger. In addition, they have proposed that forthcoming research focus need to be directed whether different generations of cruise passengers have differing motivations with respect to the benefits sought and sustainability issue. Their study has included Mature Generation as one of the observed groups, seeking to understand what their expectations from a cruise holiday are. With the reference to Japan and Taiwan cruise tourism market, experienced senior cruise

tourists were driven by motivation of escaping and learning (Neuts et al., 2016). Lemmetyinen et al. (2016) in the context of senior British cruise travelers visiting Finland have highlighted the motivational driver of Escape and Relaxation. Opposite to previous, Neuts et al. (2016) have emphasized that, unlike other markets, the cruise market in Mainland China is not exclusive to elderly customers as shown in the case of Europe (Taunay & Mondou, 2012). Accordingly, the motivations Chinese cruise travelers are driven by romantic feelings.

Methodology

The data were collected from cruisers visiting Pori, Finland, in 2016. A total of 171 questionnaires were collected, reflecting rather satisfing response rate for paper-based survey. According to socio-demographic data, typical respondent was a senior, British cruiser, with rather high income in British terms. Taking account the travel behavior, the average senior cruise traveler travels with his/her spouse, while regarding the cruise travel frequency the majority of the respondents could be perceived as rather frequent cruise tourist, having at least from 1-4 trips per year.

We also conducted 30 supply side stakeholder interviews in 2020. Among the interviewees there were representatives from the public and private sector of destination's key persons. Also the volunteers in associations promoting the creative sectore were involved. The intervews were transcribed verbatime and representative quations are presented below in the Results.

Using of both quantitative and qualitative methods and basing them on different data gives the research both method and data triangulation. Method triangulation pertains to the use of multiple methods to study a single problem (Decrop, 2004) and data triangulation invloves the use of a variety of data sources in the study.

Results

Survey

A four-factor solution was obtained with eigenvalues higher than one, accounting for 64.892%; of the total variance (Hair et al., 2006). Following factor analysis, a cluster analysis based on the identified factors was conducted. The four- factor solution separated in factor analysis were used in the identification of the clusters. After the hierarchical cluster analysis, two cluster solution of k-means cluster analysis was performed. The clustering results separated the two clusters according to the difference in their motivation: cluster one (91) and cluster two (80). The F value within the k-means cluster analysis suggests which variables had the largest contribution to segmentation (Sung, 2004).

Interpreting the Qualitative interviews

The informants were asked whether the attitudes to sustainability in the destination changed because of Covid-19. Some of them stated that Finland has always been one of the responsible countries in travel and tourism terms and that Visit Finland had started a new programme called Sustainable Travel of Finland. The province containing Pori has enrolled to be one of the destinations in the programme. Visit Pori has also recruited tourism business enterprises to become part of the programme and to attain a certificate in sustainability.

.. after the Covid-19 the sustainability will be a new normal (Informant 1).

These accounts of the supply side informants are in line with Dimitrovski et al. (2021) highlighting the perception of pro-environmental behavior not only from the viewpoints of tourists but also from those of destination marketers and policymakers, who are in a position to convince customers of the importance of sustainability as a cruise destination brand attribute.

Conclusions

Our study contributes to the existing knowledge by exclusively investigating senior cruise tourist giving a proper attention to the market as it deserves. Moreover, it emphasizes the fact that senior cruise market was found to be divided not only based on the motivation, yet also following their norm-driven pro-environmental behaviour. The interviews of the supply side representatives were in line with the recent research (Renaud, 2020) emphasizing the paradigm change into a more sustainable cruise tourism in the future as a consequence of the Covid-19 pandemic.

The managerial contribution of the study offers perspectives for travel agencies, cruise companies and destination marketers alike. The results indicate that the environmental awareness of the senior passengers and their expectations towards environmental standards vary and are primarily connected to the compliance with the law, eg. with the EU regulation.

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The role of tourism in co-creation of sustainable and smart costal city - the Case Turku

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This paper is inspired by previous research that emphasizes the role of tourists, who are seen as one of the actors in co-creating smart and sustainable urban destinations. Along with these indications, we consider tourists important stakeholders in the process of waterfront development in the city of Turku, while concentrating on the transformation of the Turku harbour area, guided by the city's aims of becoming a smart and sustainable city (Turku Climate…). Therefore, the paper builds on the literature of urban public space, smart city/smart port, as well as smart and sustainable tourism.

The paper is based on the results of the research project 'Smart Port City: Towards digitally enhanced integration of port and city operations' that was inspired by the upcoming spatial transformation in the harbour area in the city of Turku where the implementation of the new joint terminal (will be completed by the year 2027), the land area around Turku Castle and Aura River estuary (Linnanniemi area), will be freed for urban development. In its vision, Turku positions itself as 'the capital of the world's most beautiful archipelago' by interweaving the city and the archipelago more tightly together (The Vision…). Along with the upcoming spatial changes, the city will be able to answer the need for new urban areas for residential, recreational, and commercial use. During the transformation of the Turku harbour area, a special consideration will be given to sustainability and the city's efforts of becoming carbon neutral, while preserving its unique history and identity. According to the plans, Linnanniemi area will be developed into a new neighborhood featuring public art and hosting rich cultural events.

Moreover, the harbor city reference plan considers the future of Linnanniemi area 'as a place for residence and businesses, but also as a tourist destination' (City of Turku, 2022). In addition, along with construction of the new joint terminal, supporting optimised land utilization and public accessibility, digital solutions will be implemented which support also the enhancement of the flow of passengers and the cruise tourists at the port of Turku (Chen et al., 2023; Edelman et al., 2022).

On one hand, we draw from the theories of urban public space, that emphasize the social-spatial relationships whereby meanings are constructed about physical urban environment (Madanipour, 2003, 2010, 2023; Paadam et al., 2016) that in turn might contribute to competitive advantage of the public space. In order for the waterfront of Turku, that extends towards the harbor area in the near future (The Vision…), to gain its competitive advantage as a valued tourist destination, there is a need to concentrate on the tourism sector. On the other hand, we make use of the concept 'smart' that has been linked to cities, ports, mobility, destinations, and tourism to name a few. In general, it means relying on technology, connectivity and vast amounts of data to enhance user experience, competitiveness and sustainability (see Ye et al 2020; Gretzel et al 2016). With respect to cities, it has been conceived for example as 'using technologies innovatively to achieve resource optimization, effective and fair governance, sustainability and quality of life' (Gretzel et al. 2015, 179). Smart tourism has been defined as a 'phenomenon in which tourism destinations, practitioners, and tourists depend accumulatively on emerging ICTs that enable colossal data transformation into value proposition' (Ye et al., 2020, 3400), and it has been recognized as initiating a paradigm shift in tourism industry (Boes et al., 2016, 108).

However, 'smart' is not only about technology and data. As pointed out by Boes et al. (2016), besides its 'hard' aspects, there is also 'soft' smartness that constitutes of innovation, leadership and social capital supported by heterogeneous human actors . Boes et al (ibid.) state that even though ICT is a critical enabler of smartness, it is insufficient on its own. The authors (Boes et al., 2016, 108) make use of the 'service dominant logic ecosystem structure' where both hard and soft components of smartness are needed for providing sustained competitive advantage and enhance quality of life of both residents and tourists (for the seminal work on dominant logic of marketing, see Vargo & Lusch, 2004). In the same tone, Liburd et al. (2017, 35) indicate that smart can be understood as 'empathic, flexible, intimate and sustainable by attending to people, their situations and experience'.

Along with these theoretical discussions it might be concluded, that smart tourism acknowledges the tourists' active participation in co-creating the touristic experience (Gretzel et al., 2015; Boes et al., 2016). Furthermore, Liburd et al. (2017, 2022) challenge the role of tourists as 'end-users' for whom sustainable tourism is developed and place them as active agents with whom sustainable tourism is co-designed.

Following the idea of sustainable and smart tourism to be collaboratively created by different stakeholders, our study aims to answer the following research questions:

- How the role of tourists is conceived by various actors such as City of Turku, Port of Turku, and those responsible for developing tourism (e.g., Visit Turku) in co-

creating a smart and sustainable waterfront of the city of Turku for becoming a tourist destination?

- How the harbor area with its surroundings is able to encourage incoming tourists to engage in co-creating a smart and sustainable costal city?

In line with the idea of smart city, attention will be paid especially to the information and contents available to tourists as well as provided by the tourists, and coordination between the different (municipal) actors.

As this paper is part of the ongoing project, we can present the preliminary analysis of the interviews conducted with representatives of the City of Turku, Visit Turku organization as well as Port of Turku. The overall project, however, includes the study of tourists and ferry passengers, amongst other stakeholders, that will be involved in next phases of our analysis.

In addition, the analysis of the secondary material provided by the City of Turku is used in this paper, such as the city strategy, city climate plan, mobility plan, development plan of the Castle and harbor area, as well as the website of Visit Turku. The research material is analysed qualitatively, utilizing thematic analysis and following abductive logic (Dubois & Gadde, 2002). Preliminary analysis of the secondary data, conducted based on various documents provided by the City of Turku, indicates that tourists are considered as contributing to the lively and international atmosphere pursued by the city. In terms of smartness, sustainable transportation and smart mobility solutions seem to be highlighted regarding ferry passengers. However, more data will be needed to get a richer picture of the case.

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Change agency and path plasticity: sustainability, cruise tourism and destination path development in Nuuk, Greenland

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This paper contributes to debates regarding tourism destination path development and sustainable transitions. Drawing on a study of cruise tourism in Nuuk, Greenland, it considers the path development strategies adopted by different stakeholders in their attempts to make cruise tourism more sustainable. Grillitsch and Sotarauta (2018; 2020) argue that the future can be conceptualised as an opportunity space, rather than a projection of historically developed paths and that future opportunity spaces are time specific, region specific and agent specific. This means that an understanding of destination development paths requires careful analysis of the relationships between structure and human agency, economic and social legacies, and future-oriented actions on the part of key actors. Of course, these actions reflect contested and evolving political and economic agendas (Bristow and Healy, 2014), and outcomes might also be the result of decisions and actions taken elsewhere. This paper explores the contested and evolving political and economic agendas that shape stakeholders' perceptions of future opportunity spaces related to cruise tourism in Greenland, and the mechanisms through which they attempt to influence the path development. Theoretically, the paper contributes to debates about destination development path dynamics and argues for an approach that avoids conceptualising path development solely in terms of a path dependency/path creation dichotomy.

Rethinking the Role of Skills Development in Achieving Sustainability: Green Skills Development in the Finnish Tourism Enterprises

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Green Skills Development

Jobs in the tourism sector demand particular green skills. Cedefop (2012, 20) views green skills as the knowledge, abilities, values, and attitudes needed to live in, develop and support a sustainable and resource-efficient society. Green skills in tourism are regarded as a critical part of the business operations enabling sustainable development (Carlisle et al., 2021). They encompass a wide range of skills needed by employees to apply various sustainable practices effectively and efficiently (Carlisle et al., 2021; Ivanova et al., 2021). They help to address the environmental sustainability challenges and to improve environmental performance in tourism enterprises as well as to identify new business opportunities (Cabral & Jabbour, 2020; European Commission, 2022). Indeed, these skills are crucial for achieving sustainability in the tourism industry, as they enable employees to understand and respond to the complex environmental, social, and economic challenges facing the sector.

However, the International Labour Office (ILO) (2013) stresses that shortages of qualified workers hamper the shift to a greener economy. In other words, the lack of green skills is a bottleneck in the tourism sector's transition to the green economy. To overcome these skills shortages, it is necessary to identify the skills required for the new, existing, and forthcoming green jobs supporting (Maclean et al., 2018; Nikolajenko-Skarbalė et al., 2021). Thus, the first step to provide skilful workforce is to understand the changes caused by the green economy to the skill requirements. It is necessary for the future employees to be conscious of the environment and to contribute to the preservation of the environment in the long run (Kamis et al., 2017; Vona et al., 2018). The second step is to integrate these skill requirements into education and training programs (Pavlova, 2018; Stanef-Puică et al., 2022). This is critical because education and training have a valuable role in making the transition to the green economy a success (Nikolajenko-Skarbalė et al., 2021).

Finland as the Case Context

Finland has a reputation as a leader in environmental policy and sustainable development (OECD, 2021). The country is highly committed to global Sustainable Development Goals (SDGs) and has been ranked number one in an international comparison of sustainable development in 2021 (Sachs et al., 2021). According to Finland's Sustainable Growth Program (cf. Finnish Government, 2022), Finland aims to achieve carbon neutrality by 2035. The key goals include making Finland a world leader in the hydrogen and circular economies and in emission-free energy systems as well as other climate and environmental solutions. The program also emphasises raising skill levels as one of the key elements in accelerating sustainable growth. In addition, the national strategy for tourism envisions Finland as the most sustainably growing tourist destination in the Nordic countries. For this reason, there is a growing recognition of the importance of green skills development in the tourism industry, with various initiatives and programs (e.g., Sustainable Travel Finland Programme by Visit Finland) aimed at promoting sustainable tourism through education and training. The Sustainable Travel Finland (STF) Programme and its criteria relate to Sustainable Development Goals and sustainable tourism indicators, but it has been applied to the Finnish context. The programme provides a 7-step sustainable travel development path for enterprises, which consists the following steps: commitment, increasing the skills, development plan, sustainability communications, certification and auditing, verification and measurability, and agreement and continuous development. As such, Finland is an excellent example of a country that has successfully integrated green skills into its tourism sector.

Development of Green Skills in Finnish Tourism Enterprises

The aim of this case study is to present how nine Finnish tourism enterprises have been trained as the experts of sustainable tourism and developed their green skills as well as the lessons learned during this process. These enterprises, situated in the coastal region of Satakunta, have implemented the 7-step sustainable travel development path for enterprises as a part of Sustainable Travel Finland Programme and adopted their chosen environmental management system. The enterprises have established their environmental development plan and learned to implement sustainable actions in their daily operations. They also communicate their actions transparently and utilise them in their marketing activities. As the result of green skills development in these enterprises, their environmental performance has improved. Their awareness and skills have increased when developing their own environmental development plan. The enterprises have also acknowledged the importance of committing and training their staff to apply various sustainable practices effectively and efficiently. In addition, green skills development has

not had only an impact on their environmental performance but their business profitability. Developing green skills generates cost savings and the image of the enterprises has also improved. Due to the engagement to the STF-programme, these enterprises are also able to participate in Visit Finland's marketing activities targeted to international markets.

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A Delphi-study approach to future participation in recreational angling and fishing tourism in the Nordics

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Introduction

The five Nordic countries of Denmark, Finland, Iceland, Norway, and Sweden are global angling hotspots (Arlinghaus et al., 2021) with 13- 41% of the population angling per year, and fishing is often a central part of nature-based tourism (Fredman & Margaryan, 2014; Stensland et al., 2021) With such high participation numbers and importance to tourism, the Nordics might be the region where potential future changes in angling participation are felt the most. Nordic recreational fisheries are facing a growing number of challenges such as habitat loss, climate change, overexploitation, as well as cultural and socio-economic changes that might affect recreational fishing in complex ways (Elmer et al., 2017; Holder et al., 2020). In absence of cost-effective methods to predict future angling participation, our study used the Delphi method (Hanna & Noble, 2015) and applied it to forecast angling participation and the drivers behind for local and tourist anglers in the Nordic countries looking ten years ahead. To the best of our knowledge, this is the first cross-country Delphi study focusing on recreational fishing.

Methods

The Delphi method is a structured and systematic mixed-method synthesis of experts' opinions. Through multiple rounds of controlled feedback, experts calibrate and synthesize the results to reach or get close to a consensus about a complex problem or uncertain outcomes (Grime & Wright, 2016). Hence, it allows consideration of the complex

and often conflicting factors affecting future angling participation. In three rounds via email, we gathered opinions from 93 experts across the five Nordic countries.

Results

Overall local angler numbers were expected to drop for Norway and Finland who have the highest current participation rates, but increase in Sweden, Iceland, and Denmark. For both domestic and international tourist anglers, a slight growth in numbers for all countries was expected. Neighboring countries were seen as the most important future markets except for Iceland having tourists from USA, UK, and EU as top visitors. Overall, there were several categories of drivers identified to influence future angler numbers. On a general level, the drivers anticipated to have the largest positive or negative effect on future angler numbers both locals and tourist, were environmental (about fish resources, nature, and habitat) and related to technology (opportunities in social media, competition from screen-based leisure). For tourist anglers specifically, political/managerial drivers such as marketing efforts by governmental authorities, facilities/fishing tourism products and accessibility (sites, information) were seen as having a strong effect too.

Discussion

For Norway and Finland, the future declining local angler participation numbers are in line with the life cycle model of recreational fisheries argued for by Arlinghaus et al. (2021), while the anticipated increase for the three other countries contradicts the model. Major global events can cause temporary or permanent disruptions in fishing tourism markets. The COVID-Pandemic of 2020-2021 also made it difficult for foreign anglers to come to fish in Norway (Aas et al., 2021) and Denmark (Pita et al., 2021) especially in 2020. Likewise the war in Ukraine and increased energy and food prices all over Europe will likely limit travel growth in the coming years. The war and consequent reaction of the Western world also means that the major Russian market will most likely be lost for Finnish destinations in the foreseeable future. Whether these drivers will have an impact by 2030 is uncertain.

One should note that a lack of or worsening in drivers as well as a positive development or effort for environmental drivers or political/managerial would be seen as influencing angler numbers and demand for fishing tourism.

Implications for management and tourism

If there is a goal to increase angler numbers or to avoid a decline in recreational fishing in the Nordics, managers should prioritize drivers that are relatively easy to influence.

Protecting or improving fish stocks and habitat would typically include restrictive harvest regulations and habitat restoration efforts, and hence require monitoring of stocks, habitat,

and angler effort and catch. Continued nature conservation and sustainability work by NGOs, tourism suppliers and anglers are required (Cooke et al., 2019; Fennell & de Grosbois, 2017; Shephard et al., 2023). Nordic governmental authorities are main responsible for nature conservation and generally want tourism development and high angler numbers. To achieve this it is recommended that governmental bodies involve stakeholders in fishery co-management arrangements (Arlinghaus et al., 2019).

The Nordics is a hotspot fishing tourism destination due to its accessible coastline, many waters, and iconic species such as Atlantic salmon, cod and halibut which cannot be caught in many other places. Information about and access to the fishery, marketing, and development of the fishing tourism product are important to create a positive image of the destination and lead to satisfied loyal anglers (Stensland et al., 2021). The fishing tourism industry consists of many small actors and is fragmented, with limited resources, hence political support and joint efforts by firms and collaboration with tourism authorities are needed if recreational angling actors want their share of the fast-growing nature-based tourism sector. In addition, the industry is vulnerable to geopolitical events like the COVID-pandemic, war and increasing prices. Thus, relying too much on markets beyond neighboring countries could be unsustainable, both in terms of the environmental impacts of long-distance tourists, and the economic risk of losing those markets.

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Ocean Literacy and sustainable tourism - development of societal interest through ocean-related non-formal educational activities

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Introduction

"Ocean Literacy is an understanding of the ocean's influence on you – and your influence on the ocean." (NOAA, 2013).

Ocean Literacy comprises seven essential principles that aim at guiding research, education, and activity outreach to raise societal consciousness on how behaviour and choices are key in taking sustainable and direct action towards the ocean, healthy populations, and a healthy planet (McCauley et al., 2021). Since there is a lack in public understanding regarding the fundamental significance about the ocean (Fauville et al., 2019), this understanding is of high importance to sustainability debates in a time where society is the main driver on Earth (Stel, 2016).

Latter also concerns the tourism sector, where it is still considered a major challenge to find the most effective strategies to encourage consumer behaviour towards sustainability and responsibility (Ruhanen & Bowles, 2020). A major key to addressing this issue is through education (Ruhanen & Bowles, 2020), to support the development of societal skills, knowledge, value and behaviour (Boley, 2011). As tourism experiences are based on non-formal education, outside of registered formal education institutions (Ferreira et al., 2021), they can be eyeopeners to awake interest. Interest development is beneficial to societal changes since it enhances motivation and engagement in individuals (Renninger & Hidi, 2015). One of the dimensions of Ocean Literacy is Interest, which relates to any issues that draw peoples' attention so that they wish to hear or learn more about it (Paredes-Coral et al., 2021). In this study, we focus on this ocean literacy dimension and on the role of experiential learning to awaken this interest.

Aim

The aim is to explore the role of experiential learning on the Ocean Literacy dimension Interest.

Theoretical framework

Ocean Literacy was originally built on three dimensions (Paredes-Coral et al., 2021), saying that a person who is ocean literate has an understanding of the ocean's significance to us humans, is able to communicate about it in a reasonable way, and can make responsible and informed decisions according the ocean itself and the resources it provides (Cava et al., 2005). Recent studies have proposed additional dimensions (see McKinley et al., 2023), since Ocean Literacy shall also provide tools to promote the transfer of societal knowledge into actions that support the ocean's sustainable use (Paredes-Coral et al., 2021). The analysis of potential Ocean Literacy dimensions is of importance to optimise assessments of the human-ocean relation (McKinley et al., 2023) and improve it.

Interest is referred to as a major force to determine and drive individual and group behaviour (Swedberg, 2005), and is considered significant for various learning aspects, including the quality of learning outcomes and experience (Schiefele, 1991). Indications for a person's interest into a topic is inter alia based on "feeling-related valences" of which involvement and enjoyment are seen as major feelings for interest representation (Schiefele, 1991). Growing interest is further accompanied by meaningful motivation and engagement (Renninger & Hidi, 2015). Thus, gaining insights into peoples' interest towards ocean-related topics can reveal a way to understand their following motivation and engagement (Paredes-Coral et al., 2021; Renninger & Hidi, 2015).

Methodology

Four non-formal educational activities offered by an educational association in Gothenburg, Sweden were compared. All activities focussed on sustainable seafood consumption and aligned in their objective to raise curiosity and joy in the discovery to learn more about local marine resources that are rarely used for human consumption.

Activities differed in their composition of theoretical and practical units. Activity one was mainly held in form of a lecture, including a short seafood tasting in the end. Activity two consisted of two theoretical units that were interrupted by a practical part, in which participants could taste algae and identified different species in groups. Activity three took place outdoor, had a rather short theoretical part, followed by a larger practical unit, in which participants were involved into simple food preparation in groups and a subsequent dinner. Activity four took participants on a coastal walk, focussing on beach vegetation and algae and their applications into food dishes. A picnic in between provided participants with different types of snacks, containing such ingredients.

Surveys were applied to let participants state how they learn best by choosing between theory, practice, or a mix of both units, and to grade their level of interest before and after

an activity. Three qualitative fully-structured interviews were conducted after each activity to get insights about how an activity influenced participants' interest. This allowed the comparison with survey results of all participants.

Results and Discussion

Survey results revealed that almost every participant, attending any of the activities, stated to learn best when a mix of theoretical and practical units is provided. Though, one participant indicated to learn best with theoretical elements, whilst another stated to learn best through practical units only.

The total average of interest increased in three out of four activities and concerned such activities that involved a larger practical unit. In these activities, ratings of interest had a slight tendency of high interest before each activity, reaching high interest after. In the most theoretical kept activity, interest was graded high before its start and remained unchanged after the activity.

Most participants referred positively to the practical units, when they were asked about situations that influenced their interest throughout the activity, and reflects stated total average interests in surveys. Especially group interactions were mentioned, and the active use of senses, such as seeing, tasting, and feeling. The situations enabled them to become involved into new experiences, with so far unexplored local seafood resources, that are considered core in experiential learning (Kolb, 1984).

One participant from the theory-based activity criticised that the practical unit was kept too short, but saw the theoretical part as positive, since it provided a good overview about the topic, whilst another participant mentioned to probably buy some literature and try to harvest seaweed, indicating one's meaningful motivation and engagement that accompanies growing interest (Renninger & Hidi, 2015) but also the connection between interest and learning (Schiefele, 1991).

Conclusion

Our results reveal first insights into the importance of experiential learning on interest development from individual perspectives, as well as they show the linkage between learning, motivation and engagement. Not surprisingly, this confirms that tourism with its tangible character can provide informal educational activities that increase ocean literacy. However, most participants stated to learn best when a mix of theoretical and practical units is provided, which implies that tourism stakeholders must pay attention to this relationship. Furthermore, the introduction of ocean literacy as a concept in tourism research can improve advancement of theories on learning through experiences for

sustainable development. In this context, measurements of different Ocean Literacy dimensions provide advantageous tools for the tourism sector.

Also, advocates of Ocean Literacy can learn from tourism and experience research, where concepts such as transformational and experienced-based learning are used. Thus, we advocate further comprehensive research to fully understand the benefits of experiential learning on societal developmental interest in non-formal educational activities to increase responsible tourism behaviour towards (and beyond) the ocean.

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Swimming water quality and fundamental rights in the EU

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Swimming in natural waters is healthy, fun and relaxing. Europe has plenty of surface waters including seas, lakes and rivers. Swimming is part of everyman's rights in countries such as Finland, Sweden, Norway and Scotland. Swimming also in the wintertime is popular in the Nordic countries. Some inhabitants or tourists paddle or take a boat and swim further from the coast. The possibility to swim in good quality water typically enhances the value of a property and of a touristic destination.

However, many surface waters in Europe are not in good condition. There are harmful bacteria, blue- green algae blooms, and other harmful microorganisms that prevent swimming. The problems are caused by inadequate rainwater and flood control, inadequate wastewater management, and inadequate prevention of nutrient pollution from agriculture and other diffuse sources.

The Water Framework Directive (2000/60/EC) is the main law for water protection in Europe. It aims to achieve a good status for all rivers, lakes and transitional and coastal waters in the EU. Member States keep failing to reach the goals as 60 % of surface waters are still in less than good condition. The Water Framework Directive includes several different criteria ranging from biodiversity to chemicals, not all directly related to whether it is safe for a human to swim in the water. Swimming water is separately regulated by the Bathing Water Directive (2006/7/EC), the goal of which is to reduce the health risks with bathing in natural waters. This Directive is limited in scope as it focuses mainly on intestinal enterococci and Escherichia coli measurements and reporting. In practice, local authorities conduct measurements on public beaches a few times in a summer and close the beach if there are too many bacteria.

We propose that European citizens and inhabitants have fundamental rights concerning swimming water quality, and that all surface waters should be good enough for swimming. States have a duty to respect, protect, and fulfil fundamental rights. Coastal property owners could sue the government for lowering the value of their property by not preventing water pollution. Blue tourism companies could sue the government for violating their right to livelihood and freedom of trade. Any inhabitant could sue the government for violating her right to a safe, healthy and sustainable environment, which

includes good quality surface waters. Water should particularly be safe and healthy for children to swim in it. Future generations will have the same rights, and societies need forward-looking water protection strategies. Climate change mitigation and adaptation are major issues, as many water problems are only worsening with heat.

Happiest alone? Factors contributing to small beats in Norwegian salmon fishing tourism

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Introduction

Salmon fishing tourism is an important niche of nature-based tourism in the Nordic countries, creating revenues for landowners (fishing right holders), businesses and local communities (Andersen & Dervo, 2019; Stensland, 2010), supply outstanding angler experiences (Birdsong et al., 2021; Stensland et al., 2015), and fuels advocacy for the resource (Cooke et al., 2016). Norway being the stronghold of the wild Atlantic salmon has over 400 rivers open for fishing, with approximately 70,000 anglers a year spending around €1 billion a year (Aas et al., 2022). Several reports and governmental papers also point to an untapped potential for increased revenues and tourism development from salmon fishing tourism (Andersen & Dervo, 2019; Landbruksdepartementet, 1999; Reiselivsbedriftenes Landsforening & Norges Skogeierforbund, 2004).

Longer salmon fishing beats (units) of more than one kilometer make angler satisfaction more likely since i) catch probability increases with more water to fish per angler, and ii) anglers prefer variation instead of just fishing the same short stretch over and over again (ErT, 2010; Stensland, 2010). However, most beats in Norwegian rivers are typically short (Stensland, 2010), making it challenging to fulfill angler satisfaction. A strong decline in the stocks of Atlantic salmon over the last 40 years (Forseth et al., 2017), has probably reduced the utility of short salmon fishing beats even further. The fishing right holders, who are predominantly landowners of farm properties, have so far to a limited degree only pooled fishing rights to make longer and better beats for anglers (Stensland, 2011). This thesis explores two research questions:

1. Which factors are influencing the fishing right holders' motivation for letting their fishing become part of longer salmon fishing beats?

2. What measures might encourage the establishment of longer salmon fishing beats?

Theoretical framework

In this work we used theories both from i) Ostrom (1998) who emphasizes interpersonal relation in collective action and 2) Korsvolla et al. (2004) who focus more on the propoerty characteristics, right and regulations to explain why collective action happens or not.

Method

The research questions were investigated through 11 semi-structured interviews of different types of private fishing right holders in the salmon rivers Fusta, Nordland County, and Nausta, Vestland County. Data were transcribed and coded for analysis.

Results

Shared norms and traditions for how the fishing right had been used, were found to influence landowner attitudes towards collaboration and collective action. Not acting in accordance with local landowner and community norms might induce transaction costs, in the form of concerns, excess time use and other non-material burdens. Prospects of increased profits that might outweigh the transaction costs, hence become an important factor for collaboration to happen. Asymmetrical interests and resources among fishing right holders was discovered as a factor that might make cooperation challenging. In addition, a feeling of reduced autonomy by involving other people in the decision making over a private property right, appeared to consolidate the overall fragmented structure of the salmon fishing beats on Norwegian rivers. The informants in this study pointed to knowledge transfer as a possible measure to stimulate establishment of longer salmon fishing beats. Government-funded experts were suggested as agent for conveying information from successful examples of salmon beat collaboration and facilitate local test projects. The fishing right holders would consider governmental regulations as an acceptable measure for establishing bigger salmon fishing beats, if regulations came with benefits that made the new outcome advantageous.

Discussion & Implications

Authorities are recommended to consider the conservational benefits that could arise from the establishment of large salmon fishing beats by increased revenues and better angling opportunities (Cooke et al., 2016, 2019). Regulatory measures proposed in this respect from previous research (Stensland, 2011) should be looked closer at, including a minimum size for salmon fishing beats and to make it easier to sell and acquire fishing rights. Our study put forward two new measures: i) a total river catch quota and also distributed to the individual property to stimulate merging of beats; and ii) that each and every beat must be open to fishing and not withdrawn for landowner only fishing. Future research is recommended to investigate the experiences from common property fishing right

ownership (see Ianssen & Johansen, 2007), and also look into the needs identified by fishing tourism entrepreneurs and other actors who develop products by pooling several fishing rights.

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Rethinking Archipelago Tourism for a Sustainable Future – on place prosperity through balancing archipelago entrepreneurs, empowered communities, and meaningful work

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The archipelago has been seen as a potent tourism amenity (Aronsson, 1997; Marjavaara & Müller, 2007). Pre-pandemic tourism development in Stockholm has been a success story, while the situation in the close by archipelago seems not to have been such a success. Over the years, there has been a host of projects that have sought to improve the economy of the archipelagoes (Onn, 2018) indicating that financiers worry about the economic future of the archipelago residents, but it seems little have been done to do deeper investigations of why their projects do not have desired success.

There have been studies into e.g. the relationships between residents and second homers (e.g., Nordin & Marjavaara, 2012). However, due to the pandemic it may be expected that digital maturation increased substantially and its' call for tele-working, resulting in a substantial increase in second home settlement – the share of time spent in the second home. In this project I attempt to study how archipelago/coastal based tourism entrepreneurs' understanding and navigating of their businesses in the flux of their everyday life, affect the social and economic situation on the island(s) of their business activity.

Method used will be grounded theory, in spite of the existing research in the field. This is to attempt to not take too much for granted – the pandemic may have changed the name of the game. Being an extremely inductive method, it would be in opposition to the logic behind the method to pinpoint exactly who should be interviewed and when, as would it be to draw up semi-structured interview templates. Even so, the expectations are that interviews will be made with entrepreneurs on islands with bridge connections to mainland roads, entrepreneurs on islands with car-ferry connection, and islands with public ferries for person transport. It cannot be ruled out that there will also be entrepreneurs on islands without public transport if it turns out possible to engage such. Initially, investigations will start on one island in a municipality in the Stockholm southern archipelago, and then carried forth on other islands in the same municipality, whereafter islands in other municipalities comes to front. If warranted a reasonable expansion of the field is to the middle and northern archipelagos and potentially to other Swedish and

Finnish archipelagos. Interviews will be carried out until saturation. Interviews will be audio captured where respondents give such permission and then transcribed. If no such permission is granted, field notes will be taken.

Early findings suggest that island settlers are typically jacks of all trades, where few have a single source of income. Some have all their work on the island(s) where others need to go the mainland from time to time in order to get their budget work. Also, early findings indicate that the islanders wish not to commute to the mainland to as large part as possible – if it would be possible such trips should be avoided. The relatively high property prices in many locations, and relatively low sales volume – and sometimes profit margins - in the businesses do however force many to take mainland based means of sustenance to achieve a sufficient level of private economy. Early result also point towards second-home settlers carry a non-negligible part of island enterprises e.g. visitor attractions operations, like museums, be them for profit or not. Also, a large part of things that usually are carried out by the municipality is taken care of by the civil society, either in formal associations or in informal networks. If one ends up in a situation where help is needed, for examaple the motor on your boat breaks down, then the network is often the sole source of reliance. This dependence on others makes it extremely important to keep one's social capital at all times. Also, in the light of the energy prices of this past winter, energy supply, and in the long term transport technology is seen as pivotal challenge. As transport by sea involves high energy consumption, especially the transportation issues are viewed with some anxiety, as electrification of reasonably priced smaller boats capable of fulfilling present communication needs, both with respect to speed and duration, seem to quite far into the future.

This will most likely shed a light on not only co-creation of consumer experiences, but on the co-creation of island societies,the creating of amenities for business and social life simultaneously. knowledge sharing between practitioners, their technological environment and researchers (cf., Ren & Jóhannesson, 2017). This is part of a larger research agenda aiming at understanding the entrepreneurial eco-system of the archipelago entrepreneurs (Acs et al., 2017) and how the context of islandness and/or archipelagoism (if data points towards a distinction), affects their business goals and decisions (Welter & Gartner, 2016; Welter et al., 2019). When saturation in the Stockholm material surfaces, Finnish archipelago and Estonian Islands will be studied for comparison.

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Tourism governance in Svalbard and Greenland – a comparative approach towards adaptive tourism governance in a rapidly changing Arctic

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With increasing tourism in a rapidly changing Arctic there is an emerging need to understand how tourism is governed at and across destinations, particularly in response to climate change and sustainability challenges. By examining the tourism governance systems of Greenland and Svalbard, this article examines whether and how experiences from these Arctic destinations inform tourism governance across the Arctic. Drawing on document analysis and qualitative field research carried out in Svalbard and Greenland between 2021-2022, we identify similarities and differences between governance and managerial practices, and across sustainability issues. Svalbard's history with tourism dates to the 1800s. From the 1970s the Norwegian government aimed to have tourism development of limited scope and strong environmental regulations. Today the vision is to develop Svalbard as one of the world's best-managed wilderness areas with a strong focus on sustainability. With the out-phasing of Svalbard's coal production, the archipelago's economy has become heavily reliant on tourism for local employment and income generation. In Greenland, having an economy relying on fisheries, tourism has only emerged as a political priority in the last decade, and in its short time changed its orientation from growth to sustainability. Studying two destinations with different tourism histories and demographic compositions, Greenland being home to indigenous Inuit population, governed by self-rule under the Danish Kingdom, and the Norwegian archipelago of Svalbard being a temporary home for a multitude of nations, we try to gain an understanding of how sustainability is operationalized in the governance and managerial practices to balance economic, social-cultural and environmental aspects of the tourism development at these two destinations.

"When the going gets tough, the tough gets going"? Resilience in coastal tourism in rural Norway

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This article discusses how the public authority, landowners, and tourism operators in the peninsula of Stadlandet in Norway attempts to create a more sustainable tourism development. More precisely, the authors investigate how various stakeholders respond to overtourism, in which locals experience a reduction in quality of life and tourists find the quality of tourist experiences reduced (Goodwin, 2017).

Stadlandet - from fishing community to surfing destination

As surfing became a more popular activity in Norway during the 1980s and 90s, Hoddevik and Stadlandet became known as one of the best surfing spots. With the advancement of social media, this activity, and tourism in general, has grown considerably in Stad. Spectacularl pictures from especially the white beaches were spread on social media platforms such as Instagram, Facebook etc. Furthermore, nature-based tourism in general has also grown in Stadlandet and the peninsula also attracts many traditional sightseeing tourists visiting not only the white sand beaches of the small villages of Hoddevik and Ervik, but other important tourist attractions, like the monastery, dating back to the 12th' century at the island of Selja and the Vestkapp viewpoint, located on the westernmost Norwegian plateau 496 meters above sea level.

Restrictions as a tourism planning tool?

The small Hoddevik community of 20 permanent residents experienced crowding in a fragile nature during the summer months. In spring 2020 the Stad municipality decided to restrict the right to roam (Allemannsrett), with marked zones in which no camping was allowed. The intention was to protect the vulnerable nature against camping, garbage, and excrements from the campers. The Norwegian right to roam the countryside has a strong link to Norwegian outdoor recreation. The right is considered as an important part of Norwegian cultural heritage although the main principles of the right to roam are legally enshrined in the Outdoor Recreation Act in 1957 (Norwegian Environment Agency, 2020). Additionally, residents felt invaded, especially by campers intruding their infields. Those

restrictions received a lot of media attention both locally and nationally. The overarching research question is how the various stakeholders' responses to overtourism in a coastal tourism destination in rural Norway can be explained and understood by the concepts of resilience, adaptive capacity, and sustainability?

Theoretical approach

Generally, tourism resilience can be explained as the upholding of a tourist destination's quality of life at a desirable level (Lew & Cheer, 2018). The results will be discussed in terms of social sustainability, understood as a balance between the burdens and gains of tourism (Lafferty & Langhelle, 1999, Høyer 2000), and of resilience, referring to the adaptive capacity of the local community (Hall et al., 2018) to the disequilibrium caused by overtourism (Cochrane, 2010). While sustainability can be seen as a goal, resilience can be discussed as means to an end. This understand of resilience is categorized as a "socioecological approach" emphasizing "constituents of resilience and their intrinsic abilities to maintain, resume or adaptively change in face of external disturbances" (Amore et al., 2018, 237). Amore et al. (2018, 238), remind us that although a tourist destination consists of heterogeneity in both demand and supply side, it should be seen as a spatial unit "in which global and local forces operate in the reflexive shaping of places". This perspective on a destination goes well together with the case area of Stadlandet, where surfers' presence has more or less reshaped the former fisher's village into a surfer's destination. According to Hall et al. (2018) several elements of resilient destination are identified, such as stakeholder's awareness of vulnerabilities and potential hazards, changing direction of tourism development towards higher satisfaction among local community, and engagement in networks or collaboration for destination planning. Another crucial element is stakeholders' reflections and learning from previous crises and the will to reduce the destination's future vulnerability.

Methodological approach

A qualitative approach was chosen, where we first gathered information about Stad and the challenges of tourism growth through websites, social media and the local newspaper. Documents from local public authorities concerning the reduction of the right to roam were also collected. We then conducted semi-structured interviews with 20 tourists to the area in the autumn of 2020, and with 16 actors from tourism businesses in the Stad area and with representatives of the community through local community- and landowner organizations.

Findings and conclusions

The main finding demonstrates that the solution to overtourism preferred by the locals, especially those involved in the tourism industry, is not restriction, but better organization and preparation for tourism, such as spreading of tourists in time and space. Discussion of the results points to necessary elements in the adaptive capacity of this destination, such as clear leadership of the local public authorities but also a well-anchored strategy among the different stakeholders (Mwesiumo et al., 2022), especially amongst the residents. This may lead to a higher level of social, environmental, and economic sustainability in the coastal destination in rural Norway.

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Promoting outdoor recreation for older adults in Sweden – exploring the role of the third sector

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Ageing population

The number of older adults is growing worldwide, and in Sweden; a country with 10.5 million residents, 2-6 million are over the age of 60, and the proportion of residents 60+ has grown more rapidly than the population as a whole (Lundkvist et al., 2022). This development entails several demographic challenges including staffing in sectors providing services for older adults. The costs for healthcare for older adults, as an example, are expected to rise by 30% by 2050 (Brouwers et al., 2010).

Therefore, there is an increasingly pressing need for proactive initiatives that promote active and healthy ageing. In addition to utility on an individual level in terms of improved functioning and quality of life, such initiatives have the potential to reduce demands on the health and social care sector. A necessary mission for society is therefore to identify or develop proactive initiatives that offer prerequisites for a healthy lifestyle for older adults. Such efforts can be provided by the public sector (e.g., municipal initiatives), private organizations (e.g., companies), or the third sector (e.g., senior citizens organizations, voluntary organizations). One approach to improve health and well-being with this group is to encourage and enable participation in outdoor recreation activities, which is the focus of this study. More specifically, we examine the role of third sector organizations in providing and facilitating outdoor recreation participation for older adults.

Outdoor recreation to promote active and healthy ageing

There is wide recognition in the scientific literature that spending time in nature and participating in outdoor recreation activities are connected to better health and increased sense of well-being (e.g., Buckley, 2020; Farkić et al., 2020; Hanna et al., 2019). In Sweden, essentially all residents engage in various outdoor recreation activities for leisure, and almost 90% of the respondents of a national survey state that they find outdoor recreation to be beneficial for their health (Fredman et al., 2019). Moreover, many older Swedish adults view spending time in nature and participating in outdoor recreation as important for maintaining good health, but also claim it to be relevant to identity, experiences, and daily routines (Zingmark et al., 2019). While engagement in outdoor recreation is important to many older adults, different factors such as decline in physical functioning and social loss, may challenge a continued engagement. Results from a Swedish survey showed that more than 50% of all respondents, 65 years or older, had disengaged from previously performed outdoor activities during the last year. The activities that respondents mainly had disengaged from could be described as strenuous (e.g., cross-

country skiing, running) or as involving some risk (e.g., walking in terrain). While disengagement from such activities was described as linked to age-related changes, respondents expressed both acceptance as well as sorrow for loosing previously valued activities.

The role of the third sector

The third sector can, very simplified, be defined as all those organizations and associations that do not fall under the "primary" (state) and "secondary" (market) categories (Corry, 2010). These include charities, non- governmental organizations, voluntary associations, social enterprises, networks, etc. In Sweden, the three largest member organizations for senior citizens together gather close to 700 000 members (PRO, 2022), and they all highlight physical activity as essential to promote a healthy lifestyle for older adults (PRO, n.d.) It is therefore interesting to examine the role of the third sector, such as senior citizens organizations, in facilitating continued engagement and counteracting involuntary disengagement in outdoor recreation activities. Previous research has shown that the third sector can have an important role to play in health-related interventions for older adults, partly because this group may find third sector services less stigmatizing (Burroughs et al., 2019). Moreover, collaboration between different third sector organizations (e.g., sports associations and senior citizens organizations), as well as between the public and the third sectors can yield a range of benefits and result in innovative ways to promote outdoor recreation for older adults (Dutton et al., 2023).

Methods

This qualitative study is conducted in Östersund, a municipality with circa 65 000 residents, of which about 21% are older than 65 years (Östersund municipality, 2022). There are several third sector organizations active in the municipality, including senior citizens organizations, sports associations, interest groups etc. These are primarily funded by member fees but also receive government and municipal grants, and they are administrated by voluntary commitment. We studied how third sector organizations work to promote outdoor recreation activities for older adults and counteract disengagement. Data collection includes interviews with third and public sector representatives, focus groups with representatives of the third sector, the municipal, and older adults, and participant observations.

Results

Preliminary results of the study point to the importance of collaboration between different third sector organizations. A good example from Östersund is walking football practices, which is a collaborative initiative between a senior citizens organization and a local football club. The practices are once a week, free of charge and the football club provides equipment and coaching. This has become a highly popular activity, and participants in our study call for more initiatives similar this one to broaden the selection of outdoor activities offered to older adults in the municipality.

Results from interviews, focus groups and participant observations also indicate that collaboration between third and public sectors can be advantageous in offering outdoor recreation activities for older adults. Representatives of the municipality experience difficulties in offering outdoor activities for people with different physical abilities because their activities need to be designed so that everyone can participate. This means that the activities become very easy, perhaps only a short walk on a flat surface, which could result in some people not wanting to participate due to activities not being challenging enough. Several respondents working with activities for older adults in the municipality claim this to be frustrating, as they want to offer outdoor activities on different levels and have many ideas they would like to try. However, limited resources hinder the possibility to provide a wide selection of activities. Here, third sector partners have the potential to provide more challenging activities for older adults with higher levels of mobility, whilst municipal actors can provide activities that are easy to moderate. On the other hand, activities organized by the third sector may be too challenging for some, as these often require the ability to walk in terrain, including up- and downhill sections. It is therefore important to balance the level of effort and physical fitness needed to participate, to avoid activities becoming exclusive instead of inclusive (Paddon, 2020). The paper discusses different ways for societal sectors to counteract disengagement and encourage participation in outdoor recreation for older adults.

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Creating a sustainable model for older people to engage in outdoor activities – a social innovation in an arctic community in Northern- Norway

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Background

Tourism, traveling and exploring new sites and places is perceived to be an important aspect for a large proportion of the Nordic population. However, debates discuss how marginalized or disabled groups are unable to participate in such events, and thereby excluded from the "social normality" (Quinn & Stacey, 2010; Sedgley et al., 2018). An increasing proportion of research have begun to explore social tourism initiatives, which aim to extend participation for marginalized groups in traveling and tourism. Yet few studies have focused on adjusting for social tourism for older people. Considering the continuously growing number of older people, this group must be perceived as an under-researched group within the field of social tourism. Both physical barriers and discursive assumptions may in particular constrain the older population from participating in outdoor activities, especially in challenging environments. In 2010, the World Health Organization (WHO) established the global network "Age-Friendly Cities and Communities" (AFCC), to connect cities, communities and organizations ultimately aiming to promote active and healthy ageing. The WHO initiative emerged in 2005 as a response to the trends of population ageing and urbanization (WHO, 2007) and the increased interest from health care governments worldwide in working towards communities that support and enhance quality of life among older persons (Menec, 2015). While originally focused on cities, the WHO initiative has been extended to also include rural communities, resulting in the AFCC now focusing on how both cities and communities can become more age-friendly by creating accessible and inclusive communities that promote active and participating older people.

In their research, Menec, and Hutton (Menec, 2015) found that small, rural, communities in subarctic areas had lower age-friendly ratings compared to other communities. Developing age-friendly communities in arctic, rural areas is challenging as there is little knowledge about conditions that promote 'age friendliness' in such contexts. We draw on experiences from a social innovation project in an arctic community in northern Norway that aimed to create a sustainable model for older people to engage in outdoor activities. The aim of this paper was to discuss how age-friendly communities are a prerequisite for

include the older population in outdoor activities and traveling in an arctic, rural environment.

Methods and Materials

We elaborated on the social innovation methodology of Experienced Based Co-Design (Donetto et al., 2015) to create a model that integrate outdoor activities for older persons in an arctic, rural municipality in northern Norway. We invited stakeholders in the community, including representatives from the local senior council, multiple representatives from the administration, policy, and health care staff in the municipality (N=35). Stakeholders participated in workshops, focus group interviews, and individual interviews. In accordance with initiatives aiming for age-friendly communities (Menec et al., 2015; Warth, 2016), a holistic approach that account for a broad view on contextual factors was conducted. A socioecological model was therefore utilized to guide the qualitative thematic analysis of the data.

Results

Based on the analysis of the multi stakeholder activities, we identified important issues related to both an individual (micro) level, an organizational (meso) level, and on an environmental (macro) level that is important to account for, when creating age-friendly environments. The results are presented in line with a socio-ecological framework, which comprises the complexity of constructing age-friendly communities (Figure 1).
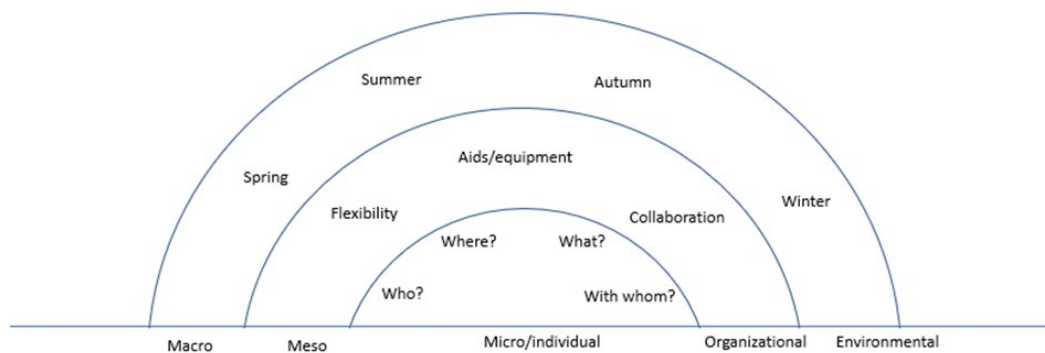
Figure 1: The elements of the outdoor recreation model on an individual (micro), organizational (meso), and environmental (macro) level.

The individual level includes the individual adaptations regarding personal needs and functional ability of the older individual. The organizational level considers the elements of flexibility, availability of aids and equipment, and collaboration among stakeholders in the community. The environmental level adjusts for climatical and seasonal changes, particularly in regard to the arctic climate.

Adjustments to the arctic climate was in particular related to seasonal changes due to weather and daylight conditions. All seasons were described to withhold motivational

aspects that could be utilized to promote outdoor engagement, as seasonal changes were discussed to be a source of distinctive experiences. However, our study also identified some possible constraints, such as poor weather, slippery ground, and lack of daylight, in regard to the arctic climate. Slippery ground was a significant concern regarding the older persons' safety, as it was described to involve a high risk of falling. Others have also addressed that worries about falling may restrict older persons from engaging in outdoor environments (Astell-Burt et al., 2013; Mjøsund et al., 2022). Currie et al., (2021) also stated that feeling unsafe outdoors was perceived as a constraint to outdoor engagement. Arnadottir et al. (2022) compared activity levels among persons in arctic rural areas and urban areas and found that rural participants were more likely to have fallen recently and was at higher risk of falling. To account for the unsafe factors of the outdoor environment, our model implies an accessibility to equipment that could support the older adult and prevent fall accidents. Collaboration with the administrative level in the municipality in order to arrange for benches and streetlights was identified as an important aspect of the model. A lack of facilities such as toilets and benches have also been identified as a constraint for older persons to engage in outdoor contexts (Currie et al., 2021), which address the important of environmental adaptations within the community.

Discussion

Age friendly communities are a prerequisite for older people to take an active part in meaningful activities and to participate in both outdoor activities in their nearby communities, but also in participating in tourism and traveling activities. Age friendly communities are created within the intersection between individual, social and contextual features, between the individuals and the communities. Within the AFCC framework eight interconnected domains are considered important to create age friendliness: Social participation; communication and information; civic participation and employment; housing; transportation; community support, and health services; outdoor spaces and buildings; and respect and social inclusion. These aspects correspond with our wide socioecological model for older people to engage in outdoor activities. Our study account for the broader circumstances in developing age friendly communities that facilitate outdoor activities for older persons in an arctic, rural context.

Conclusion

Based on our findings, we argue that creating age friendly communities, that account for facilitators and barriers on both an individual, an organizational, and an environmental level, may contribute to include the older population in tourism, traveling and exploring new sits and places.

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Territorialisation of urban green commons: The case of Järva, Stockholm

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Green commons in urbanising landscapes

Urban green commons (UGC) have a long history. Motives for including them in the urban landscape have shifted over time, generally following ideas of right of access, educational and welfare needs. Today UGCs are ascribed values ranging from providing space for community cohesion, physical activity and stress mitigation, to capacity for climate change adaptation and supporting biodiversity (Elmqvist et al., 2013). As discussed in Dahlberg and Borgström (2017) this is often referred to as multi-functionality which varies over time and space. At present we see the consequences of ongoing urbanisation by densification, i.e. UGCs close to where people live and work are exploited for housing and infrastructure. In order to clarify what will be lost multiple stakeholder groups have improved their capacity to identify and articulate UGCs values. The concept multifunctionality of UGCs is simultaneously a policy goal, where the remaining UGCs should be designed and managed to provide more benefits to more people.

Ongoing change also encompasses situations where actors see the possibility to use an UGC for a specific purpose. This occurs through different processes, from the private and spontaneous to the formal – including a mixture of these. Earlier research shows how conflicts erupt over the multiple uses of UGC by the public as well as by official planning arrangements. These changes can be termed processes of territorialisation of UGC which is the focus here, with the aim to explore how change is shaped by and affects aspects of environmental justice. The overall objective is to increase the understanding of UGCs, with the aim to clarify the effects of changes on access and use as well as on ecological values.

Territorialisation of UGC - A theoretical frame of multifaceted process

Territorialisation can be defined as processes of change imposed on the social-and/or ecological elements of the landscape for specific purposes. Territorialisation refers to "specific territorial projects in which various actors deploy territorial strategies (territoriality) to produce bounded and controlled spaces (territory) to achieve certain effects" (Bassett & Gautier 2014, p. 2). Most previous research concerns global and national scales, but research is emerging at local scales, both from a theoretical perspective and to improve management and for conflict resolution. Of interest in urbanising landscapes are the effects of more or less strict boundary-making of specifically designated areas through programming and semi-privatisation (Blomley, 2004; Borgström et al., 2013). By programming we mean the official and formal design, i.e. top-down, directing access and (Jorgensen & Keenan, 2011). Boundary-making and programming are important tools in Swedish urban planning, including the establishment of nature reserves – of which many

are urban and peri-urban (Dahlberg, 2015). Semi-privatisation is when the private sphere is extended onto UGCs. This can occur for example through urban gardening (Blomley, 2004), or when individuals have the power and opportunity to define who and/or what belongs in a specific UGC (Waitt et al., 2009).

Here we define "belonging" as access, understood in a broad sense, including physical as well as social and psychological access (Wolff et al., 2022). That is, territorialisation can occur through fences and other physical means to prevent access, but also through (intentionally or not) constructing barriers which incur social hesitation. All this affects numerous UGCs, and therefore cumulatively large parts of the city. Ongoing demographic changes in cities worldwide (e.g. immigration, aging, segregation) contribute to a diversification of demands and expectations on UGC, and added to this are e.g. effects of climate change. The result is an increasing competition for space and as a consequence existing forms of territorialisation processes of UGC are amplified and new forms emerge. Through the lens of environmental justice winners and losers can be identified, where power relations influence who has access to environmental goods (Svarstad & Benjaminsen, 2020).

Methodology

We conduct a case study which uses a mixed-methods approach through a political ecology lens. We aim for a deep, as well as broad, understanding of past and present processes of territorialisation. Methods employed include mapping, observation (partly participatory) and interviews with various stakeholders – in relation to an analysis of formal policies, programs and strategies and other written documentation.

Indications of territorialisation of UGC in Järva

The case study area constitutes part of Järvakilen (NW Stockholm). The landscape has changed much through the centuries, including the last three decades which are the focus here. The study area contains a large variety of UGC, including different protected areas, allotment gardens, recreational areas, urban farms, as well as enclaves of ephemeral land. The area displays a huge variety, from large scale housing areas dominated by socially and economically vulnerable groups, including a high proportion of immigrants, to single-family housing inhabited by wealthier groups. There are several planned, ongoing and recently completed developments in the UGCs of the area, e.g. new facilities aimed to increase accessibility, while calls for more protected areas are also heard. Tensions between different forms of exploitation and conservation engage people in the area e.g. through civic groups– both of which we investigate as processes of territorialisation.

In the study we first zoomed out to grasp the larger landscape of Järva, including nature- and culture reserves, adjoining UGCs as well as small to medium UGC within the built areas. When analysing previous and present urban planning documents, we found a general decrease of UGC in Järva (as well as in Stockholm generally), mainly due to infill densification and large-scale transport infrastructure developments. The remaining UGCs showed many examples of territorialisation. At this large scale we identified plenty of examples of programming, i.e. formal territorialisation. These include processes of re-

scripting of once more traditional farms into public centers (e.g. 4H) or more business-oriented farming enterprises. Other examples are a planned displacement of a popular discgolfpark (with high biological and esthetical values) for the establishment of a large cemetery, the closure of the only motocross course in Stockholm to establish a biodiversity rich wetland area as well as the creation of an outdoor swimming facility on a former UGC.

When zooming in at specific UGCs in-between houses we explore how strategic plans for parks and green areas have been developed, along with investments in green space upgrading. Through policy documents, observations and interviews we identified several examples of small-scale programming potentially aiming to increase accessibility, attractiveness, usefulness, enhanced safety and improved aesthetics. Many of these include a more strict approach to the vegetation (e.g. more management of plantations, less shrubs), adding facilities such as benches, lights, equipment for play, places for barbequing, programs for signs, artwork and accessible pathways, outdoor gyms. Other frequently occurring changes in the study area include UGCs turned into private spaces, for example when private condominium associations and allotment cooperatives fence and lock their area, commonly added by signs forbidding entrance.

Potential consequences

Processes of territorialisation sketched above result in less public green space, increased wear on remaining UGC, the exclusion of certain stakeholders and an increase in conflicts over use and management. Many of these processes are trend sensitive and risk to quickly become outdated – with implications for future budgets and meaningful accessibility. We have noted multiple examples where small-scale developments are planned without an awareness of their cumulative impact at a larger landscape scale.

In the study area we see that access and use changes – where what can be seen as positive and negative respectively is a complex question which we aim to further explore. Several of the examples briefly described above illustrate when programming and privatisation may restrict access for "all the public" although not formally forbidden. An effect of this is a reduction in flexibility of use. We ask: how does this affect multifunctional access and use, including ecological aspects, from the perspective of environmental justice where we examine who benefits or loses out due to access to environmental "goods" or exposure to environmental "bads".

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"As long as I've got my health and can walk" - The importance of nature for the well-being of older adults. Narratives and observations of a focus group, Sweden

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Introduction

There are several reasons why we spend time in nature; to achieve health and well-being, to perform social and physical activities or to simply enjoy the outdoors. Several Swedish authorities (the SEPA, the Public Health Agency of Sweden, and the Swedish Forest Agency) have jointly emphasized the need of equal public health, and that everyone needs closeness to nature (older adults max 200 meters to the nearest nature). However, due to health limitations, reduced physical abilities or safety issues older adults tend to spend less time outdoors (Ghimire et al., 2014). Inaccessible environments pose a challenge of society where many older adults unwillingly experience exclusion or restrictions to access nature, which further affect their well-being and health negatively. Hence, accessibility to and within different nature environments is essential. In relation to this, digital knowledge as well as mobile network coverage should be discussed.

The aim of this study is to gain further knowledge of nature's importance for the health and well-being of older adults. Furthermore, our study seeks to give a better understanding of enabling or hindering factors in participation in outdoor activities; the goal is to improve possibilities for older adults to be active in nature for improved quality of life, physical and mental health. In collaborations with older adults, private and public actors in Härnösand municipality, Sweden, the project will identify contributing factors to accessible natural environments and active aging in order to improve health and quality of life. Active aging is also expected to have an impact on care and nursing needs. This benefit links directly to a major challenge many Swedish municipalities face; an increasing proportion of older adults in the population and more and more people reaching the age of 80 and older (SCB, 2022). Thus, a proactive public health work is necessary. The project is also about contributing to an inclusive society where municipal planning is an important tool for participation and for protecting access to nature areas.

Method

To get in-depth knowledge of older adults' experiences before, during and after visits in nature areas (in relation to health, well-being, safety, accessibility and need for support), a focus group method was applied (Barbour, 2018). The study was limited to Härnösand municipality, Sweden (in total about 25 000 inhabitants) where older adults is a large and growing group of the population. Urban, peri-urban and rural nature areas are to be found in and around the Härnösand city, see figure 1.
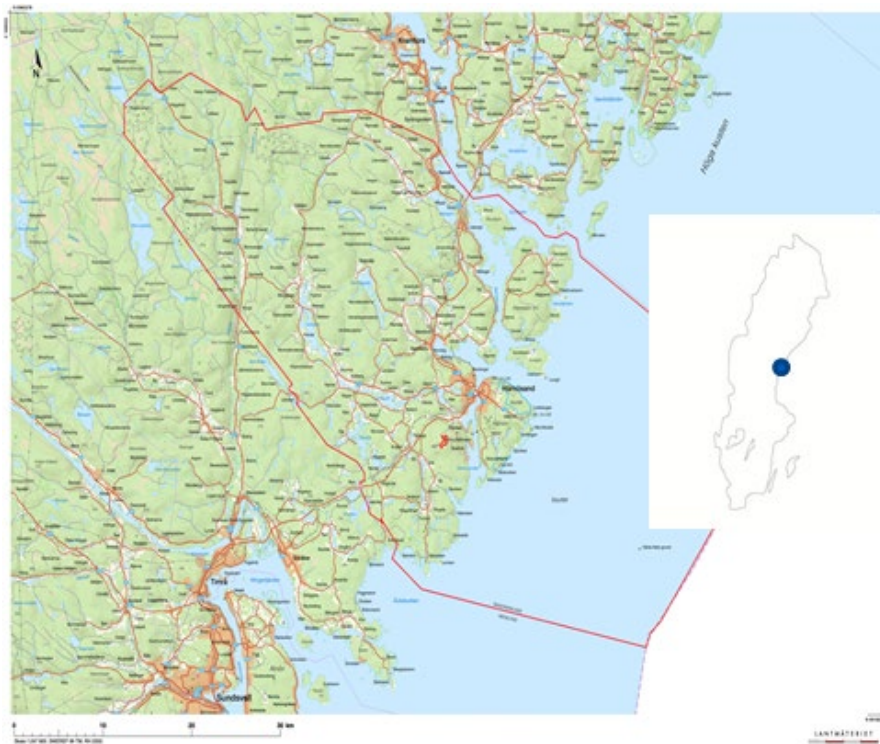
Figure 1. Map of Härnösand municipality, Sweden. © The National Land Survey.

The participants of older adults (70+ with the requirement of being in good physical shape) were recruited via a senior fair, and by Härnösand municipality and its contacts to various organizations/associations. In total five older adults - three women and two men - between 73-76 years participated.

The focus group study took place during two days in September 2022. Day 1 consisted of a meeting indoors for two hours (led by two researchers) where different questions regarding outdoor activities, health in relation to nature, different nature areas, feelings and experiences whilst being in nature, accessibility and information were discussed. Maps were also used in an exercise to demonstrate which nature areas were visited within the municipality, followed by discussion of the values and accessibility of said areas. The discussions were recorded and transcribed together notes taken during the session. Day 2 started with a joint car trip to the recreation area Fälleberget (see figure 1); ten minutes

outside central Härnösand. The area had been visited earlier by one of the researchers to gain some knowledge of the area's landscape and potential challenges. The participants had different experiences of nature and slightly different physical conditions, yet everyone was fit to hike the 4,3 km trail. Various stops were made to discuss, observe and "feel nature" during the three-hour hike which included a coffee break. The purpose was to actualize the topics and questions that the group had discussed the day before.

In addition to the above, three more focus groups are planned for May 2023. These will take place in Härnösand and Östersund municipalities, Sweden, where also older adults with mobility impairments (need for e.g. walkers) will be included. These groups will visit urban city parks with greater accessibility.

Results

Happiness, less stress and gratitude were expressions used when describing the feelings of being in nature:" If you're stressed and in a bad mood; and get out in nature - you relax."

Natural quiet without human noise was deemed as important. During the hike, various senses were used when the participants picked blue berries, felt the tree bark and moss, commented different phenomena and smells together with the sounds from the birds. However, due to aging (e.g. poor hearing and less mobility) the ability of nature experiences had been affected. Nature is important to one's health; it is a crucial part of life according to the focus group:" I have a hard time imagining a life without being in the outdoors". As Yvonne expressed with emphasis:" I dread the thought of moving to town… I hope to die [before that] living in the countryside". Being physically active and to be social are both important parts of the nature experience. Many older adults have a partner who is no longer able or willing to be in the outdoors, or has passed away. Organized services (e.g. hiking in groups) were stated as important and significant in order to not be alone and still have the opportunity to get out into nature. In nature, the participants underlined how vital information about distance and directions are to feel safe and not to get lost. Clear paths with signs and marks on the trees are appreciated, together with information of the area's nature.

Moreover, everyone in the focus group had smart phones that were used for private calls and photography during the hike. Interestingly, the digital information proved to be of interest and importance for this group, with participants sharing their experiences and recommendations of various mobile apps to each other. The range of applications used by older adults varied from navigation to apps encouraging to discover new areas whilst looking for check-points, see figure 2. Several also had smart watches (which is linked to health and counting steps).

Figure 2. Discussion of various digital nature information.
Photo: Rasmus Nordmark.

Conclusions

Nature is experienced with all senses (sight, hearing, touch and smell) which are awakened by spending time outdoors. The variations of nature (e.g. trails, mires, rocks, forests, flowers etc.) were described as valuable features of nature. Among the participants there was a clear concern and almost anxiety of a future where they no longer could be able to get out in nature. It has great significance. There is an acceptance - but sadness - in aging and no longer being able to take part in all the experiences of nature in the same way as before. At the same time, a too arranged nature is not desired and the non-arranged" wilder" nature were described as the preferred option if possible. Also, different types of nature (urban, peri-urban and rural) have different values and meanings during various stages of life, according to the participants. It also links to accessibility and the individual ability to walk. According to the focus group, the city park Härnösand was not valued as "real" nature, but at the same time they expressed an understanding that the organized urban nature with parks can have great value for older adults with less mobility.

Health is strongly influenced positively by being in nature. Regarding physical health, e.g. varied environments were seen as positive for balance training. It was obvious that the participants were stimulated and affected both physically and mentally by being in nature. This was highlighted by the women particularly from a psychological perspective, while the men assumed that the physical well-being of being in nature makes you feel good psychologically. Information is viewed as vital to feel safe, but also to get knowledge. Within the group, information about various apps to get out in local and accessible nature was shared followed by discussions and curiosity. Digital technology is used by older

adults to include themselves into society; it is a way to reduce the spatial and physical challenges found in maintaining social relations. However, issues regarding technological proficiency are viewed as potential obstacles (Hill et al., 2015).

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Nature guides – a path toward environmental sustainability in the Swedish outdoors?

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Introduction

Magnificent nature landscapes, accessibility of nature, a well-developed net of protected areas, compelling infrastructure, a wide range of outdoor activities, and a long tradition of recreational habits among Swedes have led to high numbers of domestic and inbound nature-based tourists in Sweden (Hultman & Cederholm, 2006; Fredman & Margaryan, 2020; Tillväxtverket, 2022). During the last pandemic years of COVID-19 the number of domestic tourists to nature destinations in Sweden has continued to increase highlighting the fragility of nature and the potential for additional pressure on nature areas to lead to environmental damage which can be compounded by climate changes, decreasing of biodiversity and other anthropogenic factors (Øian et al., 2018; Stoffelen & Ioannides, 2022). In the fascinating, environmentally and socially sensitive "human - nature" dialogue, guides can play an important role as mediators, communicators and interpreters (Cohen, 1985; Weiler & Black, 2015; Macdonald, 2006; Weiler & Yu, 2007). In fact, for many visitors, they can be a gateway to nature and the outdoors, especially for those who prefer more advanced nature experiences or want to increase their environmental literacy and understanding (Powell & Ham, 2008; Sam H. Ham, 2013). For that reason, guides also have an important responsibility as not only knowledge carriers, but also as representatives of pro-environmental behaviour, including sustainable outdoor practices and management of recreation areas (Øian et al., 2018). While literature on guiding is growing internationally (Galí & Camprubí, 2020), the issue of implementation the sustainable practices in nature guiding is rarely addressed in research (Einarsdóttir & Helgadóttir, 2022). Therefore, the purpose of this study is to explore how guides can contribute to more environmentally friendly outdoor recreation by adopting interpretive practices and promoting changes in environmental behavior among their clients. The research was conducted within the framework of the Mistra Sport and Outdoors research program with the focus on indicating the current profile of nature guides in Sweden based on characteristics such as nature guiding experience, landscape area of guiding (forest, mountain, coastal, urban, and suburban), intensity of nature guiding (days per year), guiding education, as well as biometric factors such as age, gender, and basic education.

Methodology

A mixed-methods approach was used in this research to qualitatively explore Swedish nature guides and their characteristics, with a particular focus on the didactic practices they employ during organized guided tours. The research data was gathered by conducting an online survey (questionnaire) and semi-structured interviews with nature guides.

Theory

This study approaches sustainability practices among nature-guides through the lens of grounded and didactic theories. There is an explorative approach to questions related to identifying sustainable practices in guiding, based on practice theory (Lamers et al., 2017). Furthermore, we use the TORE framework of nature interpretation, developed by S. Ham (Ham, 2013), to identify and characterize questions related to theme (T), organization of tour (O), relevancy (R), and enjoyable to process (E) by combining three main elements of practice theory: "meanings" (ideas and aspirations), "competences" (skills and interpretation techniques), and "materials" (tangible physical entities and other props for guiding) (Shove, Pantzar, and Watson, 2012).

Results

Important findings relate to how guides perceive the necessity of communication skills, the ability to create a positive experience and make the subject of guidance interesting, engaging, and entertaining. Additionally, the study highlights the significance of organizational and planning skills for creating well-structured tours along with the ability to manage security aspects, to prevent or handle accidents effectively. The research also documents the attention nature guides pay to hospitality and creating a positive atmosphere in the group while managing any conflicts that may arise.

Special emphasis is given to the awareness of nature guides and their ability to encourage environmentally sustainable behaviour among the participants during guided tours. The research discovered how nature guides evaluate the importance of addressing environmental sustainability when guiding in nature, the extent to which sustainability is integrating into guiding programs, and the degree to which guides attempt to influence participants to adopt a more environmentally friendly behaviour when guiding in nature. The research presents the results of collected sustainable practices. The study indicates that there is potential for increased contributions from guides, both in terms of interpreting nature and promoting environmentally sustainable practices.

Implications

The aim of the Mistra Sport and Outdoors program is to produce and apply new knowledge on sustainable solutions which reduce negative impacts from transport, land and water use, equipment and events. One of the goals is to prepare for a movement towards more sustainable practices in the sport and outdoor recreation sectors. The findings from this study will be of interest to educational institutions and companies, as well as policymakers, for guides in nature areas, in parks and at other nature heritage sites.

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Tourism and Mountain Hay Meadows management: First insights on synergies and challenges from the ALPMEMA projects

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Tourism in mountainous areas is strongly interrelated with the sustainable use of open landscape such as in particular mountain hay meadows. The presentation will introduce the EU-cofunded ALPMEMA project and present first findings from the field excursions of the project implemented during summer 2023. ALPMEMA stands for ALPine MEadows MAnagement and addresses win-win situations in the agricultural sector to learn from best practices also interrelated to tourism. Mountain hay meadows constitute a biodiversity-rich habitat type protected under the EU Habitats Directive (Natura 2000 code 6520): They host a wide array of endangered plant- and animal species also protected under the EU-Habitats- as well as Birds Directives. The favorable conservation status of these meadows as well of those species inside and outside of formally protected areas ("Natura 2000 sites") is often threatened by farmland abandonment or reduced human activities ("underuse", Mauerhofer et al. 2018). It can be also positively or negatively influenced by touristic activities (synergies or challenges). The overall aims of ALPMEMA are also related to tourism to,

- identify, based on established knowledge in case studies, current best practices related to the maintenance of a favorable conservation status in such meadows

- identify innovative management tools, coalitions of actors and other new methods that are additionally suitable for the management of such meadows,

- explain the significance of different ownership regimes and the significance of whether the areas are located in or outside formally protected areas

- describe the condition linked to the use of these meadows through remote sensing and outline the main actual and potential spatial effects of underuse of such meadows using geographical information systems and

- develop scenarios for the management of mountain hay meadows in 2030 and 2050 through playful approaches with different stakeholders.

Therefore, a transnational meta-analysis in Armenia, Austria Germany, and Sweden countries is implemented since April 2023 by an interdisciplinary research team in close collaboration with local stakeholders executing a variety of interwoven property rights including tourism within meadows agriculture. In a transnational meta-analysis in 4 countries, an interdisciplinary research team in close collaboration with local stakeholders will be – also in the context of tourism-comparatively ALPMEMA uses an inter- and transdisciplinary mixed-methods approach that combines three key components: governance analysis, GIS/remote sensing, and playful approaches in a co-design setting for scenarios (2030/2050) with different local stakeholder groups. Governance analysis starts from North's (1990) concept of governance that differentiates between rules and stakeholders, and is based on Ostrom's and Schlager's (1996) conceptualization of property rights for natural resource management analyses combined with critical institutionalism (Cleaver 2012) to take into account both the rules (formal and informal ones) as well as the agency and power of stakeholders. Regarding remotes sensing and GIS, there has been a great advancement in the mapping of grassland-use intensity, for instance, in Europe, including sub-alpine systems, such as in Germany and the Swiss Alps, in temperate and steppe grasslands (Dara 2020, Rapinel et al. 2019, Schwieder et al. 2022, Tamm et al. 2016). Yet, remote sensing was applied from a perspective of the biophysical functioning of grasslands (Reinermann et al. 202, Stumpf et al. 2020). Also, using top-down (evaluation of spatially-explicit factors of MHM) and bottom-up approaches (development of scenarios with stakeholders) allow projecting MHM patterns and optimizing land uses with CLUMondo-like approaches (van Vliet & Verburg, 2018). Building on strong empirical and analytical results, playful approaches will trigger creative processes and joint experimentation and collective learning for transformational processes (Brown & Lambert 2013). Therefore, ALPMEMA will use and facilitate the results of the empirical and analytical insights stemming from governance and remote sensing/ GIS analyses for a critical and at the same time constructive reviewing process with non-academic stakeholders and as a basis for the co-creation of future scenarios for the time-frames 2030 and 2050. This will contribute a perspective into the future in consistency with the endeavors of the Post-2020 Biodiversity Framework process and complementary EU policies (Simmonds et al. 2022).

The presentation is providing first findings based on established knowledge in case studies within all four countries, related to current best practices related to tourism and the maintenance of favorable conservation status in mountain hay meadows, as well as related to innovative management tools, actor coalitions and other new approaches that are suitable for the management of such meadows. Findings will indicate as wide array of different synergies and challenges among tourism and mountain hay meadows management. Synergies for example relate to production and consumption of particular

goods and services that financially contribute to the successful maintenance of mountain hay meadows in a favorable conservation status. Examples are direct sales of consumables or activities to tourists as well as indirect sales such as accommodation rent in mountain hay meadow areas. Challenges are for examples related to legal rights allocated to tourists to use mountain hay meadows which lead to environmental harms and/or intimidate the grazing of livestock in those areas. The presentation will also show options for different categorizations these challenges and synergies. It will also discuss the first findings obtained and points out future research opportunities. ALPMEMA is designed to inform policy making, but also management decisions at local level of implementation, also on tourism and mountain hay meadows management. This is particular valid for situations when the favorable conservation status increasingly maintained, successfully established, threatened or lost or needs to be reached for the very first time.

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Wildlife watching tourism as a global practice: omnipresent yet invisible

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In this paper I present the results of thematic assessment of the sustainable use of wild species of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES), in the period of 2019-2022. Specifically, I focus on wildlife watching tourism, identified as one of the non-extractive uses of wild species. I discuss my experience as a lead author responsible for contributing to the analysis of wildlife watching practice. Specifically, I reflect on the challenges faced related to conceptualizing sustainable wildlife watching as a global practice, its 'invisibility' in global, regional and national policies, as well as lack of standardization.

In this one-of-a-kind endeavor, almost 100 experts were selected from all regions of the world to conduct the IPBES assessment, with the support of approximately 200 contributing authors, which resulted in more than one thousand pages (IPBES 2022). The team analyzed more than 6,000 scientific publications, as well as a significant amount of indigenous and local knowledge contributions. The assessment on Sustainable Use of Wild Species suggests that over 50,000 wild species are utilized by billions of individuals globally for various purposes such as food, energy, medicine, and other applications, in both low and high-income countries. Additionally, the report indicates that 70% of the world's impoverished population depends directly on wild species (IPBES, 2022).

Apart from drawing attention to the diversity of ways wild species contribute to human well-being, this report (IPBES 2022) also reveals unique challenges tied to conceptualizing, documenting, analyzing and assessing wildlife watching tourism as a global practice. The difference is especially pronounced when comparing this non-extractive practice to other reviewed extractive practices of wild species use – fishing, hunting, logging, and gathering. In this regard, I focus on two main themes.

First, I provide an overview of the evolution of ideas surrounding the sustainable use of wild species in academic literature starting from the 1980s, and a detailed analysis of new ideas and agreements emerging in the most recent decade. I discuss the analyzed global and regional sustainable use agreements, standards, and certification schemes to identify whether they align with academic literature and the conceptualizations of indigenous peoples and local communities, and whether these conceptualizations are reflected in policy commitments on sustainable use at the global, regional, and national levels. Second,

I discuss the findings related to the measurement and monitoring of sustainable use of wild species. The assessment accomplishes this by examining and comparing various indicators used to measure and monitor sustainable use at different scales, ranging from global indicators to indigenous peoples and local community-level understandings, and across different practices. This analysis helps to identify which ideas about sustainable use are adequately reflected in commonly used metrics of sustainable use and which ones are inadequately represented. I discuss the challenges of locating wildlife watching tourism practices amidst these documents and the comparison difficulties across practices.

In recent decades, conceptualizations of sustainability in wildlife watching tourism practice have evolved significantly. Initially, wildlife watching was perceived as a sustainable alternative to extractive practices, and this viewpoint coincided with the "golden era" of mass tourism, where tourists were viewed as a benign, non-destructive source of income. However, as understanding of the larger context of unfulfilled promises of a growth-oriented green economy grew, attention was drawn to a wide range of both positive and negative impacts related to wildlife watching practice, leading to more critical views of its sustainability. The sustainability of wildlife watching during this period was predominantly framed in terms of minimizing negative environmental impacts on wild species and maximizing economic opportunities for the local population. However, the narrow representation of social sustainability has been limited to the education opportunities provided to wider audiences through participating in nature-based tourism practices. Furthermore, during this period, the research field that focuses on tourism and outdoor recreation has become more established and institutionalized. These trends have led to a greater awareness of the complexities surrounding wildlife watching practice and a shift away from simplistic conceptualizations of sustainability as managing only a few key impacts.

Our current understanding of sustainability is much more nuanced that goes beyond simply minimizing negative environmental impacts and maximizing economic benefits. There is a growing recognition of the complexity involved in implementing these key elements and the importance of social sustainability, which is being explored more deeply than before. It is also becoming more widely accepted that wildlife watching is part of a larger socio-cultural and environmental transformations, i.e. the Anthropocene. However, there is still a comparative lack of attention paid to social sustainability in wildlife watching, particularly in contrast to the tremendous progress that has been made in this area in the broader tourism literature. Additionally, there is still relatively little consideration given to the rights of indigenous peoples and local communities and their traditional knowledge.

Furthermore, wildlife watching research faces a daunting challenge of keeping up with the ever-expanding number of wild species and local communities being integrated into tourism enterprises. New trends in the industry pose new sustainability challenges, such as the proliferation of social media and the high demand for "selfies" with wild species. The lack of reliable and longitudinal scientific data is a major obstacle to designing sustainable management approaches. Finally, as more evidence accumulates on the detrimental impacts of tourism on biodiversity, there is an increasing critical perspective on wildlife watching as a "benign", "soft", or "non-consumptive" practice of commercializing wild species. One of the significant issues is the lack of global governance and regulatory authorities, even for highly migratory species like whales. Several studies have focused on understanding the negative impacts on wild species, including behavior change, direct harm, and habitat alteration, and how to manage these impacts. Along with this, ethical concerns regarding sustainable management of wild species for watching are becoming increasingly important, focusing on animal rights and well-being. However, despite this progress, the research on wildlife watching practice is still dominated by isolated case studies, which makes any generalizations difficult. Additionally, the lack of global and regional regulating authorities results in weak top-down governance of this practice, as well as its analysis.

To comprehensively understand the conceptualizations of sustainable use of wild species, one of the essential steps is to identify the principles laid out in the global and regional agreements regarding sustainable use. In these agreements, a "principle" is often constructed around a central idea that is based on social ethics, values, traditions, and scientific knowledge regarding the effects of various changes imposed on nature. The variations in principles can signify differences in the relative importance given to various aspects or components of sustainable use. By analyzing these principles, we can uncover both the commonalities and differences in the global understanding of sustainable use across different practices, both extractive and non-extractive. In order to examine the conceptualization of sustainable use on a global scale and its potential variation across different practices, a search was conducted for international or regional agreements, standards, and certification schemes related to sustainable use, and a comparison was made of the principles endorsed by these standards. In terms of fishing, hunting, and logging, global, regional and level comparisons were possible, but there were no fully comparable broad policy and guidance documents available for non-extractive uses.

The measurement and monitoring of sustainable use of wild species are influenced by the conceptualizations of it. Over time, as the global concept of sustainable use has evolved, the indicators for sustainability have also shifted, with a greater emphasis on social, economic, and governance aspects. Global indicator sets now capture many components

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of sustainable use, including ecological, economic, and social aspects. However, there are some aspects of sustainable use that are not wellrepresented in global indicator sets. The use of wild species is now understood as a social-ecological system, and there is a growing recognition of the importance of socio-cultural dimensions of sustainability. Despite their visibility in academic literature, social-ecological and socio-cultural indicators are sparse in global indicator sets. Additionally, indicators related to community rights and access, and monitoring that involves both indigenous and local knowledge and scientific knowledge, are poorly represented. The task of measuring and monitoring the sustainable use of wild species is heavily influenced by the way it is conceptualized. While global indicator sets have evolved to include ecological, economic, and social aspects of sustainability, there are still some critical elements of sustainable use that are underrepresented. Examining global sustainability indicators in relation to wildlife watching is difficult because there are no global or regional authorities responsible for regulating this practice. Despite this, there are many small-scale measures being taken to promote sustainability in wildlife watching, such as codes of conduct, ecolabelling, and certification programs that are tailored to specific species, practices, or geographic areas. It is, therefore, an interesting point of discussion whether the academic community of tourism researchers perceive this 'invisibility' of tourism in global policy documents as problematic, and if yes, what are the implications of this gap.

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State of the art in biodiversity-respectful tourism in Finland

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Background

By 2025, Finland aims to become the world's leading sustainable travel destination where the tourism industry operates responsibly and sustainably (Visit Finland Strategy 2021-2025). To achieve this ambitious goal, a national sustainability program, Sustainable Travel Finland (STF), was launched in 2019. It covers all dimensions of sustainability (ecological, social, cultural and economic). Our research focuses on ecological sustainability, particularly biodiversity, which refers to life in all its manifestations (Kotiaho and Sääksjärvi, 2021). The decline of biodiversity – the impoverishment of life on this planet – has become a major concern comparable to climate change. Much of Finnish tourism is nature-based and dependent on biodiversity and functioning ecosystems, and therefore, the tourism-biodiversity relationship is particularly relevant in our context.

The Sustainable Travel Finland program

The STF-program is a proactive initiative to improve the sustainability of tourism in Finland. It is a motivation and training system with information materials, online tools, and training sessions that guide tourism operators toward sustainability. STF assesses the impacts on biodiversity based on one general criterion ("Contribution to biodiversity conservation") and twelve specific indicators. The indicators range from drafting a biodiversity program to hands-on activities, such as habitat restoration, combatting alien species, feeding birds and financial support for conservation (Sorakunnas et al. 2023, in review). Those companies that complete the program are recognized with an STF label and receive marketing support from Visit Finland. Currently, 272 companies have passed the program (Sustainable Travel Finland statistics 2023), representing approximately 1% of all Finnish tourism companies.

Biosphere Areas

UNESCO's biosphere areas are model areas for sustainable development. A total of 738 such areas exist in different ecological, social and economic contexts in 134 countries. They are learning places for understanding and managing the complex interactions between social and ecological systems; basically, biospheres promote a balanced relationship between people, their activities and nature with particular emphasis on the sustainable use of biodiversity (UNESCO / Biosphere Reserves 2023). Two biosphere areas have been established in Finland – the Archipelago Sea (1994) and North Carelia (1992) – and a third one is being planned for the Lake Päijänne region (Ministry of the Environment, 2023). Both existing reserves emphasize sustainable tourism's relevance in managing the human – nature relationships.

Research Strategy

The current study focuses on the STF-approved tourism companies operating in the two biosphere areas. It scrutinizes the biodiversity attitudes and actions of these pioneers of sustainable development that act in areas where the human-nature relationship should be particularly well-balanced. It is widely acknowledged that tourism is dependent on biodiversity, and additionally, it may also contribute to biodiversity conservation (Hall 2010; WTO 2010). Our investigation of particularly responsible companies operating in model areas of sustainable development is expected to increase our understanding of this tourism-biodiversity relationship by offering insights to the following questions:

Main research question: What is the relationship between tourism, biodiversity, and the biosphere status of the destination?

Sub questions:

- How do STF-certified tourism companies operating in these model areas of sustainable development take biodiversity into consideration in their business?
- How relevant are biodiversity actions and image for their business?
- What is the customers' awareness of biodiversity?
- What kind of challenges do the companies face concerning biodiversity loss?
- What is the meaning of the biosphere status for them and their guests?

Of the thus far STF-approved tourism companies (272 companies in June 2023), three operate in the Archipelago Sea and nine in the North Carelia biosphere area:

Archipelago Sea Biosphere Reserve

- Aavameri / Guided services (sea kayaking)

- Ab Kasnäsudden Oy / Accommodation, restaurant and spa
- Naawa Nature Camp / Adventure accomodation

North Carelia Biosphere Reserve

- Hotel Kalevala / Aawa International
- Äksyt Ämmät / Travel Agency
- B&B Taipaleenniemi / Accommodation in Savonlinna
- Break Sokos Hotel Bomba / Accommodation
- Break Sokos Hotel Koli / Accommodation
- Green Star Hotel / Accommodation in Joensuu
- Kruunupuisto Oy / Accommodation
- Huoneistohotelli Lietsu / Accommodation in Joensuu
- Lomamokkila / Accommodation in Savonlinna

This research is going to use qualitative methodology and purposive sampling. The primary data consists of semi-structured, in-depth, and 1-on-1 interviews with the mentioned companies (Kvale and Brinkman, 2009). The approach will be inductive to capture the companies' own, unguided perceptions and views of biodiversity and tourism. The interview transcripts will be content analyzed using open, data-driven coding to retain the richness and authenticity of data to understand the relevance of biodiversity for the interviewees (Schreier, 2014). The content analysis will be conducted systematically with ATLAS.ti software.

The interview findings will be complemented with secondary data from the companies' websites, social media, and other marketing materials to see how their external communication matches their biodiversity values and attitudes and the concrete topics that emerged inductively in the interviews. The secondary data will be content analyzed similarly as the primary interview data. Finally, the combined findings will be compared to the STF-program's biodiversity criteria and indicators, as well as the overall aims of the biosphere reserves.

Expected results

This research will focus on sustainability pioneers in model areas of human-nature interaction to examine how biodiversity and tourism can be successfully coupled. The findings are expected to reveal the motivations of these forerunner companies in protecting biodiversity, indicate their levels of ambitiousness, and demonstrate the relevance of biodiversity in their business. These findings will be used to envisage how tourism and biodiversity protection can be combined on a nationwide scale. Ultimate, the question is whether – and how – the tourism industry can simultaneously provide memorable visitor

experiences, employment, and livelihood and protect biodiversity. This combination is essential for the sustainability of future tourism.

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5. Sustainable community development

Eurovision and its connection to tourism

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The Eurovision Song Contest (ESC), or simply Eurovision, is the world's largest and longest-running international singing competition. Since its conception in Lugano, Switzerland, in 1956, Eurovision has developed from a small televised song competition intended to foster European fraternity into a global mega-event that regularly attracts thousands of travelling fans and over 180 million TV viewers (European Broadcasting Union, 2021; Linden & Linden, 2018; Raykoff & Tobin, 2007). The media significance of the Eurovision Song Contest has been well noted by scholars in disciplines such as media studies (Carniel, 2017), yet the high-profile of the Eurovision as a mega-event should warrant the attention of tourism and events scholars too.

Not only does the event attract thousands of travelling fans each year, from whom tourism revenues can be generated that offset the costs of hosting the event (Boyle, 2016), but crucially, there exists an inherent relationship between hosting such an event and destination image (Jago et al., 2003; van Niekerk, 2017). Hosting the Eurovision provides invaluable opportunities for host-nations to sell themselves and promote their destination brand (Herz & Arnegger, 2017). Such destination branding plays a role in broader efforts by host nations to use Eurovision as a tool for soft diplomacy (Grix & Houlihan, 2014; Grix & Lee, 2013), cultural diplomacy (Kiel, 2020), and nation-building (Ismayilov, 2012; Militz, 2016). Characteristic of such efforts is the use of Eurovision by post-Soviet nations to project a vision of European and liberal belonging (Ismayilov, 2012). In these ways, questions of tourism in Eurovision quickly blur into questions of cultural representation, identity, as well as of domestic and international politics.

As events scholars will be aware, whilst mega-events bring with them opportunities for soft empowerment and increased tourism revenues (Grix & Houlihan, 2014; Grix & Lee, 2013), they also bring with them the threat of domestic discord (Press-Barnathan & Lutz, 2020), boycotts (Baker, 2017), and what Grix and Lee (2013) term "soft disempowerment". Eurovision is no different, and despite its claims of being an apolitical event (EBU, n.d.), the contest has been famously embroiled in political questions, from political lyricising to block voting (Clerides & Stengos, 2012; Johnson, 2014; Wolter, 2012). As recently as 2019, Eurovision found itself subject to the threat of a boycott, with some viewers seeing the event's claims to promote peace and international understanding as hollow (BDS, 2018). Such claims should pique the interest of scholars interested in the relationship between political consumerism, peacebuilding, and touristic events. Another important field of study on Eurovision is the meaning of the contest to its fans and the residents of host cities. Eurovision hosts usually expect tens of thousands of travelling fans each year. In particular, members of the LGBTQ+ community have been seen as particularly supportive of the event, with Eurovision regarded as a "gay Olympics", in that it provides a platform for gay and transgender representation and visibility (Baker, 2017). The growing campness and kitsch of the contest play not only into gender and sexuality politics, but also the queer appeal as

a strategy to win over audiences (Carniel, 2019). The queer politics of Eurovision is layered and complicated. For some Eurovision is about celebrating and performing queerness and for others it is about expressing and promoting human rights. Such queer politics can also be challenged by host-nations, such as by Russia, who has routinely challenged the sexual liberation messaging of the contest (Baker, 2017).

As becomes easily apparent, Eurovision touches on a wide range of topics and themes that relate to tourism and events studies. In this presentation, we seek to introduce these themes that will form the corpus of a new publication on Eurovision, Tourism, Events and Leisure due to be published in 2024 by Channel View Publications.

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Social capital: missing link for sustainability interfaces of events

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Sustainable development resides at the interfaces and synergies between its various dimensions; however, the social pillar of sustainability attracts the least attention when we think about infrastructures. Moreover, ensured sustainable tourism requires to adopt the world's major and minor sustainability approaches which is always changing due to its dependence on the quality of host environment and communities (White et al., 2006). Raising this issue that sustainable tourism indicators is context-based (Rasoolimanesh et al., 2023) is also too familiar. As Twining-Ward & Butler (2002) found out, it is necessary to clarify the meaning of socially sustainable tourism with local community groups; therefore, this research applies this concept to a minority group of residents in Sweden, immigrants.

Social sustainability has received political and institutional recognition and intertwined with the agenda of sustainable community, social capital and corporate social responsibility (Colantonio, 2007). To identify sustainable tourism, social capital can be employed as an analytical tool to examine the social and cultural dimensions of sustainability (Ooi et al., 2015). As a social phenomenon and an important component of socially sustainable tourism (Nunkoo, 2017), social capital contributes to better understanding of the necessary factors for sustainable development and human well-being (Helliwell et al., 2017). Moreover, focusing on challenges and problems represented in media and policy articulations in Western countries in terms of migration and integration of minorities, leisure, recreational activities, events and sports have been always highlighted as arenas where social relations can be formed, social capital can be developed and can successively stir up inclusion of immigrants in the host society (Gibbs & Block, 2017; Elbe et al., 2018).

In terms of significance of context as emphasized, it's noteworthy that Sweden is evolving into a multicultural nation, where over 20% of its total population boasts a foreign background (Statistics Sweden, 2022). Moreover, the inherent perks of sports, events, and outdoor activities within the Swedish lifestyle have positioned them as social catalysts, actively contributing to the orchestration of family engagements, amplifying social integration, and ultimately enriching society (Swedish Sports Confederation, n.d.).

Outdoor events, as constructing social landscapes, establish some interrelations, interlinkages and reciprocities between different groups of people, and people and nature. Thus, theory of social capital is to examine the social dimension of events at the individual level (Bourdieu, 1986), or the community level (Putnam, 2000) or to use the theory that focuses on the social networks and network society (Castells, 1996). Hereby, outdoors and environment are staged as tourism domains which call our attention to the interface of social and environmental pillars of sustainability. To address this issue, understanding the

relationship among social drivers of pro-environmental behavior is significant, particularly among immigrants.

This research therefore, delves into the intersection of all-encompassing concepts of social dimension of sustainability, social capital, social integration, and immigration. To address these themes, this research focuses on outdoors and nature as tourism stages which brings new thoughts for the reciprocity of social and environmental interactions.

At the first glance, the discovered results from a series of in-depth interviews show that outdoor events can have a positive role in integration of immigrants and developing the social capital among minorities; however, there exist barriers and challenges in terms of engagement in the activities as well as social sustainability aspects of outdoors and events. The results concur in Putnam's theory indicating that outdoor events can be settings for horizontal relationships and reveal the possibilities of generating social capital in voluntary organizations. To look for the interface of social and environmental sustainability, in the continue of the research, the immigrant's point of view in respect of importance of environmental responsible behaviors, their awareness in terms of pro-environmental behaviors, the role of social capital and their integration process in achieving more environmental responsible behaviors as well as role of outdoor events in influencing their environmental perception and understanding are to be studied.

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Needs motivation and international activities in an event context

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Human Needs

Needs is a fundamental driver of human behaviour and provides a key to understanding sustainable attitudes and behaviour related to event participation. In psychology, human needs is a concept with a long history (e.g., Freud, 1920; Murray, 1938, Maslow, 1943) and it remains a central concept. This long history probably also explains the large number of potential needs that have been posited. Maslow's (1943) set of five fundamental needs: physical thriving, security, self-esteem, love/belongingness, and self-actualization provides a reference set. The cognitive-experiential self-theory (Epstein, 1991) specifies four needs: self-esteem, relatedness, pleasure (vs. pain), and self-concept consistency.

The self-determination theory - SDT - (Ryan & Deci, 2000) focuses on three psychological needs: to feel effective in ones' activities (competence), to feel that ones' activities are self-chosen and self-endorsed (autonomy), and to feel a sense of closeness with others (relatedness). These three needs are according to SDT universal across cultures and people and bear relevance for many human domains (Ryan and Deci, 2017). Self-determination theory (SDT) is based on extensive research in the field of psychology. In SDT "competence" is close to the concept "mastery" (White, 1959), "autonomy" is related to concepts such as "achievement motivation (Atkinson, 1964) and "self-efficacy" (Bandura, 1997). The concept "relatedness" has also been discussed by a number of scholars (e.g., Leary and Baumeister, 1995; Reis and Patrick, 1996).

Challenging the large number of needs proposed in literature as well as the corresponding lack of consensus regarding which are most central or primary, Sheldon, Elliot, Kasser and Kim (2001) single out ten important needs, based on a review of literature. Thus, SDT and Maslow's needs together suggest seven different psychological needs: autonomy, competence, relatedness, physical thriving, security, self-esteem, and self-actualization. The need for pleasurable stimulation, which is part of Epstein's cognitive-experiential self-theory (1991) supplies another need to the list. Two other needs which seem to be prominent in lay theory are needs to acquire popularity-influence and money-luxuries (Derber, 1979). These two needs are suggested by Sheldon et al. (2001) to correspond to the "American dream" assumption of happiness. They go on to study how these needs of American college students are satisfied by event participation. This list of 10 needs is, of course, far from a complete list of needs but still do represent many other prominent assumptions and theories within the literature (Sheldon et al., 2001).

Needs and motivation

Needs will generate motivation to pursue activities that are expected to satisfy the needs. Needs may create internal pressures that influence a person's motivation to search for certain intentional activities which will correspond to the need. When such intentional activities are identified, motivation will also provide energy to carry out the activities in a way that will generate need satisfaction. The motivational climate within which the person is participating influences whether needs are satisfied or thwarted. Motivational climate is determined by values, goals and behaviours emphasised in the social environment for example by peers and can be either need-supportive or controlling (Ryan & Deci, 2017).

Motivation and intentional activity

A need-supportive motivational climate includes free choices; acknowledged feelings; and opportunities for personal initiative and has been found to have a significant influence on need satisfaction from various activities (e.g., Cheon et al., 2012; Mallett, 2005; Ryan & Deci, 2017), including adventure activities (Scarf et al., 2018).

Intentional activities comprise a wide spectrum of activities selected to satisfy needs. From everyday activities such as having a meal or a good night's sleep to satisfy physiological needs to attending events such as a concert or a museum visit, watching a film or spending some hours in your easy-chair reading a book to satisfy self-actualization needs. This is related to cognitive activities, such as reading and studying, affective activities, such as listening to your favorite music or volitional activities, such as striving to achieve goals.

Model development

This study asks if Needs influence the choice of Intentional Activity. Further, it is hypothesized that pursued Intentional influence Needs (a feed-back loop) (Fig. 1).

Figure 1: A conceptual model of needs, motivation and intentional activities

Research Questions

Based on data from a participatory sport event the following research questions will be studied:

1. How are needs related to motivation to pursue sustainable behaviour?
2. How is motivation related to behaviour and intentional activities?
3. Which needs motivate sustainable behaviour in an event context?

Methods

The sample

This study is planned to be based on a sample of participants at a marathon race in Stockholm. From the full list of participant e-mails, a random sample of 3000 e-mail addresses was drawn. The survey was emailed to the 3000 participants three days after the race. Six days after the first invitation a reminder was sent out. Fourteen days after the first questionnaires were sent out, the survey was closed, and the data was downloaded for analysis into IBM SPSS Statistics 28 and IBM SPSS Amos 28.

Constructs and measurements

Measurements of Needs: Seven needs are measured. Physical health is related to Maslow's (1943) fundamental needs. "Pleasure-stimulation" is derived from hedonic psychology and the cognitive-experiential self-theory (Epstein, 1991). Self-actualization is related to both Maslow's (1943) needs hierarchy and the psychological well-being (Ryff & Keyes, 1995). Relatedness, autonomy, and competence are also based on the theory introduced by Ryff and Keyes (1995) and reflect aspects of psychological well-being (Ryff & Keyes, 1995). In addition, "money-luxury "is based on lay theory of human needs, the "American dream" assumption, which suggests that happiness results when individuals acquire money and luxuries (Derber, 2000).

The wording of the 21 items used to measure the seven need concepts is inspired by Sheldon et al. (1999). Respondents were asked to react to the 21 items (3 items for each need) on a scale from 1 (completely disagree) to 5 (completely agree).

Results …

… are not yet finalized.

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Non-use value as a means for policymakers to make sense of the social value of events

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Research suggests that there is a need for evaluative frameworks that are understandable, usable, and useful for policy practitioners charged with shaping event portfolios (Brown et al., 2015; Wallstam, 2022). Moreover, such frameworks should be applicable for use on different types and sizes of events and in a range of different social, cultural, political and economic contexts (Ziakas, 2019).

Wallstam and Kronenberg (2022) offer a spatial approach to analyzing the social impacts of events, the purpose of which was to enact a comparative evaluative framework using four indicators consisting of quality of life, social capital, pride and sense of community. The approach would allow policymakers to easily distinguish the spatial distribution of impacts of events in a regional event portfolio. In their study, the comparison was concerned with the distribution of social impact clusters between municipalities. And that a mapping of this kind for each event in a portfolio would enable policymakers to get a comparative overview of how each event in the portfolio contributes to the aggregated value of the portfolio's total social value. Moreover, it would allow policymakers to see not just a "quantity" of social value but also what type of social value each municipality is impacted by.

However, it could be argued that a spatial analysis is most relevant in the case of large-scale events such as the ones in their case study, and that the social impact of smaller events might not be clearly discernible over larger geographical areas, such as entire regions. Applied to an entire portfolio, such a comparison would likely skew results in favour of large-scale events of, in this case, regional interest. Perhaps more importantly, the application of traditional impact indicators with a focus on categories of social impact, often are subject to layers of interpretation that are required to make sense of it from a policy perspective. Interpretations of these relatively subjective concepts, then, are shaped by the agenda of the actor making the interpretation (Wood, 2008). For example, what does an increase in the collectively perceived QOL (quality of life) mean from a policy perspective? What can be made of this information for someone trying to maximize the public good? Also, what is being missed by focusing on a predetermined number of statements/indicators that force respondents to express themselves in a limited number of parameters that have been fed to them by evaluators?

Perhaps a better question to ask is: What widely used points of reference does the social value of events correspond to that can help us quantify and make informed, fair, and constructive decision? A tried-and-true means of accessing and communicating intangible values in a tangible way can be found in the Contingency Valuation Method (CVM). In

short, CVM allows for the assignment of monetary value to otherwise non-monetary phenomena (Hausman, 2012), as is the case with the social value of events.

Contingent value has been used in a variety of contexts to translate intangible value of non-market goods into manageable monetary terms. To name a few, these include measuring the use and non-use values of everything from public services (Delaney & Toole, 2004), to ecosystem services (Carson, 2000), to cultural institutions (Armbrecht, 2012) and individual events (Andersson et al., 2012).

This is to say that we have to limit ourselves to a monetary expression of social value. But rather that such an expression of social value can serve as a universal baseline and a way of translating the multitude of event values into operationalizable insights that then can be of better use in policy contexts. For example, whereas the social value of an event might manifest itself differently in India from how it would in Sweden, the ability to put a monetary value on this perceived benefit is universal in any society that is based on neoclassical principles of economic exchange.

Our current project in cooperation with Östersund municipality is aimed at furthering the knowledge base around practically useful insights on events that can be translated into decision-support for event-related policy. A pilot survey has already been conducted in this project. The survey was distributed to a panel of community residents all residing in the same region. The survey consisted of hypothetical scenarios, asking respondents of their WTP (Willingness to Pay) through public funds to save a given event that is facing financial failure. The WTP was captured in terms of a one-time increase in the respondents' tax. Preliminary findings provide several interesting insights. As a "zero-WTP" option was available to respondents who thought the event in question should not receive any public support, we were able to discern 1) not only the average amount of support the respondents were willing to contribute to each event from their own economic resources, but 2) also the total public support for each event based on the total share of respondents willing to pay anything at all to save an event from discontinuation.

We suggest that having the relative non-use value of events in an event portfolio readily available would give policymakers access to the always coveted but often misunderstood and often under-utilized social value of events.

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Why amateur athletes stop (stopped) participating in events: a pandemic effect?

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People spend considerable amounts of time and money on leisure activities within the context of participant sport events such as triathlons, marathons or cycling events (Lundberg & Andersson, 2022). Their participation is often important as motivator for their daily training (a set goal) which contributes to a good health, increased happiness, well-being and thus sustainable and liveable societies (Lundberg & Andersson, 2022; Newman, Tay, & Diener, 2014). Previous research has also stated that amateur athletes participate in events, such as sport events, as part of an event-travel career (Getz & Andersson, 2010). Starting at smaller and local running events which motivate and inspire participants to train more and travel further to participate in more challenging and larger events, such as the New York marathon at the peak of their event-travel career.

For many years the participation sport event business has flourished with more and more participants each year and new creative events popping up. However, the pandemic hit the world in the spring of 2020 and put an abrupt end to this growth. In a short period of time almost all events were stopped globally. When opening, and the final restrictions were lifted (in several parts of the world), many participants did not come back. Participation levels are substantially lower than before the pandemic. The discussion of reasons for the decrease in number of participants has largely been anecdotal within the sport event industry and some argue that participants have lower levels of motivation, changed habits, lower social pressure to participate, and lower levels of training needed to participate.

From a research perspective, the theoretical concepts of serious leisure pursuits (Stebbins, 1992), the event travel career (Getz & Andersson, 2010), and subjective well-being (Newman, Tay, & Diener, 2014) offer a pathway to analyse the observed changes in event participation. This study aims to analyse non-participation in different sport event contexts. More specifically, we will compare characteristics among athletes who participated in different sport events before and after the pandemic (2020-2022) and compare them with characteristics of athletes who have not returned to the events after the pandemic. The comparison is focused on an analysis of participants' levels of involvement (through the concept of serious leisure, level of training and levels of consumption). This analysis is extended by an assessment and analysis of subjective well-being. Reasons for not participating are analysed both quantitively and qualitatively. The study answers the following research questions:

RQ1: How has the pandemic affected athletes' level of involvement and event participation behaviour?

RQ2: What are prevalent reasons for not returning to participant events? The results contribute to the literature on serious leisure and event participation by studying real-life example of interrupted event-travel careers. It also gives insights to race directors and event managers in dealing with retention of participants. Insights into reasons for not ending leisure careers will provide opportunities to develop novel strategies for a more sustainable event future. Two large Swedish participant sport events were studied with participant from both before and after the pandemic.

Serious Leisure and Subjective Well-being

Serious leisure provides a framework to describe the level of interest in an activity. The concept suggests that six qualities exist (i.e., dimensions) to describe the level of seriousness among individuals. They are: perseverance, having a leisure career, significant personal effort, durable benefits, unique ethos and strong expression of oneself and identity through an activity (Stebbins, 1992).

Empirical applications within numerous contexts such as kayaking (Bartram, 2001), cycling (O'Connor & Brown, 2010), taekwondo (Kim, Dattilo, & Heo, 2011), surfing (Barbieri & Sotomayor, 2013) and running (Ronkainen, Harrison, Shuman, & Ryba, 2017) support the relevance of the concept to a sport context and it ability to predict a person's happiness and Subjective well-being (SWB).

SWB describes a relatively stable state of mind, mainly determined (50 percent) by genetic predispositions (Filep & Deery, 2010). Besides the genetic factors, circumstantial factors, such as place of living, religion, social relationships, age and income or wealth can, to some extent influence SWB (Diener, Tay, & Oishi, 2013; Filep & Deery, 2010). The remaining 40 percent of the variation in SWB can be influenced by intentional activity factors which relate to individual behaviours satisfying persons' needs. These activities include for example leisure activities such as training or sport event participation. Changing event participation behaviour is thus likely to have an effect on persons' overall SWB.

Highly involved athletes are likely to travel further and more often than athletes with lower levels of involvement (Getz & Andersson, 2010). This phenomenon describes the travel career ladder (Ryan, 1998), which has also been used to describe event travel behaviour (Getz & Andersson, 2010). Travel careers refer to a hierarchically structured development in terms of travel behaviour, in which consumers, often tourists, start their travel career having lower-level needs, followed by higher order travel needs. The stages of the travel career ladder are: Relaxation, Stimulation, Relationship, Self Esteem and Development, and Fulfilment. The model postulates that people, i.e., tourists have goals in regards of tourism, and as tourists become more experienced, they increasingly seek satisfaction of higher order needs.

Empirical context

Two participant events were included in the study. First, athletes participating in GöteborgsVarvet were surveyed before (2019) and after the pandemic (2022). GöteborgsVarvet is an annually recurring half marathon in the city of Gothenburg, Sweden.

The half marathon is the largest of its kind. Between 30.000 and 60.000 runners have participated in the event every year in the past. In 2022, the number of participants was down to from approximately 40.000 in 2019 to 23.000 in 2022. The reduction in numbers are mainly related to to a pandemic effect. The second event was Vätternrundan which is a bicycle race for amateur bikers around the lake of Vättern, Sweden. It is also one of the largest of its kind world-wide with approximately 11.000 participants in 2022 with is considerably less than 18.500 participants in 2019. Both races were shut down during the pandemic (2020 and 2021 editions) but different hybrid versions of their events were organized during the period of the pandemic.

Sampling procedure and sample profile

E-mail addresses to participants who finalized the races in 2019 and 2022 were obtained from the race organizers. Four random samples were drawn totalling 12000 e-mail addresses. Random samples of 3000 participants from the 2022 editions of both GöteborgsVarvet (GV) and Vätternrundan (VR) totalling 6000 e-mail were drawn. Furthermore, participants in the 2019 editions that did not participate in 2022 were also approached. 3000 e-mail addresses from each event were randomly sampled. These are called nonparticipants, since they chose, for different reasons, to not participate again after the pandemic restrictions were lifted.

An e-mail was sent out to each respondent with an invitation to participate in a web-based survey. Six days after the first invitation a reminder was sent out. Fourteen days after the first invitation was sent out, the survey was closed, and the data was downloaded for analysis in IBM SPSS Statistics 29. Table 1 shows more detailed response rates for each drawn sample. It is evident that non-participant samples had lower response rates.

	GöteborgsVarvet 2022	GöteborgsVarvet 2019	Vätternrundan 2022	Vätternrundan 2019
Sample size	3000	3000	3000	3000
Respondents	923	530	623	581
Response rate	30,8%	17,7%	20,8%	19,4%

Table 1. Response rates

Measurements & questions

 All survey participants answered questions concerning serious leisure pursuit (xx items), how much they trained before and after the pandemic, participation in events (in general), their subjective well-being, and their consumption related to their leisure interest. Non-

participants were also asked about reasons for not participating in the 2022 edition of the event. It included X closed-ended likert-type questions and one openended question where survey participants could write freely about why they chose not to participate.

Data analysis& preliminary results

The collected data is subject to statistical analysis. The preliminary results indicate that the pandemic implied a disruption of the careers event participants pursue. Another observation is that some participants have switched from one specific sport, such as running or cycling to multisport activities and events. A more detailed description of the results, analysis and implications will be presented during the conference.

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Co-learning with cruise communities: from practice to governance

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The Arctic communities' unique cultures and spectacular coastal sceneries are very attractive to international cruise operators and passengers. The majority of cruise ships visiting Arctic destinations are relatively small expedition style vessels but other vessels include yachts and larger luxury cruise liners (Pashkevich et al., 2015). Moreover, the number of cruise arrivals as well as the development of new landing-sites are growing in Arctic nations. Consequently, stakeholders in Arctic destinations receiving cruise visits. Local residents, representatives of public organizations, port authorities, waste handlers, retail operators, tourism planners and the local tourism and hospitality industry have to adapt to new situations that are arising from an increase in cruise-related practices. Still, empirical research exploring the Arctic cruise sector has almost exclusively taken a regional geographic approach, with single case studies emerging from locations where cruise tourism has witnessed growth (Headland, 2010; Hull & Milne, 2010). Some research has compared regulations and governance structures for cruise activities (Pashkevich et al., 2015) and environmental impacts (Olsen et al., 2019), but it is relatively rare that case studies exceed regional boundaries (Lück et al., 2010). There is a need for sharing knowledge on best practices, local adaptations and sustainable solutions to challenges arising from cruise visits in the Arctic (Pashkevich et al., 2015). Receiving and catering for cruise passengers does have an effect on 1) local resources, 2) environmental conditions and the generation of land-based waste and 3) the presence of people in a community (the experience of crowding) (James et al., 2020, Olsen et al., 2019).

This presentation provides an overview of methodology used by researches in an international project "Sustainable arctic cruise communities: from practice to governance". The specific focus will be given to researchers – cruise community interactions before and during the project and how the principles of knowledge co-production and social learning are utilized (Nogueira et al., 2021). The background for this discussion comes from a need to explore how different Nordic Arctic cruise destinations deal with increasing cruise activities in the region. In the presentation, we will discuss a need for sharing knowledge on best practices and sustainable solutions to challenges arising from cruise visits in

Norway, Iceland and Greenland. Cruise tourism is expected to keep growing in these destinations in the years to come. Hence, more knowledge is needed about how the cruise industry and Arctic communities can learn to co-exist and offer solutions to how disadvantages and controversy can be turned into opportunities for sustainable development.

A wide and comprehensive comparative case study of these destinations with the varying degree of involvement in cruise tourism allows for a deeper understanding of ways for coping with specific challenges and contributes to delivering concrete solutions reflecting specific local needs. Our focus lies in the use of qualitative assessment tools following the necessity to explore context-sensitive social dimensions of local communities. After the first round of data analysis, initial findings are presented and deliberated with care in local communities in order to share and further co-create (Ren et al., 2017).

Co-creation can be seen as a tool that guide cruise tourism in a sustainable direction. To achieve it, we need to know what has been done locally, how and by whom within the frame of the unique Arctic cruise tourism situation, what works and how others in similar situations can learn from best practices in order to arrive at a more sustainable cruise industry in the Arctic. Hence, we need to understand how cruise related practices have informed governance and policy, and on which level. In doing so, we have adapted a practice-based approach and practice-theory that enable us to contribute to collective and sustainable governance of cruise tourism in the Arctic region. Until recently, practice theory has been hardly applied in tourism research and publications in Tourism and theories of practice: key themes and future directions (James et al., 2018) demonstrate an innovative and promising research approach.

Through active and engaged research, an environment is created where locals become active agents of knowledge creation, hereby contributing to the co-creation of meaningful insights. The aim is to improve existing cruise practice at destination level and to co-produce governance strategies for the future development of cruise tourism. Community-based research methods highlight the active participation of local community members throughout all stages of research process (Stewart & Draper, 2009). This means that the value of local knowledge is accentuated, that gathering of the information proceeds during an open dialog with community members and that a continuous reporting back of the preliminary findings is done to secure local relevancy of our findings and stimulate co-learning. This stance offers a valuable lesson on how we might engage with co-creating tourism knowledge.

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Local nature matters: a story of how empowerment from tourism contributes to local nature stewardship in rural communities

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Introduction &Research Purpose

This environmental change has led to an increased desire to connect with what remains of the natural world (Ives, 2018). The increasing demand for "getting back in touch with nature" has prompted rural residents to invest in rural nature tourism (Gannon, 2009). Accordingly, rural tourism communities will play a critical role in shaping the sustainability of rural nature tourism. Local nature stewardship is essential to conserve biodiversity locally. In rural tourism residents may preserve local environment areas because they identify with it (Stedman, 2003), or because they are proud of their community's nature (Raymond et al., 2010). Arguably, tourism makes them understand that local nature matters. The proposition is what we focus on in this research. We asked if tourism, by empowering residents, turns them into local stewards. To get answers, we modeled the effect of residents' empowerment from tourism on local nature stewardship as presented in Figure 1. Precisely, we examine how tourism affects the relationships between place attachment, or care for nature and local nature stewardship. Our study is based in rural nature tourism area of Plouguerneau in France.
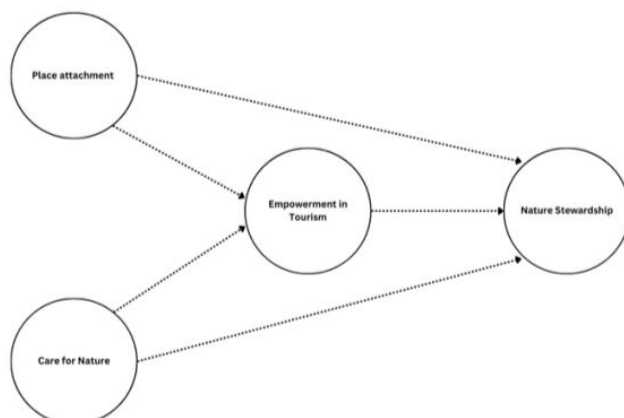
Figure 1. The proposed model of the effect of residents' empowerment from tourism on local nature stewardship

To understand the mechanisms behind the relationships we integrate Social Exchange Theory (SET) (Homans, 1958) and the Nature's Contributions to People Framework (NCP) (Díaz et al., 2018). On one hand, Nature's Contributions to People is used to understand how residents' relationship to local nature can generate nature stewardship. On the other hand, the Social Exchange Theory will help to understand how empowering benefits from local nature tourism exchange affect nature stewardship.

Antecedents of nature stewardship

Place attachment was also found to facilitate nature stewardship, suggesting that individuals who feel connected to a specific place are more likely to engage in protection of natural resources in those places (Lokocz et al., 2011; Platt, 2006; Trimbach et al., 2022). Individuals with a strong sense of place attachment area are more likely to engage in environmental activism and conservation efforts, (Lokocz et al., 2011; Platt, 2006; Trimbach et al., 2022). Strzelecka et al., (2017) show connection between place attachment and resident empowerment from tourism.

Care for nature has been given less attention in tourism scholarship. Research that explores the relationship between care for nature and nature stewardship is limited (West et al., 2018). We propose in the wake of tourism, those who care for nature will contribute to nature stewardship.

Empowerment in tourism is a multidimensional construct that defines non-economic benefits from tourism that take forms of (1) psychological empowerment, (2) social empowerment, and (3) political empowerment and (4) economic empowerment (Boley & McGehee, 2014; Scheyvens, 1999; Strzelecka et al., 2017). There is no available measurement for economic empowerment, and therefore the literature has so far quantitatively the aforementioned dimensions only.

Nature stewardship in tourism is about managing local nature in a way that balances the benefits from tourism and conserves local nature (Buckley, 2015). Tourism can promote a sense of responsibility and ownership over the local nature because it fosters a sense of pride in the local environment as residents see the natural landscape as a defining feature of their community (Kyle et al., 2004). When tourism empowers residents psychologically (Boley et al., 2014; Scheyvens, 1999; Strzelecka et al., 2017) it results in their desire to protect the environment (Giampiccoli & Saayman, 2017). A positive impact of tourism on local communities (Strzelecka et al., 2023) encourages residents to be more proactive in preserving and conserving their natural environment to keep this effect (Giampiccoli & Saayman, 2017). Lastly, residents who have become politically empowered as a result of tourism may feel empowered to act on behalf of local nature (Buckley, 2009). Empowering benefits from tourism are the catalyst to actively preserve local resources (Buckley, 2009). Empowered residents are more willing to actively protect and preserve their natural

environment because they feel a sense of control and ownership over the local nature. By actively engaging in these efforts, communities can ensure their natural resources' long-term health and viability, which are often directly linked to their livelihoods and well-being (Giampiccoli & Saayman, 2017). In brief, residents will ensure that local nature is preserved if they believe their livelihood and wellbeing depend on it (Gursoy et al., 2002).

H1: Place attachment is a significant predictor of empowerment through tourism.

H2: Care for nature is a significant predictor of empowerment through tourism.

H3: Place attachment is a significant predictor of nature stewardship.

H4: Care for nature is a significant predictor of nature stewardship.

H5: Empowerment through tourism is a significant predictor of nature stewardship.

Methods

We test the mode in the Breton municipality of Plouguerneau in France. Major local tourist attributes of the destination include direct access to the Celtic Sea, with numerous popular beaches (e.g., Sainte Marguerite, Penn Enez, Vougot and Grève Blanche), and a nearly pristine environment. The survey was developed by drawing from existing literature and modifying existing measurements of the examined constructs. The online survey was made available from March 15th to April 17th 2023 to the residents in respective neighborhoods. For data collection in Plouguerneau, a systematic random sampling scheme was applied following and Boley (2013). 258 usable surveys were returned.

Partial Least Square structural equation modelling (PLS-SEM) was used to facilitate the examination of the underlying structural relationship between the four constructs. Confirmatory factor analysis was employed to examine the underlying factor structure of the variables. Findings supported the reliability, convergent validity, and discriminant validity for the measurement model. Multicollinearity and weights of first-order constructs on second-order constructs were also calculated. Results showed that there was no multicollinearity and that all weights were significant.

Results

To test the hypotheses, we examine structural paths for the evaluation of path coefficients and their statistical significance. Results will be discussed (Table 1).

Hypotheses	Hypothesized Relationship	ß	R²	SD	T	P	Support for Hypothesis
H1	Place Attachment → Empowerment through Tourism	0.027	0.190	0.053	0.516	0.303	No
H2	Care for Nature → Empowerment through Tourism	0.426	0.190	0.057	7.532	0.000*	Yes
H3	Place Attachment → Nature Stewardship	0.061	0.176	0.066	0.921	0.179	No
H4	Care for Nature → Nature Stewardship	0.290	0.176	0.062	4.668	0.000*	Yes
H5	Empowerment through Tourism → Nature Stewardship	0.173	0.176	0.074	2.356	0.009	Yes

Note. ß = Coefficient, SD = Standard Deviation, T= t-Statistics, P = Probability (P) value, *Relationships are significant at P < 0.001

Table 1: Hypothesized Relationships between Constructs.

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How sea turtles saved an island; The significant role of geopark in community-based tourism in Qeshm, Iran

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This study aims to investigate the process of tourism decentralization on Qeshm Island, which is the largest island in the Persian Gulf. The study employs the frameworks of Evolutionary Economic Geography (EEG) and Cultural Political Economy. EEG emphasizes the significance of spatial heterogeneity and historical processes, highlighting how regions and places with diverse histories, cultures, and social features undergo transformation and restructuring over time. While mainstream EEG studies tend to focus on the path metaphor, Clavé and Wilson (2017) emphasize the significance of 'moments' in the evolutionary approach to tourism.

The Cultural Political Economy approach aims to integrate culture into the study of political economy to provide a more comprehensive understanding of social phenomena (Jessop, 2009; Sum & Jessop, 2013). In this study, we highlight the crucial role of geoparks as a mediating factor in promoting sustainability and shaping various aspects of society. Our findings reveal that specific moments and individual actions can influence a region's trajectory toward sustainability.

This study adopts an ethnographic approach, with the first author spending three months in the region to observe the island's tourism development. During this period, he conducted 124 interviews, each lasting an average of 65 minutes. The study also benefits from the contributions of two local managers on the island, who provided constructive advice and helped connect the research with local informants.

The economy of the island has traditionally relied on trading and fishing activities. In 1990, the government declared the island a Free-trade Zone in an attempt to stimulate economic growth. However, the island's production and export efforts proved unsuccessful, and it gradually transformed into a shopping destination for Iranians seeking cheaper foreign goods. The rise of shopping tourism led to a concentration of investments and attention in Qeshm town, located in the easternmost part of the island, while leaving the other 57

villages deprived. This led to mass migration from rural areas to Qeshm town, exacerbating the uneven distribution of resources on the island.

In 2001, Mr. Bijan Darreh-Shoori, then-director of Qeshm's environment administration, observed that residents of Shib-Deraz village were collecting eggs of the critically endangered Hawksbill Sea turtles for consumption and traditional remedies. He and his team decided to reside in the village and develop a preservation plan to safeguard the Hawksbill Sea turtle during its breeding and hatching period. However, our interviews revealed that many residents had a significant lack of trust in the protection plan, as they believed the team had ulterior motives such as searching for treasure or buying up their land.

In an effort to build trust and gain the locals' support, Mr. Darreh-Shoori and his team established a gathering place where they provided edibles and information about the importance of the Hawksbill turtle to the community. This strategy proved effective, and many locals joined the preservation program and used their local knowledge to help protect the turtle eggs. However, some locals still believed in the remedial benefits of turtle eggs for elderly individuals. To address this, the team allocated a portion of the eggs to local elders in the initial years of the program.

To enhance the local community's benefits from the preservation program, a team started promoting turtle hatching tours in Qeshm town. The presence of tourists generated income for local men offering motorboat tours and women selling food and handicrafts. The following year, the program was advertised in the media and universities, attracting a group of ecotourism-seeking Gen Y youth. The growing demand led to an increase in supply, and gradually, local restaurants and accommodations in many other villages located in the west of Qeshm Island began offering services for tourists. Consequently, the sea turtle preservation program played a significant role in the shift from shopping tourism to ecotourism and the decentralization of tourism from Qeshm town to numerous villages throughout the island.

Mr. Darreh-Shoori's decision to register the naturally significant parts of the island as Global Geoparks instead of Protected Areas or National Park was another pivotal moment in the region. This decision provided more opportunities for tourism interactions with local people, resulting in increased economic benefits for the community and greater local support for other preservation plans in the area.

However, in developing countries like Iran, decisions are often made at the center, and changes at the top can have a cascading effect on all managerial levels, regardless of their function (Seyfi & Hall, 2019). Despite being designated as a Global Geoparks in 2005,

Qeshm received a red card in 2013 due to a lack of management stability, disregard for Geopark guidelines such as access roads and information centers, and insufficient local involvement and education.

Iranian media and activists were quick to condemn the government for this incident. The conservative government, which had previously prioritized other concerns over sustainability, was forced to take action to compensate for its failure, which had damaged its reputation. This presented a prime opportunity for pro-sustainability managers to take decisive steps in support of natural resources and local communities. These actions ultimately led to the redesignation of Qeshm as a UNESCO Global Geopark in 2017, with an area coverage six times larger than the previous designation. This new designation ensures greater natural preservation and community involvement.

The Qeshm Geopark is now a shining example of rapid progress in community-based tourism development among UNESCO Geoparks. Many people have returned to their villages and established their own local enterprises, leading to a diverse migration in the region. The Iranian SDGs program has made Qeshm a particular focus and continuously provides loans for local family businesses in Qeshm villages. More than two thousand boats now work in different villages of the island, showcasing mangrove forests, free dolphins, and birds to tourists. Around 80 formal local tourism accommodations have been established, almost all with local architecture. Many families now rent out their homes or a part of their home to tourists during high season, and a wide range of women work in tourism-related jobs or produce local handicrafts. Most importantly, the economic benefits and alternative realities brought about by tourism interactions are changing power dynamics in families, leading to increased gender equality.

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Participatory processes for community involvement in rural tourism development

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Introduction

The aim of our research is to contribute with methods for rural sustainable tourism and community development. The work also entails identifying solutions encompassed for local actors in rural settings, thereby strengthening stakeholders and contributing to sustainable, resilient and attractive rural communities.

Our current research project 'Smart Villages in Sweden' is evolving a development process, resulting in ideas, concepts and prototypes for local solutions that addresses local challenges, using the concept of 'Smart Villages' as a focal point. We are using a place-based approach for innovation in a broader context with the result of developing services or solutions adapted to suit rural communities. We argue that developing such a process is vital for a sustainable and long-term durable outcome, as it ensures that the ideas, concepts and prototypes produced are based on the local communities' situation. This is in line with EU´s concept of Smart Villages (2019) which refers to communities in rural areas revitalising rural services and improving resilience using innovative solutions.

We are using a participatory approach developed during several years of previous research, albeit in a wider sense where tourism development is put in the context of a general notion of sustainable community development. Two communities and the surrounding countryside in the county of Värmland, Sillerud and Sysslebäck, are our cases in this project. This year, we are carrying out the second work package of the project, which involves a method where various community stakeholders from our local cases are involved. Using this approach entails both challenges and opportunities. During this session we would like to discuss our results and experiences so far.

Theoretical framework

In this project, we are starting from the theories of service ecosystems and the transformative service approach, as this is in line with the concept of smart villages. Service ecosystems are defined as a network-based collection of actors that work together to create and deliver value to customers. It can include companies, customers, suppliers,

governments, and other stakeholders who collaborate and interact in various ways to create and deliver value (Archpru Akaka et. al., 2012). The theory of the Transformative Service Approach is about companies and organizations not only delivering products and services, but also having a broader role in society by contributing to creating positive changes and transformations in customers and society in general (Andersson et. al., 2013). Important aspects of these two approaches are that they focus on the dynamics between different actors in an ecosystem and how it affects the creation and delivery of value over time. This means that the ecosystem is in constant change and development through interactions and transactions between the actors.

The Smart Villages concept is based on the idea that value is determined uniquely by and together with actors linked to the specific location (Cāne, 2021), and understanding the context of value creation is the key to successful service offerings. The methodology within the smart villages concept involves a bottom-up, collaborative approach that aims to produce both practical results and scientific results. Overall, the research highlights the importance of engaging with rural communities and stakeholders in the process of understanding and promoting smart villages (Aziiza & Susanto, 2020). Important to note is that what makes a local community 'smart' is not limited to increased levels of digitisation or connectivity. 'Smartness' stems from the use of digital technologies as vehicles for local development goals and the improvement of the quality of life of citizens (Smart Villages, 2019). 'Smart' does not automatically mean sustainable; producing and using new technology in itself have effects on the environment, for example. In this project it is therefore important that we focus on 'smart' solutions that will contribute to economic and social sustainability in terms of vibrant rural business and communities.

Methodology

In our research, we take a participatory approach (Trischler et al, 2018), where we use a place-based method, focusing on bottom-up perspective and a collaborative, creative way of working together with the aim of producing both practical outcomes as well as scientific results and knowledge (Bengtsson et al., 2022). This method has been formed over seven years of research in close collaboration with businesses and organisations and is influenced by research actively engaging actors (see for example Haraway, 2016; Ren & Jóhannesson, 2017). The method used is divided into three steps where the collaborative process can be viewed as a ladder, each step forming the base for the next. Knowledge and new perspectives create an input into the next step.

In our ongoing project, the method consists of the following three steps: an inventory, a mapping process and evaluation phase. So far, we are coming towards an end of the second step. The first step involved gathering vital information about the two local communities

that serve as cases in this research. This information has given us as input into the following steps of the collaborative process. The two main sources of information in the first stage were qualitative interviews with key actors in our local communities and quantitative visitor surveys. The second part of the method involved working with stakeholders in the local communities in a series of workshops led by the research team. The participants have been co-creating ideas and solutions on how to increase the competitiveness as well as quality of life in their communities. The third step will involve collaborative testing and evaluating the most viable of the creative ideas and solutions.

Results

As mentioned, the research project Smart Villages grows out of, and further develops our research on participatory processes in community and destination development. At this conference, we will present our recent findings in terms of methodological challenges and opportunities, as well as the practical and analytical outcomes so far.

Methodological findings indicate that an adaptive approach when defining local stakeholders is vital, as the local context varies, and each community encompass a unique mix of stakeholders. Therefore, the importance of gathering information of the place and its actors is essential in the initial stages of the process. Furthermore, we argue for the importance of involving local key actors at an early stage in the process. This is a necessary empowering factor, which will increase the changes of local ownership of the process and the practical results.

Practical outcomes include for example the start-up of a local group in one of the cases, taking on a local ownership, with the aim of strengthening this rather fragmented and divided community. By facilitating contact between students and community key actors from our other case, they have been provided with new ideas to implement.

Analytical outputs involve for example categorising opportunities put forward by the local stakeholders. These can be divided into three main types of actions for strengthening the places' competitiveness:

1) information about existing local attractions and events (tangible)
2) storytelling about the local culture and collaboration (intangible)
3) improvement of existing service and visitor experience (for residents, visitors, and part-time visitors)

Our findings also imply the need for further research into the combination of digital and physical solutions when it comes to sustainable community and destination development. Our participants often suggest digital solutions as a tool of drawing attention to physical

meetings. Many ideas put forward are based on a social need to meet, often across group boundaries such as those between residents and visitors. If implemented, this could increase positive social effects of tourism and reduce opposition against tourism growth.

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On The Importance Of Residents' Voices In Urban Tourism Settings: The Case Of Visby, Island Of Gotland, Sweden

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In a non-negligible number of cases, tourism development equals environmental and social burdens. Social unsustainability issues especially happen in urban contexts when gentrification, shifts in the local economy or resident nuisances come up due to overtourism (Milano et al., 2019; Smith & Eldridge, 2021), both in the tourist area of the city and in even sometimes in the peripheries (Mansilla & Milano, 2021). These effects of an uncontrolled city tourism have long known happen. Research up to now has tried to understand and analyse these problems, but few researchers have put forth solutions for practitioners and authorities to implement, and the latter have been found to react to these trends rather than foreseeing them and planning for them not to (acutely) happen.

In this presentation, we report on a research line at the University of Uppsala, Campus Gotland, precisely touching on these issues and aiming at giving locals a clearer voice in the current discussion about tourism impacts on Gotland, especially so in the city of Visby, the island's capital city. The project includes assessing how has been tourism development on Gotland in the last two decades, how have resident's voices been considered and what practices, processes or tools can be developed in the future to have resident's voices more heard.

We will report on the first stage of the project, which is centred on the understanding of the recent past and current tourist situation in the island, and how this situation has impacted and been perceived. We do so by via a literature review of the works produced at Uppsala University's Campus Gotland. Being the sole university campus on the island of Gotland and also being a relatively small institution, Campus Gotland has traditionally had strong ties to its social and economic environment and hence the motivation to start this project and the social support and impact it is expected to have. Research on Campus Gotland has therefore touched on local issues such as tourism development. In this particular case, this research was commissioned by the Residents' Association of Visby's inner city.

As for our research context, we would like just to underscore that Gotland, the largest island on the Baltic sea, is some 3500 sq km in surface and is inhabited by 60000 people,

half of them reside in Visby, the capital city, the other half are scattered thoughout the island. A proud independent city belonging to the Hansa league in the Middle Ages, it built its walls and churches still visible to today's visitor. This ensemble was marked as a World Heritage by the UNESCO in 1995, at a time in which local and national authorities wanted to push tourism on the island – in fact, today Gotland is Sweden's largest holiday destination in terms of arrivals.

The field work for this presentation consists of a qualitative literature review of the works carried out at different times. 14 references are summed up and critically analysed. The oldest reference is from 1994, the most recent one from 2022, with half of the works published between 2017 and 2021. As for the typology of the works, these are mainly B. A. Theses (7) followed by presentations at international conferences (4), articles in peer-reviewed journals (2) and books (1). As for the topics discussed, most of the papers divide their interest among the planning and conservation of built heritage versus the impacts of the local heritage on citizen's lives. However, some of the works, due to the background of the authors, only dwell on planning issues rather than social matters. Others would take the opposite way.

In analysing the literature corpus in a general way, we roughly see four eras of evolution of the issue:

1. The run-up to UNESCO nomination (1895-1995)
2. The first years after the nomination with the first signs of touristificaton and thematization (1995 – 2005)
3. Further touristification. Collapse of a stretch of Walls in 2012. First critical insights from the local academia (2005 – 2012)
4. Gentrification and tourist growing up. Cruiser tourism starts. Stronger calls by the academia for local participation and sustainable practices.

These periods are characterized by the following dynamics and events:

- In a first period, the run-up for the UNESCO nomination brought up enthusiasm among residents and authorities. At a national or local level, the authorities mobilised resources for the nomination. Some research was published in this context as well.
- After the nomination, enthusiasm ebbed and the value of Visby's heritage was taken for granted. Touristification and commodification processes started off and everyone forgot about maintaining the walls, which caused the 2012 partial collapse.

- In the last 10 years, Gotland's importance has accrued as destination, with collateral effects such as seasonality, overcrowding, difficulties in accessing to living space, heritage banalization, etc. These effects are known to come up worldwide in many destinations, especially so in heritage destinations.
- At the same time, in the last 10 years or so, the academia has strongly called for local participation and sustainability as keys to solving the current impacts of tourism on Gotland, especially so in Visby.

Other important trends and facts uncovered are the following ones:

- Visby's residents have been aware of the economic value of the monumental area since the 1860s, as the national monuments' authorities passed the first norms and laws about the city's built heritage, so that has been a very long-term process.
- Managerial and valorisation frameworks have not worked in the city.
- There have been gaps, sometimes remarkable, between planning laws or rules and the needs and possibilities on the ground.
- Monumentality remains highly concentrated, both temporally and spatially: the Hanseatic period is the 'star' period of the city (to the detriment of other historic periods) and secondary monuments such as the moats ('vallgravar') are left out.
- Visby's built heritage is commodified, i.e. perceived by many visitors as 'interchangeable' and not unique.
- The different stakeholders pursue different agendas, which makes actions difficult to carry out. Particularly, locals' voices are left out.
- Seasonality seems a minor issue, at least by a certain numbers of lifestyle entrepreneurs who bet on seasonality themselves. It remains to be research how is this perception among other stakeholders.
- Cruiser tourism causes more impacts than benefits the way it is currently organized.

In terms of research methodologies, most works rely on interviews with the main stakeholders as a field work or literature reviews or work with local documents or plans as primary sources. There is therefore the need to investigate among the local population (and even the visitors!) what they think the issues are.

As a conclusion, we underscore the commonalities of these processes with other destinations worldwide. For further research, the next steps of the project will take on a quantitative view with questionnaires in order to hear the voices of those whose opinions seem to have gone quite unnoticed till now.

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Networking for inclusion: the role of Place in tourism mobilities of local 'foreign' communities

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Introduction and research aim

Tourism as mobility, interaction and communication entails the potential for fostering a more inclusive and socially sustainable development by involving communities in intercultural exchange through activities and place participation. Therefore, the importance of every stakeholder participation in co-creation processes for a more inclusive and respectful tourist place making and industry restructuring should be considered (see Karavatzis et al., 2017). When thinking of multicultural societies, the involvement of diverse communities also includes those with foreign backgrounds who, despite being overlooked in tourism research, participate actively in domestic tourism activities in Sweden (Eksell et al., 2022).

Research and debate on community involvement in tourism development have focused on the local resident communities in their area, considering tourism as a vehicle for economic development and value co-creation locally (e.g., Jernsand & Kraff, 2015; Saarinen, 2019). This research project aims to slightly switch the focus by looking into foreign-background communities' spatial, social, and cultural mobilities through the analysis of Visiting Friends and Relatives (VFR) tourism experiences and place interaction and participation. The choice of this segment is informed by previous research which shows that, despite the reality of return travel, VFR tourism is naturally bi-directional and occurs along social networks (e.g., Larsen et al., 2007; Williams & Hall, 2002), implying that VFR hosting is also an opportunity for inclusive development of the internal tourism sector. Moreover, VFR hosting has potential benefits for socio-cultural capital development (e.g., Griffin & Glover, 2020) and VFR hosts' interaction, exploration and discovery of places and activities (Dutt & Ninov, 2017; Griffin, 2017; Shani & Uriely, 2012). Therefore, the involvement of communities with foreign backgrounds in tourism development would contribute to a sustainable future from different perspectives, especially in times of increasing awareness of multiculturality and diversity representation.

Research project and methodology

This research project is based on a previous pilot study on VFR tourism experiences of highly skilled first-generation migrants in Sweden and the influence of their personal social networks in place interaction and participation. Results have highlighted the relevant influence of the host positionality as a 'local' as well as the presence of a locally embedded network on the tourism experience, access to places and activities. (Licata & Osanami Törngren, forthcoming).

The underlying idea of this new project is to merge previous observations and move a step forward by including places as co-participant actors in the VFR tourism experience. Thus, looking at them through a networking perspective and place embedding (Larsen et al., 2007; Ryan, 2011, 2021; Wessendorf & Phillimore, 2019) which intersect physical and relational factors, spaces and people interconnected by relations and shared experiences. The networks of places which are in focus are both the tourist places and the everyday-life places which shape people' experiences and subsequently the unique way of being and becoming local through a process of enskillment (Buhr, 2018).

An exploratory approach based on constant dialogue between theories and material will be used, allowing for an ongoing dialogical research process. This will keep open possibilities for experiencing and tailoring methods of data collection and analysis, as well as for unexpected results to emerge despite the preconceived theoretical lenses. More practically, the empirical work will be organized in independent but interconnected phases aiming at exploring different aspects of the phenomenon under research. They will include methods of network mapping of places and people, by using both software and participative mapping techniques (Birkett et al., 2021; Carrasco et al., 2008; Herz & Olivier, 2012; Kochan, 2016), in depth qualitative interviews with both hosts and tourism practitioners to explore their experiences and perceptions of places and in places. Eventually, focus groups workshops will be held to merge the participants' perspectives and reflect on future developments of inclusive tourism service networks.

Preliminary results and Contribution

Being the project in its early stage, this presentation is focused more on the theoretical perspective and contribution to the field by looking towards a cross disciplinary approach to investigate the social value of tourism and explore its potential for inclusion and involvement of the overlooked local communities with foreign background.

However, also some preliminary analytical results will be presented concerning the initial mapping preparatory work to identify and explore the relations among tourist places and

everyday life places through a networking perspective. The initial target area is the Scania region in Sweden to keep the focus on the local tourism experiences and locally resident foreign-born communities but with the aim of developing analytical and interpretive flexible frameworks adaptable to other areas and realities.

In conclusion, this exploratory project would like to reflect on the intercultural potentiality of VFR hosting tourism experiences and the influence of networks of people and places on hosts' participation to investigate the effects that this can have on personal mobilities within spaces, places, and milieus in multicultural societies.

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Breaking down the Arctic tourism system for improved communities' resilience and sustainability

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Background

The eyes of the world are turning northward. The Arctic has become an infamous symbol of climate change and it is now customary to read in the news about a new record of minimal sea ice extent, of a heatwave outbreak or of delayed snow onset. Every report on the state of the cryosphere in the Arctic, but more generally of the globe, is more alarming than the one before. Although there is no doubt the Arctic cryosphere is shrinking, the tourism industry keeps promoting Arctic tourism as products and experiences engaging with the cryosphere, during which snow, ice and white vistas are supposedly guaranteed. This suggests a critical point: there is a difference between "tourism in the Arctic" and "Arctic tourism". The former refers to all forms of tourism taking place in the Arctic, whatever the chosen border for the region is (Saarinen & Varnajot, 2019). While Arctic tourism, however, is more complex and needs more contextualization. Arctic tourism is indeed understood as tourism taking place in northern latitudes wherein tourists engage in experiences producing and reproducing cryospheric- and winter-based imaginaries. It is grounded in hegemonic representations of a perpetually white, cold, and snowy Arctic, and as such, Arctic tourism is made by outsiders, for outsiders (Saarinen & Varnajot, 2019).

Because of the reproduction of this specific imaginary, Arctic tourism can be approached as a system, with positive feedback loops. In system dynamics, the word 'positive' does not mean that it produces favorable outcomes, but simply means that disturbances are constantly reinforced and exacerbated. In other words, "a positive feedback loop is a chain of cause-and-effects relationships that closes on itself to create self-reinforcing change" (Meadows et al., 2004, 25). The reproduction of biased and reductionist visions of the Arctic (tourism) is driven by a phenomenon termed 'Arctification' (Marjavaara et al., 2022). Arctification leads to stereotypical and standardized Arctic tourism activities and highly influences what Arctic experiences should all be about from the tourists' perspective. More so, current adaptation strategies to the lack of cryosphere in destinations capitalizing on the presence of snow and ice are mostly engineering-oriented and mainly focus on the production of artificial snow (Scott et al., 2022). Therefore, Arctification reinforces the dependence of Arctic tourism on snow, ice, and white vistas (positive feedback loop effect).

In a system, positive feedback loops are usually characterized by growth, potentially leading to overshoot and collapse. Causes of overshoot comes from the combination of growth, limits to that growth, and delays or mistakes in the perceptions and responses aimed to keep the system alive, within the limits (Meadows et al., 2004). In the context of this paper, overshoot – and collapse – may result when society and the tourism industry do not prepare sufficiently in light of future cryospheric changes in the Arctic. This potential post-apocalyptic and dystopian future has been conceptualized as post-Arctic tourism by Varnajot and Saarinen (2021, 2022). This raises fundamental questions regarding the sustainability of the Arctic tourism system, but also in terms of resilience ability of Arctic destinations. This is critical because global climate change is expected to affect small Arctic tourism-dependent communities (Kaján, 2014).

Goals

Drawing from Jaakkola's (2020) theory adaptation, this conceptual article aims to introduce alternative pathways and novel perspectives related to resilience, sustainability, and climate change adaptation in Arctic tourism destinations like in Lapland. Grounded in Donella Meadows' (1999) seminal work on leverage points in systems, this paper proposes to rethink the ontology and aesthetics of Arctic tourism as a more appropriate adaptation strategy, fostering resilience and sustainability objectives against long-term and slow variable changes, compared to current engineering-oriented strategies. Leverage points, Meadows write, "are places within a complex system […] where a small shift in one thing can produce big changes in everything" (1999, p. 1). They are specific points where interventions in structure can lead to significant change in system outcomes (Loehr & Becken, 2021). Indeed, as noted by Saarinen and Gill (2019, p. 5), a recent "prospective approach has focused on the idea of resilience originating from dynamic systems' thinking". Therefore, by considering Arctic tourism as a system, and by identifying its elements, this will allow to better locate places in the (Arctic tourism) system to intervene in order to build efficient resilience pathways in the climate change and Anthropocene contexts.

Implications

The study of resilience in tourism has traditionally focused on sudden changes induced by natural disasters, for example. Resilience following slow change variables like global climate warming, however, has not yet attracted significant research interests. In line with this, this paper focuses on resilience pathways in the Arctic tourism system in the context of slow-onset disasters (see Varnajot & Saarinen, 2021). It is argued that adaptation strategies focusing on the mindset (or paradigm) out of which the Arctic tourism system arises, and the power to transcend paradigms, are more efficient and ethical solutions on a long-term perspective, compared to current adaptation strategies. Indeed, in the long run,

current strategies focusing on the lack of snow will become increasingly anachronistic as the cryosphere keeps shrinking, and unsustainable from environmental, economic, and social perspectives. On the one hand, these current strategies contribute to the dependence of the Arctic tourism system on snow and ice – resources that will shrink in the future, and on the other hand, also promote a reductionist and deterministic vision of Arctic tourism and of its future.

In the end, the paper suggests looking at geopoetics as an innovative tool to better adapt and build resilience pathways to climate change and shrinking cryosphere. Indeed, the future of Arctic tourism is guided by the narratives we – researchers, the tourism industry, the media – develop today regarding the Arctic (Varnajot & Saarinen, 2021). Geopoetics highlights the connections between geography and creative narratives describing how we live on and with the Earth, including the Arctic (Magrane, 2015). Nevertheless, in this paper, rather than focusing on poems per se, geopoetics are understood as the making of new narratives in the tourism industry. Narratives in tourism are connected to the production of place, but also, and perhaps more importantly, may have the power to change how the Arctic is produced in tourism, allowing for a more resilient and sustainable Arctic tourism system in the future. Lastly, by focusing on the narratives and aesthetics of the Arctic in tourism, this paper also shows the critical role the humanities and social sciences can play in the ongoing climate crisis.

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Twilight Saga Tourism Continued: Defining Moments and Dimensions for 'Eternal Life' in the Land of the Living and Un-Dead

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Background

One of the biggest challenges for popular culture tourism destinations is to decide whether to invest in this form of tourism and, if so, to what extent, given the transient nature of popular culture. It has been argued that the lifecycle of popular culture tourism can be short-lived (Riley et al., 1998). Therefore, a central sustainability issue for different popular culture tourism stakeholders when planning for longevity is: What makes a popular culture tourism destination last over time? Popular culture tourism is a term that encompasses travel in the wake of popular culture expressions such as films, TV shows, literature, and music. The domineering sector under study in previous research is film/screen tourism. However, research on heritage, sport, arts, and event tourism has also been presented over the years. Studies using both producer (supply-side) and consumer (demand-side) perspectives have been put forward, exploring supply-side processes and activities such as stakeholder interactions and collaboration, place development and policy, as well as demand-side actors and actions such as fan relations, production, and creativity, and tourist motivation and behaviour (Lexhagen et al., forthcoming 2023; Lundberg & Ziakas, 2018; Månsson et al., 2020).

All tourist destinations undergo different stages of development. In particular, popular culture tourism destinations are more subject to changes due to their dependence on often ephemeral popular culture phenomena. By using the widely employed Tourism Area Life Cycle by Butler (1980; 2009), we can analyze the development of popular culture tourism destinations and their resilience. For instance, the initial exploration stage centers around the discovery of the destination by popular culture tourists. The involvement stage is characterized by local involvement in the development of providing tourist facilities, attractions, and experiences. In the later stages after reaching peak visitor numbers (saturation), popular culture tourism can decline, completely disappear or destinations may experience a rejuvenation stage. To explore the mystery of popular culture tourism destination development longevity, this paper identifies, inspired by previous research on

destination life cycles/curves and development (see e.g., Benjamin et al., 2012; Butler, 1980; 2009; Koens et al., 2021), the defining moments and dimension of a number of Twilight Saga destinations (i.e., destinations associated with the best-selling book series (2005-2020) and subsequent blockbuster movies (2008-2012)) in North America and Europe. By doing so, it aims at contributing to the understanding of what makes popular culture tourism destinations long-lasting.

Purpose

This paper presentation is based on a study where our team returns to the main Twilight Saga destinations, more than 10 years (in 2022-2023) after their initial study in 2010-2011, to explore the defining moments and dimensions of popular culture tourism destination development. In this study we address the question of What makes popular culture tourism destinations last over time? We aim to identify key defining moments and dimensions that can help explain how this form of tourism can survive at these destinations over time.

The case and method employed

The Twilight Saga is an international popular culture phenomenon (5 books and 5 movies) that has resulted in millions of fans and tourists travelling to destinations associated with the series. The three main destinations are Forks, Washington, USA and Volterra and Montepulciano, Italy. The first two are settings, that is where the storyline is set in screen productions whilst the latter is location, which is where a film or TV show is filmed. The first tourists started arriving at Forks, Washington USA around 2005-2006, taking both the industry and locals by surprise. By 2011, Twilight tourism had reached a stagnation phase and tourism has remained steady ever since after reaching its all-time high in 2010. The first tourists started to arrive at the Italian destinations in 2009 after the release of the second installment Twilight Saga: New Moon. At both Italian destinations, Twilight Saga tourism is very much still alive. Our team conducted field work at these destinations in 2010 and 2011 and more than 10 years later, we return to explore what are the defining moments and dimensions that help create continued interest over time for these destinations. Data collection was conducted using semi-structured interviews with destination stakeholders (many representing the same organisations as those included in the 2010-2011 study) with visitor centers, tourism promotion and management organisations, municipality representatives, tourism guides, and Twilight Saga fans.

Findings

This paper presentation revisits the Twilight Saga destinations more than a decade after the first study was conducted (Larson et al., 2013) and more than 15 years after the breakthrough of the books and films. The initial discovery, the expansive growth, local

involvement, the still salient position of Twilight Saga tourism at these destinations, and its digital expansion are explored through a timeline of defining moments. These moments are condensed and introduced as our Trifecta of Popular Culture Destination Life consisting of 1) the media product, 2) the people, and 3) the artefacts. These findings provide not only insights into the lifecycle and long-lasting existance of the Twilight Saga destinations but also on popular culture tourism destinations in general.

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When is the balance tipping? Sustainable place development between centre-periphery, and mundane-extraordinary experiences

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Introduction

Urban tourism is growing. It does so despite lengthy warning signs of overtourism, and despite vast declines during the pandemic. These days, numbers are bouncing back rapidly, and this means that questions of sustainability in urban tourism destinations are back on the agenda. So are questions of place competitiveness. One example on how cities deal with growth and sustainability can be seen in Copenhagen, but there are many other examples as well. In parallel with this development, urban tourism is a strong driving force in the development of cities, as it is believed to help making "cities and human settlements inclusive, safe, resilient and sustainable" (UNWTO 2023). Hence, how should we think of tourism in cities? Is it good or bad, and who benefits from it? Because when tourism is intrinsically linked to how urban place develops, living conditions for both residents and tourists are at stake. Urban areas are places where people meet. These people have different roles and backgrounds, one major difference being that some are visitors, and others are residents. Even with a trained research gaze, it is impossible to say who is who in this mix of people. Besides difficulties in differentiating between groups of people, it is impossible to differentiate whom services, activities, and selections are for; is the grocery market there for residents to buy food, or is it there for visitors to experience a walk between fruit and vegetable stands? The thing is that it does not matter, as long as development possibilities remain large, and problems remain small. Everyday life can itself be seen as a tourist attraction, and residents may make use of what is considered tourist attractions themselves (Larsen 2019; Stors et al., 2019; Zillinger 2021). What is good for one group is good for another, the argument goes. Some examples: well-managed restaurants, performances in music halls, and bathing events based on local traditions serve participants of different kinds.

Sustainable places

Tourism plays a major role in urban development, a notion by the way that is not always considered by urban theory. Post-pandemic tendencies display that much is the same as

before, and discussions about sustainable futures and green transitions are often not more than talk. Resilience is often interpreted as having adapted to low visitor numbers during tough times, but being able to grow again (e.g., Robina-Ramirez et al., 2022). Leaning back, and relying on growth, also means that problems that may arise on different geographical levels do not become too devastating. The reason is that potential problems like changing human behaviour, or changing preferences, are absorbed by a growing number of people, purchases, and bookings. Sustainable? Usually not. Short-term solution? Usually so, yes. This kind of logic applies to destination development* as well as to shopping tourism and tourists' transport choices. I will show however how one factor, spelled digitalisation, has heavily affected this equation, and that puts new light on local communities aspect.

Digitalisation has severely transformed the tourism industry. It has reformed products, enterprises and full ecosystems such as destinations. It has also increased both variety and volume of tourism supply (Dredge et al., 2019). Digitalisation has had an equally heavy impact on urban development at large (Martin et al., 2019). Digitalisation is becoming more influential over time, as both the number of digital technologies and the number of users is growing. On top of this, it is becoming apparent that young people care less about what has once been the centre of urban areas, both in terms of spatial location and level of importance: the city centre. Young people also care less about physical shopping, an undertaking that is both considered an everyday activity and a tourism attraction (Anselmsson, 2021; SCB, 2018). Added to this aspect of development comes the question of digitalisation and place. City centres have changed their appearance in many parts of the world, as shops have closed down, and opened in external shopping centres instead. This is not a moral abstract/ presentation, so I put no value in this. The consequence for city centres however is that the ability to remain lively places has become more difficult (Källström et al., 2019). This challenge has long been conquered by the establishment of body care, cafés, or different kinds of events. In this stream, the search for experiences comes in, as experiences have been believed to overcome the descending trend. City centres have boosted their supply with all sorts of experiences, and so have external shopping centres. The calculation seemed to come out even – until digitalisation, including its influence on growing digital retail and experiences, became too heavy and apparent not to see it. The powerful effect of digitalisation goes towards both city centres and external shopping centres, and leaves urban places empty of both residents and tourists.

Sustainable place development in times of digitalisation: the case of Helsingborg
Helsingborg, with its 150.000 inhabitants and 800.000 guest nights in 2022, has had a dropping shopping development in the city centre, with retail chains such as Åhlens, H&M, and Stadium closing their shops during the last years. There is an old saying that one can always trust in the ability of retail chains to make lively places. This is not true for

Helsingborg anymore. The external shopping centre Väla opened in 1974 and while growing for many years, the balance between city centre and external retail could be kept, as well as between different types of attractions in the city, as for example walks, dining, movies, music and other cultural events, and shopping. Now digitalisation has hit both places hard, with one of them, Väla, having the economic muscles to approach problems of dropping visitor numbers. The goal: building attractions and events in order to attract visitors. Among forthcoming attractions are a diving school and an indoor ski track – all in the spirit of the experience economy. The public debate has been silent until now – but it has awakened with a lot of energy and arguments. Actors and residents were of course aware of the developments, but as long as city size, tourism and economy were growing, the situation was not that bad. But with digitalisation and pandemic speeding up developments considerably, and the organisation of Väla coming up with huge visions, there is now a public debate going on in meetings, workshops, and not least the local and regional newspaper Helsingborgs Dagblad.

My conference presentation will portray this dialogue based on a document analysis, and particularly consider different kinds of balances that lie within a development like this: the balance between place and spatial differences, between everyday supply and extraordinary experiences, and between whom we consider as tourists and residents.

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Theoretical and methodological perspectives on the study of the term 'touristification' in the European context

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The 1990s saw the resurgence of 'urban' tourism. At first, it was disassociated from so-called 'mass' tourism and the damage it caused, mainly in the coastal destinations of the European Mediterranean (Blázquez & Murray, 2010). However, at the end of the 20th century, studies began to appear that also pointed out the impacts associated with the development of tourism in cities. According to De la Calle (2019) at an early stage, the term 'touristification' was used for the study of the processes of change associated with the birth and development of tourism activity in cities, especially the impacts of this activity. Several authors attribute the concept to Knafou (1996), who used it in 1996 to refer to the process of production of a tourist place that involves, on the one hand, the 'refunctionalisation' of the space for tourist practice and, on the other, the 'incorporation' of new spaces, resulting in a new territorial organisation of the place. According toauthors such as Ojeda & Kieffer (2020), the emergence of this concept meant a change from a "descriptive" geographical approach to an "integrative" one, insofar as the study of this process sought to understand complex relationships between actors, economic flows, appropriation of space and transformations of the landscape. Since the economic crisis of 2008, the accelerated growth of urban tourism in several European cities generated a series of socio-spatial impacts, increasing pressure on the central areas of the cities, as well as the expansion of tourism into new neighbourhoods. In this scenario, a process of social contestation emerged that has renewed interest in the study of 'touristification' (De la Calle, 2019; Sanmartín Sáez, 2019). However, the term is being used to refer to multiple aspects of urban tourism, which is making it difficult to acquire knowledge about the reality to which it refers. For this reason, several studies have pointed out the imprecision and ambiguity of the term as an aspect that discourages its academic use (Ojeda & Kieffer, 2020; Sequera & Nofre, 2018). In this context, we wonder about the usefulness of mixed methodological approaches in the acquisition of knowledge about the term object of study, given the complexity and multidimensionality it presents (Hewlett & Brown, 2018; Truong et al, 2019).

One of the most widely accepted definitions of mixed methods research is provided by Johnson et al. (2007) who defined it as a type of research in which a researcher, or group of researchers, combines elements of qualitative and quantitative research approaches for

purposes of broadening and deepening understanding and corroboration. According to Molina-Azorín & Font (2015), the use of mixed methods in tourism studies begins after thepublication of Tashakkori and Teddlie (2003) and Johnson and Onwuegbuzie's (2004) texts on mixed methods. Hewlett & Brown (2018) stress the importance of adopting a mixed methodology in tourism studies given the transversality and thus complexity of the industry. This perspective is shared and developed by Truong et al. (2019) who argue for the important role of mixed methods in overcoming current tourism-related challenges and problems, due to their ability to appreciate and critically analyse the plurality of positions, practices, and perceptions, gaining deep insights into complex issues, as well as generating and applying theories, identifying industry factors, or generating measurement tools. However, in this type of studies there is a perceived bias towards the quantitative that may undermine the role of qualitative methods (Hewlett & Brown, 2018; Truong et al. 2019).

In this sense, some authors who have made efforts to clarify the use of the term 'touristification' advocate the usefulness of qualitative approaches in order to incorporate the discourses of the different actors that make up urban destinations (Egio Rubio & Fernández Toledo, 2020), the importance of "revealing" and "understanding" the different positions, strategies and alliances adopted by these actors (Díaz & Sequera, 2020), as well as the incorporation of notions from 'critical' studies on urban tourism, among others: the emphasis on the social component, the right to the city (Lefebvre, 1975) and to housing, or the aspect of displacement as a determining criterion of the type of impact that tourism is having in certain urban areas (De la Calle, 2019).

This research aims to clarify the meaning of the term 'touristification' from its academic usage, asking 'what do those who claim to study touristification do'. To do so, a systematic review of the literature on the term 'touristification' in the European academic context is conducted, combining qualitative and quantitative data and analysis (Hong et al., 2017). The methods, techniques and tools used include the Proknow-C (Process Knowledge Constructivist) method and the use of MaxQDA, a qualitative analysis software that provides tools for mixed methods analysis (Guetterman et al., 2015).

The results of the study show an association between themes of analysis and methodological approaches. The high number of papers addressing the issue of short-term rental/tourist accommodation stands out, mainly through quantitative approaches focusing on the analysis of growth/concentration dynamics or the residential displacements they generate. On the other hand, studies with a qualitative approach were used more for the analysis of issues related to the notion of identity, authenticity and/or ideologies, as well as the incorporation of critical notions and theoretical currents (De la

Calle, 2019) such as Lefebvre's (1975) notion of the 'right to the city'. For its part, the study of urban conflicts and the practices and perspectives of social movements was extensively addressed by both qualitative and mixed approaches. In this sense, it concerns to incorporate and understand the discourses of the different actors in the tourist city. However, studies with a mixed approach also show a quantitative bias, when it comes to the study of urban transformations linked to the growth of tourism in cities.

Addressing the meaning of the term "touristification" using mixed methods has allowed us to identify methodological and theoretical perspectives on the concept. Thus, there is a perceived bias towards the quantitative, often associated with the usefulness of the approach in establishing tools to measure urban tourism growth and manage its impacts (De la Calle, 2019; Truong et al., 2019). This can undermine the role of qualitative methods in reflecting the perspectives and lived experiences of different stakeholder groups, especially under-represented population groups, as well as its ability to incorporate contested issues such as power relations, authority, and behavioural/social changes (Truong et al., 2019).

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"Mrtyres Island" or "Hippies Island"? Exploring the Tension Between Traditionalism and Modernity on Hormuz Island, Iran

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Hormuz Island in Iran is a fast-developing tourism destination that has become heavily reliant on its tourism economy, causing a cultural shock to its local community. Ideally, governments should help mitigate this shock by promoting community resilience among residents and responsible tourism among travelers. However, the extremist Islamist government in Iran exacerbates the situation by imposing its extremist values. This study aims to examine the behavior of tourists, the government, and locals in a country under Islamic theocracy. The author conducted ethnographically oriented research in the region for three months, observing the island and interviewing 47 individuals from different perspectives.

Following the 1979 Revolution, Islamists gained power in Iran and marginalized other political groups. During the Iran-Iraq War, they mobilized the youth using Shia Islamic rhetoric (Seyfi & Hall, 2019). After successfully incorporating Islamic values into the war effort, the state used war murals to remind citizens of the sacrifice made by martyrs to protect Islam (Rolston, 2020). This was primarily a tool to control the masses, reinforce the power of the elite, and marginalize opposition. However, Iranian society is distancing itself from Islamic traditions and moving towards modern values, particularly in major cities (Nikjoo et al., 2021). For example, many Iranian women are protesting against the mandatory wearing of the hijab, culminating in the recent "women, life, freedom" movement after the death of Mahsa Amini, who was arrested for not wearing a proper hijab (Bayat, 2023).

Like many other villages and small cities in Iran, the community of Hormuz Island has adhered to Islamic traditions. Due to its high number of martyrs per capita, the state has promoted Hormuz as "The Martyrs Island." However, with the presence of artists in town and Iranian youth and hippies camping in the mountains and beaches of the island, Hormuz has gained fame on social media as "The Hippies Island." This new reputation has attracted millions of Iranians who are searching for more liberal destinations to spend their vacations.

The increase in demand for tourism has led to a corresponding increase in supply, and in a short period of time, almost all families on the island have become dependent on the tourism economy. Many island men have sold their fishing boats to purchase auto-rickshaws for offering tourist island tours. The majority of local homes are rented entirely or partially to tourists during peak seasons. Many women have begun selling handicrafts and local foods to tourists, leading to changes in power relations within families due to earning direct income and communicating with travelers. Consequently, the tourism economy has altered many aspects of the island, including its traditional values.

While Hormuz was gaining recognition for its natural beauty and unique youth culture, the imposition of U.S sanctions on Iran due to its nuclear power program caused a decline in the value of Iran's currency. This currency devaluation has led many Iranians who sought to escape from the strict Islamic dress code to neighboring countries for their vacations to now consider the new Iranian tourism destination. Inspired by hippie culture, a specific type of clothing known as "Hormuzi clothes" has gradually become popular on the island.

The expectation of greater freedom on the island among a diverse range of tourists from the mainland, coupled with the rapid dependence of locals on the tourism economy, has created a lock-in situation for the totalitarian state in terms of controlling Islamic Hijab on the island. The situation has become even more challenging for the government due to the fact that many tourists remove their Hijab on the island as a form of civil disobedience against the state's strict Islamic laws.

The state's response to this disobedience varies from confrontation to indifference. As the majority of managers and authorities are appointed by the government or selected through undemocratic means, they share similar values with the state and confront tourists who break the Hijab laws. Another reason for local authorities to confront tourists is their fear of facing harsh consequences from the central government, which wants to maintain its authority over the Hijab issue and prevent any challenges to its power.

However, at times, the authorities tend to turn a blind eye to disoience of the Hijab law. This is mainly because the locals have become highly dependent on the tourism economy, and they benefit directly and indirectly from tourism. Previously, the island's economy relied on mining, fishing, and trade, but these industries have been restricted or banned by the government. The mine has been closed, the local fishing industry has been negatively impacted by industrial trawling fishing contracts with China, and local trade has been banned. As a result, the government has no other options but to rely on the new tourism economy, and they are forced to tolerate more social freedom in order to maintain the economic benefits of tourism.

In the midst of this situation, the government has resorted to a more convenient approach for handling the Hijab issue on the island by requiring local businesses to intervene. To prevent direct conflicts with tourists who may not comply with the Hijab regulations, the local authorities are pressuring the community to notify individuals whose Hijab does not adhere to the standards set in place.

Like many other local communities, the people of Hormuz are susceptible to the diverse lifestyles of tourists. The best approach to sustainability would be for the government to educate tourists about the importance of respecting the local culture, while simultaneously working to improve the community's resilience. Unfortunately, the government has failed in both regards, exacerbating conflicts between tourists and the local community and causing greater hardship for locals. Moreover, the government's unsuccessful insistence on preserving Islamic Hijab law has led to a loss of control over other tourism-related issues, such as environmental damage and increased drug consumption.

Despite the challenges, tourism has brought about significant benefits for the locals, including increased income and a stronger sense of place identity. In fact, many residents who had migrated to neighboring ports and islands have returned to Hormuz because of the economic opportunities that tourism has created. While some locals may find the diverse lifestyles of travelers difficult to tolerate, the economic benefits outweigh the challenges. To cater to tourists seeking a more secluded experience, auto-rickshaw drivers transport them to hidden beaches on the island, far away from the town center and sensitive residents, beyond the reach of government control.

In many countries, the government plays a mediating role between locals and tourists, working to minimize cultural differences. However, in Hormuz, it is the residents who serve as mediators between the strict Islamist government and tourists seeking greater freedom. As almost all tourists stay in local accommodations and use auto-rickshaws, there is always a local who can assist tourists in case of conflict with the authorities due to their inappropriate Hijab. These locals act as arbitrators, helping to defuse any tensions and ensure a positive experience for both tourists and locals.

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Community engagement in sustainable rural mobility planning

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Sustainable mobility in rural areas is dependent on planning for and using economically efficient transport systems that serve the mobility needs of residents and tourists while having the most negligible impacts on the environment (Maretić & Abramović, 2020; Rendeiro Martín-Cejas & Pablo Ramírez Sánchez, 2010). Community involvement, in which key local stakeholders participate is a core part of decision-making processes (HigginsDesbiolles & Bigby, 2023; Richards & Russo, 2016), essential for sustainable mobility in rural areas. This paper discusses community engagement in transportation planning using the method of Public Participation Geographic Information Systems (PPGIS) to promote sustainable rural mobility.

Several methods exist for community engagement in decision-making processes, such as focus group discussions, town hall meetings, workshops (Chase et al., 2011) and recently, PPGIS. PPGIS is a viable bottomup-top-down method of community engagement that has seen increased use since the onset of the millennium due to increased computer capacities and the development of mobile phones (Waleghwa & Heldt, 2022). PPGIS falls under the umbrella of community geography, which seeks to use the technological capabilities of GIS and spatial analysis to improve local planning processes, leverage community knowledge and increase access to local research to enhance community members' lives (Shannon et al., 2021). Central to PPGIS is the ambition to ensure that no key stakeholder is marginalised in decision-making processes (Brown et al., 2020; Kantola et al., 2018).

Based on a PPGIS study done in collaboration with stakeholders from Malung-Sälen and Älvdalen municipalities in Sweden, this paper discusses insights useful for the successful involvement of communities in planning and implementing PPGIS projects. Four primary considerations are outlined in the process of project development and execution; a) community leaders' requests and their integration in PPGIS surveys, b) matching the proper PPGIS mapping technology to the objective of the study, c) leveraging existing stakeholder communication channels to build trust and reach targeted research participants d) reinforcing honest and realistic expectations in communicating with community stakeholders.

Additionally, this paper discusses the usability of PPGIS data in informing transportation planning for sustainable mobility. One of the most important conclusions of the paper is that PPGIS helps gather rich information, which includes mapped values and survey data (Brown & Kyttä, 2014; Waleghwa & Heldt, 2022). Placed-based mapped information is particularly crucial in land-use planning decisions regarding transportation in a given community. To add on, survey questions in PPGIS studies could, for example, be used to gather data about residents' stated preferences for various sustainable mobility solutions. Nonetheless, despite the potential of PPGIS as a valuable method of engaging communities and gathering rich data to inform planning decisions, it presents some challenges that must be considered. In particular, how to get motivated participants to answer the survey questions and engage in doing the required mapping. Also, how to evaluate the success of PPGIS studies (Brown & Chin, 2013; Brown & Kyttä, 2014), bearing in mind the need to include both community and research objectives (Abbott,1995; Shannon et al., 2021). The paper emphasises the need for future studies to use PPGIS alongside other methods, such as focus group interviews with community members, to leverage the strength of the approach and complement its weaknesses.

The paper concludes with reflections on future directions, which includes conducting PPGIS studies within an ongoing cross-border project on sustainable mobility in Sweden and Norway. The SITE project has a focus on sustainable mobility, as well as on the engagement of community members within Malung-Sälen and Älvdalen municipalities in Sweden and Trysil and Engerdal in Norway in the area's future development. The paper's contribution will be both on methods and theory as well as on practical knowledge of community engagement using PPGIS in a cross-border context, which is a topic that so far has received a minimum research attention.

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Session 5.3: By the people, for the people? Searching for justice and community empowerment in sustainable tourism development

Rethinking growth through regenerative tourism

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Introduction

The predicted growth in tourism trips and travel distances pose a serious threat for the well-being of both people and the planet. In response to overwhelming growth, the concept of degrowth has been brought to discussions about tourism futures. The topic of degrowing tourism has gained traction in tourism publications over time (Hall, 2009; Fletcher et al., 2019; Higgins-Desbiolles et al., 2019; Lundmark et al., 2021). Although examples of how to put degrowth into practice in the tourism context have been scarce, some suggestions have been given. Degrowth can for example look like demarketing initiatives (Hall & Wood, 2021), enterprise cooperation over competition (Kulusjärvi, 2021) or entrepreneurship success measured in terms of quality of life (Margaryan, Fredman & Stensland, 2021). At the same time, a few researchers have drawn attention to regenerative tourism (Cave & Dredge, 2020; Becken & Kaur, 2021; Bellato et al., 2022a). The concepts of degrowth and regenerative tourism have not yet been discussed together, apart from light connections established in some papers (e.g., Çakar & Uzut, 2020). This however could be natural next step considering the calls to bring degrowth discussions to sustainable tourism development (e.g., Fletcher et al., 2019). More specifically, I argue that regenerative tourism practices could act as a way to degrow tourism towards more sustainable levels of consumption.

Literature review

Degrowth refers to larger transformation of societies where use of use of natural resources is downscaled (Kallis et al., 2015). This metabolic shift of socio-economic systems requires broader changes in how we think about consumption, production and living (Hall, 2009; Kallis et al., 2015). Similarly, regenerative sustainability calls for paradigm shift (Gibbons, 2020). Regenerative tourism extends the idea of sustainable tourism from controlling damage to bringing net-benefits to places and communities (Becken & Kaur, 2021; Bellato et al., 2022a). To continue, both movements have similar objectives to enhance the capacity of systems to flourish and thrive (e.g., Higgins-Desbiolles et al., 2019; Bellato et al., 2022a).

Due to these shared aims, it seems natural to discuss regenerative tourism and degrowth together. However, degrowth discussions have not reached the tourism industry at a broader level, despite the variety of opportunities at the practice level (Fletcher et al., 2019). In contrast, regenerative tourism has its roots among tourism practitioners and grassroots level (Bellato et al., 2022a). Although still niche, regenerative tourism is gaining increasing interest among industry. If regenerative tourism practitioners (especially in developed countries) possess a mindful attitude towards growth, could regenerative initiatives have the potential to be post-capitalistic tourism in action?

Regenerative approach as a means to degrowing tourism

COVID-19 has sparked important conversations about the purpose of tourism. In regenerative tourism, the focus is on the question how tourism can benefit the place and communities, rather than the other way around. This is achieved by putting rights of the local communities at the centre and taking a place-based approach (Becken & Kaur, 2021; Bellato et al., 2022a). Autonomy enables communities to self-limit tourism development to suitable levels and redistribute control of wealth and resources (see Kallis et al., 2015; Higgins-Desbiolles et al., 2019). Living systems thinking approach helps us see tourism stakeholders more broadly than just as humans, and even identify the place as one contributor as Bellato et al. (2022b) presented. The idea of stewardship could give practitioners and destinations sense of responsibility that fosters managing natural resources in a more planetary manner. While these issues are considered mostly at the local level, it cannot happen without acknowledging whole travel system. Despite the holistic perspective of regenerative tourism, not enough discussion has been dedicated to how regenerative tourism practitioners consider the mobility aspect of tourism. Lundmark et al. (2021) point out that similarly "the relationship between mobility and degrowth has only received limited consideration".

Is the transformational force of regenerative tourism enough to change travel habits towards sustainable levels? Mobility should be properly considered in discussions about regenerative tourism and degrowth due to the sociocultural threat that the climate crisis poses for communities globally.

Conclusions

In this theoretical piece I proposed regenerative tourism practices as a way of rethinking growth in tourism. Simultaneously, degrowth has been presented as necessary for future regenerative economies (see Cave & Dredge, 2020). Critical notions about tourism growth are topical in rebuilding timeline after COVID-19. Recovery from the pandemic has to mean something else than just return to boosterism. It is however noteworthy that bringing

regenerative approaches and the idea of degrowth to tourism require dealing with the global system. Simultaneously, varying regional contexts must be recognised in tourism development and research (see e.g., Lundmark et al., 2019).

However, more empirical research on both degrowth agenda and regenerative tourism is required. Thus, to bring this conceptual paper to a more practical level, ongoing research is investigating, among other factors, if regenerative approaches in tourism enterprises are connected to critical views on growth. Empirical data is collected via quantitative survey distributed to tourism enterprises in northern parts of Fennoscandia. Preliminary results will be discussed at the conference.

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Local people's sense of place in heavily touristified protected areas: Contested place meanings around the Wulingyuan World Heritage Site, China

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The place meanings of local people are increasingly being considered in nature conservation plans. However, in Indigenous and ethnic minority contexts, place meanings and underlying cultures tend to be regarded as static over time. This restricts the inclusiveness and appropriateness of protected area governance. Using a case study of the Wulingyuan Scenic and Historic Interest Area, a World Heritage site in China, we found that residents' sense of place and place meanings were diverse, fluctuating, and were affected by changes to their livelihoods and the economy caused by increased tourism. There was a major mismatch between the recorded 'traditional' place meanings of residents and their current sense of place. Our conclusion is that the co-evolution of protected areas and tourism will affect residents' place meanings. This complicates the process of finding a balance between economic development, nature conservation, and local place identities, a synergy which is necessary for sustainability. An adaptive co-management plan that pays attention to residents' diverse and changing place meanings is essential, but is difficult to develop and implement, especially in already heavily-touristified areas.

Session 5.3: By the people, for the people? Searching for justice and community empowerment in sustainable tourism development

Regenerative tourism, in search of the local community and the moral limits of the market

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Regenerative tourism attempts to make tourism more responsible towards the environment and host communities (Fennell, 2018; Jamal, 2019; Pollock, 2019). There are different approaches to regenerative tourism, including framing it: as a set of principles and practices driven by a mindset rather than a prescriptive model (Bellato et al., 2022); as creating public good by accounting for economic and social impacts (Higgins-Desbiolles, 2020); as mirroring natural systems and boundaries (Wahl, 2016); as integrating positively with people and place (Mathisen et al., 2022); as incorporating alternative ways of doing things, including informal trading and economic practices (Çakmak et al., 2018); and as an approach that values and celebrates people, place and diversity, that aims for quality over quantity (Higgins-Desbiolles, 2020; Pritchard et al., 2011; Wise, 2016). Because of the focus on how tourism and other aspects of society and the environment are intrinsically intertwined, and how conventional tourism has destablised established social economic arrangements, ontologically, regenerative tourism embraces a living system thinking and a holistic ecological perspective (Mathisen et al., 2022). All parts of the system affect each other, and a failure of one part will lead to the degeneration of the whole.

Such an ontological position however has its blind spots. This presentation will show that unless the concerns of the beneficiaries from the moral limits of the tourism market are addressed, regenerative tourism remains very challenging, largely because the approaches in regenerative tourism tacitly "champions" traditional and established social economic arrangements of the local community (Ooi, 2023).

There are two moral limits of the market. First, the market is a human-made socio-economic institution (North, 1991). It serves important functions in modern society; it distributes and allows for the convenient exchange of goods and services. All modern societies have variations of the market, differentiated by regulations, norms and informal practices. For all of them, when compared to bartering, modern market transactions are straightforward and efficient, allowing exchanges between strangers (Fligstein, 2002; North, 1991; Roth, 2015). Money is the common denominator that enables us to trade and to acquire products and services seamlessly (Ooi, 2022; Sidelsky & Skidelsky, 2015; Simmel,

1978). Without this market mechanism, tourism would be impossible. Tourists can travel to places without knowing hosts personally. Visitors have access to experiences and attractions in strange places. But money cannot or should not be able to buy everything. Some things are not supposed to be commercially traded because these things are sacred, revered or supposedly priceless. If they are exchanged monetarily, they become repugnant transactions (Roth, 2015). Many tourism businesses and operators may profit from such transactions, and the concerns are reflected in the criticisms of touristification and the lost of authenticity in cultural tourism. The first moral limit of the market is that not everything should be priced through the demand and supply market mechanisms.

Second, the market serves important needs of society by offering mechanisms to distribute goods, services, jobs and benefits. Regenerative tourism approaches have raised the concerns that the market does not necessarily distribute the benefits of tourism fairly to sections of the community, for instance. Even in a developed country like Australia, data from its island-state Tasmania indicate that one-third of the tourism and hospitality workforce lives below the official poverty standard even though the industry has become an economic driver of the state's economy (Denny et al., 2019). Furthermore, accessibility to goods and services is based largely on a person's ability to pay, rather than based on a person's needs, subsequently tourists may have better access to accommodation because of their stronger spending power than many locals. Moral limit two of the market points to how the market fails to distribute the benefits of market exchange equitably and to those who need them most.

These two moral limits of the tourism market underscore the need for a more responsible tourism. But as long as tourism exists, the entailing market mechanisms will determine what can be transacted, and how benefits from the market are distributed. Any attempt at dismantling the market mechanism will make tourism impossible. This leaves us with three options. The first is to dismantle the market mechanisms and stop tourism. The second is to regulate the market to ensure that there are no repugnant transactions and that the benefits of tourism are distributed more fairly. The third is let things be.

Regenerative tourism – in its diverse interpretations – still hangs onto "tourism". To reiterate, to be regenerative, tourism must be community-centered, gives more than it takes, and does not disrupt the social cultural fabric of the host community. This requires a changed mindset that respects and celebrates people, place, diversity and quality, rather than quantity and economic gains. Essentially, in practice, option two is the pragmatic way forward. This is much easier said than done.

Through marketing, customers may agree to pay more. However, the bigger challenge is within the local social economic ecosystem – the old system benefits many locals, and these

stakeholders have vested interests. A pragmatic solution inevitably supports aspects of the old equilibrium. Many of those engaged in repugnant transactions or who have benefited from the system do not want the change. They are also part of the local community. As researchers, we have concentrated on the "disadvantaged" sections of the local community, and tend to blame visitors and (often outside) big businesses for the touristification problems. The "enemies" may also come from within. The moral limits of the market state the fact that the current system benefits local members too, and these parties (e.g. policy makers, small business owners, house owners who provide short-term accommodation rather than long term rentals to residents) are part of the socio -economic ecosystem. They have kept things stable. These parties would want to keep the market as it is, may resist change, or may just jump onto the regenerative tourism bandwagon to make sure that their economic interests are maintained. We need to ask ourselves, "which local communities are we regenerating?" and "are there aspects of the community that we do not want to regenerate?" Regenerative tourism needs to also tackle the local sources of the moral limits of the market.

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Types of roles that active second-home owners play for the local development

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This study presents the types of roles that second-home owners play for the local development of their host communities in Finland. Our perspective is the actor-centric bottom-up view. Firstly, we are interested in the types of roles that second-home owners actively play for the local development either socially, politically, or economically. Secondly, we are interested in the different factors, either personal or context-dependent, that make it possible or prevent second-home owners to enter the roles. It needs to be stressed that they often develop a deep emotional attachment to their second home and its surroundings, which is one of the main factors that inspires them and influences their behaviour (Mottiar & Quinn, 2003; Rantanen & Czarnecki, 2023).

In Finland, the second-home phenomenon arose simultaneously with the rapid urbanization in 1960s and 1970s propelled by rural outmigration. Consequently, the baby boomer generation has often rural roots and their second homes are often located in small rural municipalities. This has led owners to feel empathy for these often-regressive rural areas. However, second-home owners are a very heterogenic group and many of them spend their time passively at their second homes or concentrate on tourism-oriented consumerism.

There has been a long-lasting debate on the structure and agency and how they influence in one another (Giddens, 2007 [1984]). The role of agency in regional development has lately been emphasized. The literature proposes that essential components of regional development are institutional entrepreneurship, which makes innovative entrepreneurship possible, and place-based leadership (Grillich & Sotarauta, 2020; Grillich et. al, 2022; Sotarauta, 2017). The regional studies tradition emphasizes the economy as the main factor of regional development and entrepreneurial actors such as entrepreneurs and development officers (Sotarauta, 2010) and their interplay as a key element of it (ibid.).

 Besides the economic factor, it has been argued that also the amount of social capital in local communities influences eventually local and regional development; if there is enough social capital, information will be more freely available, and communities will have enough links and access to other networks (Putnam, 2000). It is therefore important that also social, political, and cultural dimensions are included in the concept of local development (Pike

et al., 2007). This kind of perspective on local development takes into account the role of the local community and for instance, citizen activism. However, albeit having an increasing role in many rural regions, multiple dwellers – most importantly second-home owners – are often not included as potential prodevelopment agents in local and regional development (Lehtonen et al, 2020).

Second-home owners may act for local development in informal (Williams et al., 2016) or formal roles in which they aim at contributing to the social and economic development of these areas. The pro-development behaviour of second-home owners is often a form of civic activity. Some of them belong to professional networks, which may provide valuable contacts for local actors (Gallent, 2014). Among others, many of them use on purpose local products and services (Czarnecki, 2018), some of them participate actively in the host community's social activities (Nordin & Marjavaara, 2012) or contribute actively to local development (Mottiar & Quinn, 2003). Based on the survey, the pro-development roles of second-home owners in Finland have earlier been defined as 1) Potential Developer; 2) Aware Consumer; 3) Ordinary Member of association; 4) Responsible Member of association and 5) Developer outside associations (Rantanen & Czarnecki, 2023).

Given the above, we pose some questions: What are the main types of second-home owner activists that play pro-development roles in their host municipalities? Which are the personal and contextual factors that encourage second-home owners actively contribute to local development? What are the factors that make it difficult for them to enter these roles?

Literature has recognized different factors that influence the roles. Place attachment may empower second-home owners to influence local development (Mottiar & Quinn, 2003). It is important that second-home owners feel accepted and connected to the local community, and not perceived as outsiders (Lewicka, 2013). The role of 'Developer outside associations' is also explained by Rootedness (previous roots in the area of origins).

In this presentation, we are interested in the agency of the most active and development-oriented second-home owners. Many of them represent the category 'Developer outside associations' mentioned above. However, our aim is to understand more in detail and widely the different types of roles of second-home owner activists, and factors that could explain them. The research data is based on thematical interviews of 21 second-home owners in Finland, who actively contribute to the local development of their host municipality. The interviews were recorded, transcribed, and scrutinized using Atlas.ti software. The ideal roles and their prerequisites were defined by applying the Weberian ideal-type methodology (Gerhardt, 1994). The results will be discussed and compare do the role types and their explaining factors that have earlier been described in the literature. The preliminary results of this ongoing research will be presented, which suggest that many of the roles are played voluntarily and contribute to, among others, political

influencing for the municipality in national networks or strengthening social capital at local level.

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6. Rethinking tourism for a sustainable future

The Portuguese St. James Way: pilgrims` profile, motivations and assessment of the route

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Introduction

In the last decades, particular segments of the tourist industry have emerged, such as the religious and spiritual one. Following this trend, several studies on religion-induced travel have been published since the late 1980s. One the pilgrims' main destinations since the revival of the St. James Way in the late 1990s (Mitchell-Lanham, 2015) is Santiago de Compostela, in Galicia, Spain.

Being the second more travelled route to Santiago, the Portuguese St. James Way is crossed by pilgrims aiming to reach self-knowledge, self-therapy/emotional balance, and well-being (Mikaelsson, 2012; Faria et al., 2022). The high level of diversification of the features of the St. James Way induces extra kind motivations in those willing to perform it (Heiser, 2021), including getting in contact with diversified landscapes, enjoying silent and bucolic paths, performing physical effort or getting in contact with local communities (Maddrell, 2013; Faria et al., 2022).

Studies on tourists' motivations and behaviours are very common. However, there are just a few on pilgrims` perceptions and motivations. Research made on the St. James Way is even scarcer. A search made on the Web of Science database using the keywords "Tourism AND St. James Way OR Camino de Santiago" has shown that only 31 papers on the issue have been published from 2015 to 2022.

Research Purpose and Methods

Acknowledging the pilgrims' motivations mentioned by the literature and the increasing demand faced by the Portuguese Saint James Way, we have conducted research on it aiming to identify the motivations and profile of the pilgrims that perform it, and their degree of satisfaction towards the route. As a complementary approach, we have undertaken its characterization in terms of the supply of services and goods along it.

The research was conducted between the summers of 2020 and 2022. The route performed started at Porto and ended in Santiago de Compostela, which means to walk a total of 240 kms. Of the Portuguese Saint James Way routes, we have chosen the Central one, which is the one endowed with more historical tradition and which attracts a larger number of pilgrims.

The main technique used to collect data was a survey applied to 351 pilgrims. This data source was complemented by participant observation, mainly, interaction with the pilgrims and local residents along the Way.

The questionnaire used contained 29 questions and was divided into four sections: motivations; characteristics of the St. James Way; the pilgrim satisfaction towards route; and respondent's sociodemographic profile. On average, the response time was eight minutes.

All data from the survey were analysed using the statistical package SPSS. Various statistical techniques were used in the analysis performed, namely, multiple Correspondence Analysis (MCA), which was particularly useful for identifying patterns and relationships among the motivations and the positive and negative aspects identified by the pilgrims.

After experimenting the relationship of up to 8 dimensions, only using two dimensions of the MCA a few statistical relevant results were achieved. The total variance accounted for using the combined two factors is 12.2%. The first factor accounts for 6.9% of the total variance contained by the initial variables. The second one, with an eigenvalue of 2.423, accounts for 5.3% of the total variance. The factor analysis has identified two underlying factors in the data with good internal consistency.

Results and Discussion

Regarding the sociodemographic characteristics of the 351 respondents, the sample has shown to be predominantly masculine (55.6%). This result follows what was found by Oficina de Acogida al Peregrino (2021) regarding the year of 2021, where the number of men reached 50.83%, even if less than the number of 2020 (55.82% of men) (Oficina de Acogida al Peregrino, 2020).

The distribution of respondents by age varied between less than 25 years old and 65 years old and over, with the majority in the age group ranging from 25 to 44 years old (50.4%). Similar results were found by Fernandes et al. (2012) and Amaro et al. (2018). Many respondents were of European origin (88.8%), namely from Portugal (31.1%), Spain (15.1%), Germany (13.4%) or Italy (9.1%), following the results of Amaro et al. (2018). The

profile of respondents in terms of education was associated with graduation and post-graduation (75.5%) and most of the inquired pilgrims were single (50.7%).

Two clusters were identified. The significant differences found between the two clusters refer to the nationality of the participants, the travelling time needed to start the *Caminho de Santiago*, the amount of people travelling together and who organized the trip. Regarding the age group, the education level, the working status and doing the St. James Way for the first time or repeating it the clusters look like the same.

According to the features of each cluster, we have called Cluster 1 the *Pilgrims from nearby destinations*. This cluster included 137 respondents, mainly in the group 25-44 years old (50.4%) and having a bachelor degree (43.8%). Portuguese (40.1%) and Spanish (23.4%) were the most common. This cluster includes a higher proportion of respondents who have not done this Way before (61.3%).

Cluster 2 was called *Pilgrims from Farther Origins*. In terms of nationality, German (17.5%) and Italian (10.4%) were the most common. They tend to travel alone (47.6%) and organize their trips themselves (78.3%). This cluster includes a higher proportion of respondents who travel on foot (94.8%).

Regarding the motivation to undertake the St. James Way, we found that the main reasons were, in the first place, spiritual ones (personal development, self-knowledge, peace, inner happiness). The second kind of reason to do it was its cultural dimension (knowledge of heritage, landscape and places). Finally, contact with nature and the scenic beauty were also assessed as important.

As expected, the pilgrims' motivations have shown to be very diverse. Some were related to faith associated with particular painful life events. In this regard, taking examples, two pilgrims, told us the following:

 "My wife died last year with COVID-19 and I promised to God to change my life" (I.1);

 "This year, I decided to do the *Camino de Santiago*. I made that promise because my sister got very sick. It's been very hard, but I've also learned a lot" (I.2).

Assessing the degree of satisfaction attained by the individuals vis-à-vis the St. James Way, 57.3% told they were feeling very satisfied with the experience lived and 36.2% satisfied.

Conclusions and recommendations

Using quantitative and qualitative data, this research aimed at contributing to the literature on pilgrims` profile and motivations. Based on our own survey data, we could conclude

that pilgrims were mostly motivated by spiritual and cultural reasons, and that most of them were within the 25 and 44 years age group, were doing the *Caminho* for the first time and were making it on foot. Exploring potential differences among them, we found two clusters, which comprise, mainly, a group of pilgrims of Portuguese and Spanish origins and another from more remote origins.

We have also tried to check the existence of differences in the levels of satisfaction towards the pilgrimage journey. From the results achieved, it is worth highlighting that no significant differences were found, except for gender. The women have shown more satisfaction.

Among the main issues which raised criticism we found the offer of accommodation, the state of the roads/paths and the information on the route and signage. The issues of information and signage claim urgent attention from the public authorities.

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Role of the guestroom within a travel experience

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Introduction

Travelling for work or leisure usually includes an overnight stay, which often happens in a hotel. Commonly, travellers are booking a hotel room depending on their needs. For some travellers, the room may be a crucial part of the travel experience, but for others just a place to sleep and have some rest. Although a place to stay overnight is an essential part of travel, the role of the room as an element of a travel experience has got surprisingly little attention. During their travel customers consider hotel room as an important element of their hotel stay (Ogle, 2009). The hotel room, with its tangible and sensorial dimensions, has a direct influence on customer experiences (Ren et. al., 2016). Customer experiences are partly appearing within the guestrooms, and simultaneously, within the whole hotel facilities and environment (Gołąb-Andrzejak & Gębarowski, 2018). Likewise, as Torres and Kline (2013) state, experiences occur not only in a physical location but in the minds of guests. Uriely (2005) suggest that future studies should focus on the nature of the relations between the objects and the subjects that create and form the tourist experiences. In the hotel environment, even the word "guestroom" is associated with and mentioned in relation to the hotel experience (Baek et al., 2020). Furthermore, Mossberg (2007) suggests that knowledge of the effects of the consumers' experiences is necessary when developing tourism products. Essentially, hotels accommodate different types of customers, and a common grouping practice for hotel guests is leisure and work-related travellers. Hence, the objective of this study is to increase understanding of the role of a hotel room within a travel experience. Both leisure and work-related travel experiences are investigated.

Literature review

When trying to outline the first-moment hotel room that appears for the customer – it starts from the moment of hotel stay booking. Several researchers (e.g. Kim & Kim, 2004; Masiero & Law, 2015) have focused on the factors affecting online hotel reservations. When booking a hotel customers' choice is influenced by multiple factors and hotel attributes (Dolnicar & Otter, 2003; Jang et al., 2018; Kim & Perdue, 2013). Regardless of the reason for travelling (work-related, or leisure) fundamental hotel conveniences – hotel room, staff and atmosphere are important (Pesonen et al., 2019). Those conveniences become available along with the process of being accommodated in the hotel. Therefore, guests are paying

attention to the quality of their stay and attempt to satisfy their expectations and needs (Amin et.al., 2013). During work-related trips (Callan & Kyndt, 2001) perceptions and expectations would be different from the leisure travellers ones (Hosany et. al., 2022). Remarkably on some moments of the journey business travellers would be transforming from work-related activities to leisure and recreational experience and the other way around (Unger et al., 2016). The hotel room per se and its meaning for the customer as part of the service of the hotel has got less attention among researchers. This study strives to find out how the customers interpret the meaning of the room within their trip. The research aims to discuss with the actual users of the hotel services their opinions and understanding of the guestroom role.

Methodology

Narrative interviews will be conducted among Finnish travellers, who have taken both work-related and leisure trips during the last 24 months. Purposive sampling and a snowball method will be applied in order to reach a versatile sample in terms of age, profession and income bracket. Interviews are conducted during May -September 2023. The interviews are digitally recorded and transcribed. Anonymization is used to protect the participants' identities. Participants are asked to elaborate on the role of the hotel room within their a) work-related and b) leisure travel experiences. Interesting topics will be e.g. how the purpose of the trip, length of stay, or e.g. travel company may influence the meaning of the room within the whole travel experience.

Results and argumentation

The results help to identify areas of customer focus during their trip and recognize the aspects of travelling means that received little attention or remained unexplored. Also, results show the actual meaning of the hotel room during guests' work-related and leisure trips. As well, as the way customers understand the concept of the hotel overnight stay, hotel room and the perception of being accommodated in the hotel and usage of related services.

Conclusions

The research results provide a new perspective on understanding the meaning of the room. This study will draw new insights into customer segmentation. Conclusions will have practical managerial implications and recommendations for hotel room management.

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Transformative Tourism Experiences Conceptualization for Enhanced Business Opportunities

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Introduction

In recent years, "transformative tourism experiences" or "transformative travel experiences" have been an emerging topic in tourism research. Currently, there are versatile opinions and theoretical models concerning their definition and formation. Commonly, a transformative tourism experience is understood as "a higher-level outcome of travel" or "an uplifting change" that generates positive outcomes for both the individual and the surrounding world (e.g. host areas, environment, and society) (Tasci & Godovykh 2021, p.1; Teoh et al., 2023).

Generally, transformative experience is seen as a highly subjective phenomenon that requires a certain type of stimuli or a trigger that is processed and interpreted by an individual to generate transformation (Pung et al., 2020; Tasci & Godovyk, 2021). Sometimes all service experiences that create well-being outcomes are considered transformative (Anderson & Ostrom, 2015). Often, the transformative tourism experience is seen as a facilitator of psychological transformation, referring to changes in personal attitudes, values, beliefs, perspectives, and/or worldviews (Coghlan & Weiler, 2018; Kirillova, Lehto & Cai, 2017; Teoh, Wang & Kwek, 2021). Eventually, these psychological transformations may cause behavior change that is beneficial for the surroundings (e.g. increased cross-cultural and environmental awareness actualized as more sustainable behavior) (Coghlan & Weiler, 2018; Pung et al., 2020).

In this context, the term eudaimonia, referring to personal growth and development, has commonly been applied (Pung et al., 2020; Tasci & Godovykh, 2021). Elements such as peak experience, transcendent experience, existential authentic experience, and 'flow' have also been associated with transformative tourism experiences. Typically, these have been understood as intense, self-fulfilling, rewarding, and emotionally charged moments that rarely occur (Kirillova et al., 2017; Pung et al., 2020).

Research gaps

Due to its deeply subjective and ambiguous nature, the process of transformative tourism experience is challenging to measure, manage and understand (Teoh et al., 2021). The previous studies have often been conducted in the context of some specific type of tourism, such as volunteer tourism (Coghlan & Weiler, 2018), cultural tourism (Becker, 2018), ecotourism (Sen & Walter, 2017) or nature-based tourism (Dimitrovski et al., 2022). As a result, there is a lack of understanding concerning the facilitator's part in the transformation process, although a facilitator can both shape and go through a transformation, which means they serve "a dual role" (Teoh et al., 2021).

Transformation is a co-created process with three integral dimensions: experience, experience consumer, and experience facilitator (Teoh et al., 2021). While transformative tourism experiences have the potential to encourage both short and long-term behavioral changes, designing these experiences is still challenging as they depend on tourists' values, motivations, level of openness, and consciousness (Sheldon, 2020). Facilitators represent experience providers and their respective interactions with consumers before, during, and after the experience (Teoh et al., 2021) and e.g. guides are seen to have direct impact on eudaimonia-generating experiences (e.g. Pope & Konu, forthcoming). However, more insights are needed on the potential transformational components or triggers of transformation during tourism experiences designed by service providers. Moreover, more research is needed about how the transformative aspects can be integrated into tourism services for fostered eudaimonic benefits for individuals, communities, and nature (Wolf et al., 2017; Zhao & Agyeiwaah, 2023).

Objectives

The purpose of this paper is to increase the understanding of transformative tourism experiences and focus especially on how formation of these kinds of experiences can be facilitated for individuals. Hence this paper aims, first, to give an overview of the different meanings and perspectives linked to the concepts of transformative travel and transformative tourism experience in various scientific disciplines, and evaluate and discuss the different meanings, overlapping and interrelations of the concepts used to describe the phenomenon. Second, it evaluates the role of external elements and components in triggering transformative tourism experiences, aiming to identify the prerequisites of service providers to facilitate eudaimonia-generating and transformative tourism experiences.

Methodology

This article takes a conceptual analysis approach to evaluate transformative travel and transformative tourism experience concepts discussed in previous studies in diverse disciplines. The interest is especially on diverse external elements and components that may trigger transformative tourism experiences and identifying the role of service providers and settings in facilitating eudaimonia-generating and transformative tourism experiences both in general and specific tourism experiences. As an outcome, the paper aims to provide a conceptual model of transformative tourism experiences focusing on the role and abilities of service providers in transformative tourism experience facilitation.

Potential Contributions

This article addresses the critical gap in transformative experience facilitators research who play an essential role to shape transformative experiences, foster tourists statisfaction, and differentiate destinations' offerings. Furthermore, it will contribute to transformative tourism research by providing valuable guidelines and considerations to both scholars and service providers to increase the transformative potential of tourism experiences for enhanced benefits to tourists, host communities, and destinations at both local and global levels.

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Responsibility or convenience? Models of local food consumption among the Finnish and Australian second-home owners: A comparative study

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In Nordic countries such as Finland second homes are strongly rooted in the society's rural culture and occupy a significant position among the most popular forms of leisure (Pitkänen, 2011; Tuulentie, 2006). They are traditionally located in the countryside and in many Finnish municipalities they outnumber permanent homes (Statistics Finland, 2021). In contrast, in Australia, given the long shoreline, second/holiday homes have somewhat naturally been located along the coast (ABS, 2011) thus being closely linked to the coastal culture (Picken, 2018).

Given the scale of the second-home phenomenon but, also due to the specific sociodemographic profile of their owners (Quinn, 2004) resulting in the specific consumption model they demonstrate, according to some previous studies second-home owners have been proven to be a positive influencing factor for the local economy, seeing that they purchase goods and services from local providers thus contributing to the incomes and employment in the host community (Guisan & Aguayo, 2010). Even though some owners demonstrate disadvantageous consumer patterns, importing goods and services from elsewhere (Müller, Hall & Keen, 2004), it is a matter of fact that most of their local spending at the second home is on food (from supermarkets, local farmers, restaurants/bars and other food outlets) and, in particular, on the locally produced food (Czarnecki, Sireni & Dacko, 2021). Their inclination towards local food is driven not only by objective circumstances and forces, such as length of stay at the second home, travel distances, access to food retail outlets, convenience (Feldmann & Hamm, 2015), but also by lifestyle and likely by some subjective factors/motivations (e.g. intentional support for local businesses). At the same time, other studies have confirmed that some second-home owners, besides contributing to the local economy, actively engage in the local life of the host communities, being involved in volunteering, social work and mentoring (Gallent, 2014; Williams et al., 2016), propelled by their place and community attachments as well as by rural roots (Rantanen & Czarnecki, 2021, manuscript).

In light of the above, the question arises of whether the second-home owners – driven by a variety of motivations, interests and attachments – deliberately contribute to the local economy through purchases of locally produced food or whether by doing so they rather pursue more pragmatic and/or hedonistic interests motivated by accessibility, convenience, prices and quality. In other words, this study aims at recognising local food-consumption models of second-home owners in host-communities in various geographical settings (at national and local levels) as well as at identifying factors and features (incl. consumers' community attachment, rootedness, views and motivations) shaping those consumption patterns.

The geographical setting of this comparative study was four municipalities in Finland and Western Australia, of which two – Kemiönsaari and Mäntyharju – were part of the Finnish Lakeland and two in coastal Western Australia – Augusta-Margaret River and Denmark – reported an above-average concentration of holiday/second homes. Augusta-Margaret River and Mäntyharju share similar characteristics in regard to the tourist destination life-cycle stage, both being well-established (consolidated) tourism destinations, while Denmark and Kemiönsaari can both be considered as rising stars (at the stage of development) of secondhome tourism.

The surveys were conducted in October 2019 and in January 2020 in Finland and Western Australia respectively. As a result, the data was collected from a postal survey of 50 Finnish second-home owners as well as from 50 face-to-face interviews with their Australian counterparts. The recognised purchasing patterns of local food among the two subpopulations of second-home owners were explained using data-mining techniques including logit regression analysis.

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The role of Airbnb hosts in rural regions: A curse for the local tourism network or a blessing for tourism development through platform entrepreneurship?

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Motivation and background

The present paper is informed by three important research gaps in the existing literature on Airbnb hosts. Firstly, both the impact and role of Airbnb hosts in rural tourism are largely under-explored as research topics. From the literature on the more general topic of Airbnb-based tourism (see Balampanidis et al., 2021; Amore et al., 2020; Gurran et al., 2020; Mermet, 2019), it is known that, on a positive side, Airbnb can attract more and new types of travelers to the destinations, support the establishment of a service infrastructure and thereby the development of the destination. However, the presence of Airbnb has also led to some negative impacts, such as the crowding-out of regular rental contracts, the evasion of tax payments, rental price increases and gentrification, a low degree of income distribution to the destination, and overly excessive tourism activities, notably during high seasons (ibid). It is important to note that these different effects have hitherto only been explored and documented for urban regions, while virtually no empirical studies address rural tourist destinations in particular (with the exception of Sagheim and Nilsen, 2021; Mahmuda et al., 2020; Falk et al., 2019).

Secondly, the advent of the global peer-to-peer platform-based sharing-economy provider Airbnb remains a blank spot from the perspective of local-regional planning in rural regions. Especially when it comes to understanding how Airbnb might influence the functionalities of tourism markets through the roles of market participants and the local-regional planning authorities in a rural setting. While there is some scarce literature about Airbnb and urban planning (Ferreri and Sanyal, 2018; Gurran, 2018; Gurran and Phibbs, 2017), a tourism development and planning perspective for rural tourist destinations is missing. Importantly, this scarce planning literature does not explicitly address Airbnb hosts.

Thirdly, the role of Airbnb hosts in rural destinations is another under-studied research topic. Airbnb hosts might act as potential tourism (micro) entrepreneurs and thereby represent carriers of tourism activities and parts of a local service infrastructure, which can be associated with positive effects, such as increased taxed income through the host activities, lower unemployment through micro-entrepreneurial self-employment, the reduction of social transfers, etc. However, hosts do not represent a uniform group of entrepreneurs, but have different motivations and characteristics (see Casamatta et al., 2022; Lang et al., 2022; Cocola-Gant et al., 2021; Fischer et al., 2019).

Research question and empirical approach

In light of these multiple research gaps, the present paper is devoted to exploring the dual and controversial role of Airbnb hosts in rural tourist destinations from a tourism development and planning perspective. As an exploratory paper with a qualitative empirical research approach, it presents three Nordic case studies from Iceland (the region of North Iceland), Norway (Nordland region) and Denmark (the region of Northern Jutland). To investigate the dual and controversial role of Airbnb hosts in rural tourist destinations, empirical fieldwork is currently being conducted (spring of 2023) that involves various tourism actors (local-regional policy actors, tourism companies and Airbnb hosts) from the respective local-regional tourism networks. The fieldwork utilises focus-group interviews, conducted as short webinars in the three case regions, which are amended by follow-up interviews.

Preliminary findings and conclusions

Preliminary findings from this ongoing fieldwork point to several challenges regarding Airbnb hosts for tourism development and local-regional planning in the rural destinations, such as a lack of communication between hosts and the established tourism network, a lack of overview of the Airbnb hosts by the local-regional planners, or negative implications for local housing markets (e.g., when there are substantial second-home properties and there is a need for sufficient housing space for seasonal workers, or when price increases take place). In addition, the fieldwork points to different actors holding opposing views on the role of Airbnb hosts for rural tourism development, which points to the documented duality from the literature. Finally, the findings also demonstrate that the local-regional context influences the role that hosts can have in the rural destinations, both in positive and negative ways.

Based on these preliminary findings, it is tentatively concluded that understanding the local impact of such global and unregulated platforms, including the opportunities for local micro-entrepreneurship through them, and tailoring appropriate intervention

measures is both a core challenge and task for local-regional planners and tourism actors (e.g., destination management organisations). Possible interventions might be designed as a broad range of different measures (e.g., taxation, limitations to Airbnb usage, prohibition of Airbnb usage in certain locations) but need to be carefully balanced off with upper levels in the respective planning hierarchy. In summary, the findings suggest that local-regional contexts are paramount to support tourism development through Airbnb-host activities, which means both avoiding overly negative implications of the platform and supporting entrepreneurship by hosts as part of the tourism network.

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Acknowledgement

Stress and Wellbeing of Regional Australian Peer-to-Peer Accommodation Providers

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The study of well-being is a significant emerging frontier in tourism and hospitality research. Nonetheless, research efforts to date provide limited examination of the stressors associated with running peer-to-peer (P2P) accommodation, particularly for those providers operating in regional Australia. Using the PERMA model as a wellbeing framework, this exploratory study focuses on well-being in relation to coping with stressors emerging from running a P2P accommodation. These stressors combined with round-the-clock technological access and non-work demands can create devastating impacts on the well-being of P2P accommodation providers. This study also identifies potential support mechanisms that could be employed to deal with these stressors.

Power and governance – how to attract visitors and for whom?

Dennis Zalamans, Södertörn University, Sweden
Gustaf Onn, Södertörn University, Sweden

The county of Stockholm receives most commercial overnight lodgings in Sweden (Tillväxtverket, 2022). Even so, there has during the previous organisational form Stockholms läns landsting [Eng. The County board of Stockholm] not been any public agency catering to tourism needs at the regional level, though some of the constituent municipalities have had such, e. g. City of Stockholm. After January 1st 2019, the organizational change was in place and renamed Region Stockholm (SVT). In the long-term regional development plan of Stockholm (RUFS), the visitation economy and the cultural and creative industries are heralded as areas of strength to be exploited in the development of Region Stockholm. To address how this can be realized, a EU-financed pilot study, Besökskraft Stockholm [Literary translation: Visitation force Stockholm] has created a cooperation where contributions from the business sector, the public sector, the academy and the civic society are gathered in a quadruple-helix format (Carayannis & Campbell, 2009).

In this, participants have been asked to outline in which areas Region Stockholm should be an active partner, and also how this activity could be carried out. Through a workshop session December 2022 with around 100 participants from various parts of the sector, workshops with various public sector actors, qualitative interviews with key stakeholders, and a questionnaire survey to a range of visitation economy actors, 12 areas have been identified. Out of those twelve, three have been singled out as first priorities to start with and they are; infrastructure, competence supply and branding. The branding of the Stockholm-county towards tourists, visitors and locals (regionals) is crucial and includes both identity and image issues.

This project will study the processes of identity formation in a place making and place branding context. This involves various types of borders & boundaries (real and imaginary), alliances and potential conflicts of interest between parties on each side of a border and in the end the power structure in work on forming the propagated identity.

Geographical and administrative borders

Stockholm County borders with Uppsala County, Södermanland County and the Baltic Sea – and hence to the Baltic Sea Region. It contains large rural areas, archipelagoes and urban centers. As a Baltic Sea county, it has with its' ports, responsibility of the national border controls with respect to ferry routes between Finland, Poland, Latvia, Estonia and Germany as well as handling cruise ship tourists. This function is also at hand at the airports. Region Stockholm encompasses 26 municipalities and hence there are borders between levels of public administration upwards towards the state and EU and downwards towards the municipalities.

Population distribution

The population distribution is 23,1% of 10,5 million inhabitants of Sweden live in Stockholm County (SCB. 2022). City of Stockholm, the largest of the municipalities has around 40% of the county residents, and the second largest municipality has less than 5%. And Nykvarn, the smallest in population of the municipalities, has 0,5%. Needless to say, there is a case for arguing that the relative size of City of Stockholm gives it reason to maintain having a proportionally high stake in this, and the city has long been promoting its identity, possibly implying that others should adapt to work already done.

Economic and social borders

As the social and the economic tend to be intertwined we do not at this stage make a clear distinction between these spheres.

Economic actors

A place is however not only administrative constructs. Economic agents, both companies within the visitation economy and those active in other sectors, have reason to maintain a stake in this, even if visitation and tourism actors is perhaps the prototypical sector to which place branding is important. Typically, tourism expenditure is highest in sectors of lodging, food, and shopping, areas, which do no cater much to travel motivation. Here it is of interest to see which kinds of economic actors gets a saying in the place branding.

Civic society

Understanding the place identity views of the civic society is a tricky thing, as it might be questionable to perform such investigations through questionnaires, as the topic can be expected to be ill-defined, and hence a more probing method might be necessary. Also, participation in questionnaire-based surveys have declined substantially over the years

and participation may be assumed not to be evenly distributed over social groups, with under representation for socially more challenged areas.

NGOs

Parts of the visitation economy are handled through various NGOs. These have a wide variety of foci and there are not necessarily any consensus on what signifies place between them – especially, one may expect various parts of the region to wish to promote their idiosyncrasies as being important to the regional identity.

Methods

In this project participating scholars are following the work of the project group around Besökskraft Stockholm. The project task force is formed with participants from various departments in Region Stockholm, and a representative of Visit Stockholm, the DMO of City of Stockholm, Process leaders and concept developers from a consultancy agency. There is a steering committee constituted by what is considered relevant actors from the business and public sector, and there is a research group including the authors assessing the work in the project.

In this paper we are interested in potential contradictory and mutual interests between the different parties mentioned in the quadruple helix model above. What are the motivational reasons for the different parties to join forces and how can the society as a whole and all the Region benefit from investments to increase the number of visitors and develop the region? To be able to reach those goals various forms of co-operation, or at least collaboration, needs to be established. If the goal is to reach a win-win situation it is crucial that all groups are invited to participate in the progress for the future. Potential conflicts of interest needs be handled with caution and humility, and as a consequence the power and governance need to be distributed and managed by the whole society.

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Borderline Regions– distribution of power and the (re)constructing of regional identity

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This project will study the processes of identity formation in a place making and place branding context. This involves various types of borders, alliances and potential conflicts of interest between parties on each side of a border and in the end the power structure in work on forming the propagated identity.

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In this first part of the study we are looking into how the project works to arrive at an identity that is to be used for marketing purposes. We will use an empirical driven format, using interviews, document analysis and observations of the various Which groups are invited to participate in identity formation, how are various borders and conflicts of interest handled, and as a consequence how is power and governance distributed in society with respect to identity formation?

In a second stage of the project, we aim at comparing the identity formation process in Region Stockholm to other city regions in the Baltic Sea Region: the Helsinki Region in Finland, Harju County in Estonia, Vilnius County in Lithuania.

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Carbon mitigation in tourism transport: Unfolding complexities in practical efforts and policy measures

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Introduction

Carbon emissions continue to grow worldwide. Our main concern in this research is the role of the tourism industry in the move towards a more low-carbon society. Tourism represents about 8% of global GHG emission (Lenzen et al, 2018, p. 2) it is significantly more carbon-intensive than other potential areas of economic development and neither more responsible travel nor technological improvements can halt/break the increase of tourism's carbon footprints (Lentzen et al., 2018, p. 5).

Sustainability in Norwegian tourism industry

Before 2007 there were few initiatives at national level to make the Norwegian tourism industry more sustainable. That year, the Ministry of Trade and Industry published the Government's white paper "Valuable experiences" (Government of Norway, 2007), in which sustainability was described as one of the strategic pillars for future tourism development. The following year, Innovation Norway, Norway's national tourism marketing organization, developed 10 principles for sustainable tourism in Norway. The same agency also invited representatives of six stakeholder groups to participate in a process (2008-2009) to develop "Sustainable Tourism 2015".

This stakeholder involvement process was analysed, and the results were described as mixed with respect to sustainable practice outcomes, but that the process provided "both a roadmap and legitimacy for government to implement policy" (Gössling, Hall, Ekström, Engeset & Aall, 2012, p. 914).

Since then, the effects of climate change have gradually become more "real" for people, and industry actors recognise that stronger means of action will be placed on the industry in near future. The idea of sustainability has in this respect matured in the industry. This study investigates what leading actors of the diverse Norwegian tourism industry actually do in terms of lowering emissions, what challenges they experiences in climate change mitigation, and what policy measures would be most relevant for their part of the industry.

Much of tourism climate impact is tied to the longest travels, so to reduce emission it is necessary to reduce the distances travelled and switch to other modes of travelling than aviation and cruise ships (Gössling, 2013, p. 440). Making such switch has proved itself to be difficult, if not impossible, within the industry, making Gössling, Balas, Mayer & Sun (2013, p. 1), argue that the most powerful decarbonization measures "face major corporate, political and technical barriers" and that national policy efforts are needed. Without specific policies the emissions from this sector will continue to grow rapidly (Gössling, 2013, p. 440). This study investigates what leading actors of the diverse Norwegian tourism industry do in terms of lowering emissions, what challenges they experiences in climate change mitigation, and what policy measures would be most relevant for their part of the industry.

Methodological approach

Through qualitative interviews with 24 leading tourism actors in Norway, the perspectives from different sectors of the tourism industry are brought forth, both the complexities of their challenges and their actual step towards lower carbon footprints. The material covers both the tourism transport sectors, hotels and tourism marketing organizations, and the findings illustrate the complexity of working towards a low-carbon society, and how the tourism industry is governed by a range of policy sectors. The interviews were conducted in 2022, during the Covid-19 pandemics, and therefore, the research team used Zoom-video interviews in order to follow national restrictions. While one researcher held the informal conversation during the unstructured interview (Kvale & Brinkmann, 2015), the second researcher oversaw the Zoom-technology.

Preliminary findings: Sector-specific policy measures are needed

One of the main findings so far is the high consciousness on sustainability and more specifically decarbonization from the supply side. The study from 2008-2009 demonstrated that sustainability in tourism was a top-down initiative and the stakeholders had low knowledge and engagement (Gössling et al, 2012). Now the various CEOs in the tourism industry showed insights in low-carbon challenges of their own specific sector and that they now have developed strategies to act on the knowledge. The informants also emphasized that there is a growing demand for more sustainable products and services among the customers.

Another distinct finding is that the low carbon challenge differs widely between the various sectors (transport, accommodation, activities, and tourism marketing organizations) of the tourism industry. One example is the transport sector that is more concerned about reducing their carbon footprint through changes in fuel, while the accommodation sector focuses more on reducing energy consumption and waste management.

A third finding is that the challenges, particularly in the transport sector, are highly intertwined with other sectors and regulatory frameworks. Tourism is only one of several income sources, one of several markets, for the transport sector. Therefore, strictly tourism policy measures will not lead to the necessary carbon reductions.

Conclusion

One main preliminary conclusion is that reductions of carbon emissions from the tourism industry cannot be solved by the industry alone. Policy measures are needed, and they need to be sector specific. Our findings are in line with previous studies showing that tourism is integrated with other economic sectors that are being affected by climate change (Hall and Saarinen, 2021, p. 105). This integration is obvious in our material, as especially the transport sector is highly dependent on public and private actors outside the specific tourism industry.

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Valuing tourism co-creation practices: Towards a new conceptual approach to public value creation in tourism entrepreneurship.

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Purpose and research question

This paper revolves around two concepts: tourism practices and valuing. The aim is to contribute a conceptual framework to tourism research named Valuing tourism co-creation practices. It has its origins in practice-based theory and relates to the idea that tourism entrepreneurship is a collective value-creating activity. The research question is: How can tourism be conceptualised as a practice that involves public value creation? The motivation for this research is the need for a framework that can help explain how tourism creates public value.

The construct of practices

The literature on tourism as practice is reviewed (Lamers et al., 2017; Ren et al., 2021; Sørensen et al., 2020; de Souza Bispo, 2016; Fuglsang, 2018). This literature describes tourism, not in terms of development of services or products, but in terms of the development of practices and material arrangements. The paper assesses the characteristics, advantages and disadvantages of this approach to tourism innovation, including its potential take on a collective approach to tourism entrepreneurship. Practice-based research is affiliated with a relational approach since practices are held together by multiple actors' activities. This means that tourism entrepreneurship is not about the development of products and services, but specifically about the development of practices supported by assemblages and coalitions of co-creating actors across varied settings. This links practice-based approaches with governance and post-disciplinary perspectives to co-creation (Phi and Dredge, 2019; Mohammadi et al., 2021; Prebensen and Foss, 2011) This approach is very different from conventional approaches to service innovation and tourism entrepreneurship because it emphasises that services must emerge collectively as socially recognised routinised behaviours that actors adher to, yet actors can also choose to perform practices in new ways, for example to solve problems with existing practices on spot, or completely deviating from practices in order to form new practices. The concept of practices thus directs attention to two aspects of tourism entrepreneurship. Firstly, tourism

entrepreneurship entails formation of certain scripts of behaviour that guide peoples actions; these scripts are partly explicit and partly tacit and they are complex and compound (Warde, 2015) as they are influenced by many contextual factors. In tourism, there are scripted practices for how to move around in a destination, how to sleep, eat, or how to engage with particular attractions. Scripts are built up over time and interact with many other scripts that guide actors in their tourism behaviour. They may be decomposed into 1) practical understandings, which are the skills that make up a practice, 2) general understandings, which are shared ideas about what a practice entails, 3) rules, which are explicit principles, formulations, procedures, and teleoaffective structures that link practices to acceptable goals and beliefs (Schatzki, 2019, 2016; Lamers et al., 2017). Others also include materials in practices, dividing practices into, for example, skills, image and materials (Pantzar and Shove, 2010), or engagements, understandings, procedures and materials (Skålén and Gummerus, 2023; Schau et al., 2009). Secondly, while practices can be seen as guiding scripts, they are also something that has to be performed by actors in a concrete real-life context, since they may not work for or are not always valued by the engaged actors.

The construct of valuing

The paper explores how the concept of valuing (Rønning et al., 2022) relates to practices. This concept, as used here, originates from the public value literature and thus links tourism practices to the creation of social and public value. However, there are different perspectives on public value in the literature, ranging from attempts to create an inventory of specific public values (Jørgensen and Bozeman, 2007), to seeing public value as values created by public managers (Moore, 1995). However, this paper draws inspiration from Benington's concept of public value (Hartley et al., 2017; Benington, 2011). According to Benington, public value has two characteristics. It is about what the public values (not just what public managers value), but also, as a counterbalance, about what adds value to the public sphere, i.e. activities that can be justified in terms of strengthening the public sphere of society. Benington thus takes a largely processual view of public value. Public value is not an objective concept, but is contested and negotiated in the public sphere. In addition to Bennington, we argue that tourism practices are subject to processes of public valuing by various heterogeneous actors. Tourism practices are reflected upon, negotiated, deviated from and contested. In short, tourism practices are contested and continually (de)valued. This expands the understanding of tourism value by specifically providing a new framework for understanding the public value of tourism that takes into account its contextual aspects.

Discussion

The concept of Valuing Tourism Co-creation Practices (VTCP) is helpful for connecting tourism entrepreneurship with public value creation. The paper provides a novel model for tourism entrepreneurship as a collective and dynamic process that can be used in further analysis of sustainable tourism innovation. It discusses of how the model can replace or remedy more problematic concepts found in the tourism literature, such as overtourism and sustainability as such, as individualized models of value creation.

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Does lifestyle tourism entrepreneurship help or hinder migrant inclusion in rural communities? Experiences from Sweden's sparsely populated North

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Basic abstract

This paper examines the role of lifestyle tourism entrepreneurship in facilitating or hindering migrant inclusion in rural communities of northern Sweden. It proposes a multi-dimensional conceptual framework to understand how the complex relations between pre- and post-migration lifestyle, mobility and business dimensions influence interactions between lifestyle tourism entrepreneurs (LTEs) and local communities. These unique combinations contribute to different aspirations and perceptions of local inclusion over time. The paper draws on biographical interviews and follow-up conversations with migrant LTEs conducted in northern Sweden over a 10-year period. The results suggest that migrant LTEs are highly heterogeneous according to their lifecycle stages, initial migration motives, consumptive lifestyle interests, ongoing mobility practices, business growth aspirations, seasonality of business focus, target markets, employment strategies, and ambitions towards broader community and destination development. These interconnected dimensions, coupled with evolving perceptions of local attitudes and outreach efforts, affect the migrants' strategies with regard to local business networks, social integration, civic and community participation, cultural adaptation and political engagement. The resulting inclusion experiences varied considerably, including examples of deliberate self-exclusion in isolated lifestyle bubbles, extensive engagement in diaspora migrant networks, strategic separation of transnational business and local community networks, temporary community participation around events or seasonal business-lifestyle balancing, as well as using the business as a tool to facilitate social integration, broader community development and personal assimilation.

Brief background: lifestyle migrants do not integrate easily

Increasing numbers of international (intra-European) lifestyle migrants are moving to rural Sweden. Many of them move to small villages in declining rural areas (at times indicated as 'low-amenity' areas), where they become self-employed, especially in tourism (Carson

& Carson 2018). They are increasingly targeted by rural municipalities and regional development agencies as a 'desirable' migrant population (Eimermann 2016). They are believed to bring new ideas, skills, investment, networks, markets and jobs for potential new development and innovations, and to easily interact and integrate with local populations – but they are seldom actually doing so (Eimermann et al. 2020).

Conceptual notes: community and integration

Starting with the role of a community's physical and social environment for the inclusion of LTE's, the paper emphasizes human perceptions and spatial psychology through a focus on meanings, values, goals, and purposes with and in a place (Tuan 1976). Researchers have generally regarded 'traditional' communities as being limited in membership and geographical area, whose members' senses of community build on good interpersonal relationships (Tuan 1986). In the West, such communities would consist of a tightly knit and stable group of family and close friends who are willing to help with minor and major issues (Shaffer & Anundsen 1993; Sharpe et al. 2016). However, bonds, social ties and stability can both be used in positive and negative terms. Most oldstyle communities were also "homogenous, suspicious of outsiders, socially and economically stratified [...] and limited in opportunities" (Shaffer & Anundsen 1993: 6).

Therefore, the paper turns to an enlarged sense of community, which also includes strangers - even those in another part of the world (Tuan 1986) - who may become soulmates through a common interest like tourism. Such enlarged communities embrace heterogeneity and dynamism as their members are independent but committed to each other, participating 'in common practices' and identifying as part of something bigger than the sum of its parts (Shaffer & Anundsen 1993).

This can build a sense of solidarity, including shared identity and social norms through shared places, interests, affiliations, and ideologies (Bhattacharyya 2004).

Moreover, this can be viewed as 'communities of practice': a social group that comes together and must work out how to get along together. For instance, such groups can include partners, family, co-workers, club members, politicians, municipal officials, and neighbours. In the 'doing' of social life, the concept of practice implies not just doing, "it is doing in a historical and social context that gives structure and meaning to what we do" (Wenger 1998: 47). Communities of practice can provide the structures that enable and constrain agents in their social activities (O'Reilly 2012), which has different outcomes for various incomers' potential processes of inclusion in such communities.

Figure 1 illustrates how the paper further develops these notions with a focus on lifestyle migration studies (LM), lifestyle-oriented seasonal tourism firms (LOST, Carlsen et al. 2008), and on more specific arenas for integration and inclusion in economic, social, cultural and political spheres.
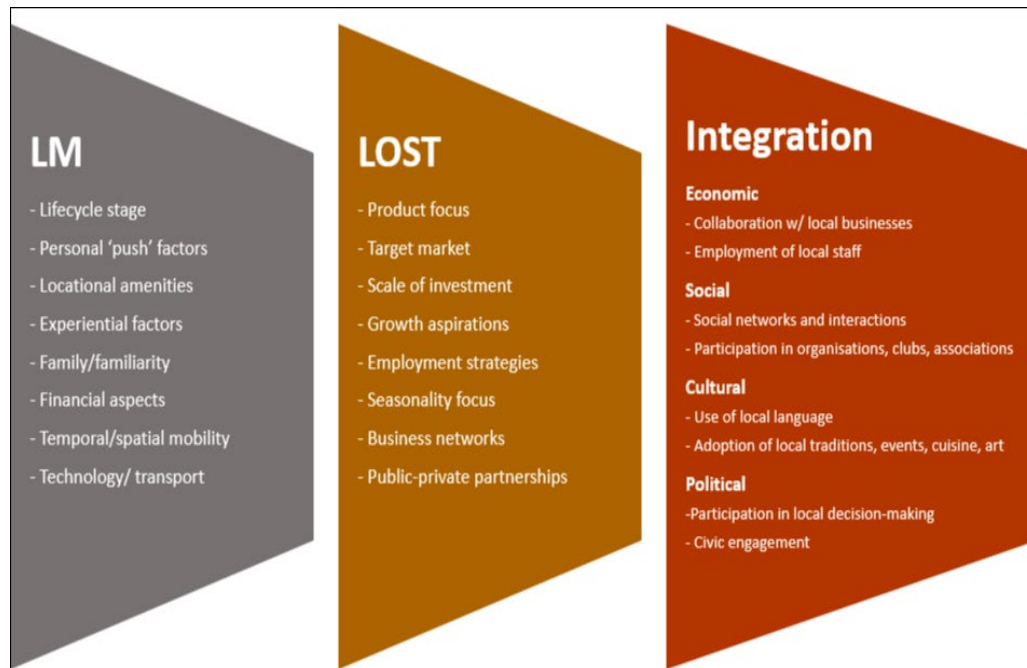
Figure 1: the conceptual framework with a focus on lifestyle migration, lifestyle-oriented seasonal tourism firms and arenas for integration (developed in the paper through inclusion).

Results and discussion: no two migrants are the same

The paper presents and analyses contrasting examples identified from the qualitative material:

1) LTEs excluding themselves in isolated lifestyle bubbles and transnational business practices;
2) LTEs turning to diaspora networks due to disillusion with local interactions;
3) LTEs using their businesses to facilitate social participation and assist with broader community development;
4) LTEs keeping transnational business networks separate from local community networks;
5) LTEs identifying as local service providers and pursuing assimilation strategies;

6) LTEs seeking temporary community participation around specific events or seasonal business-lifestyle balancing;

7) LTEs prioritising business over social networks to integrate multi-cultural elements in the product mix for the sake of personal and destination tourism growth.

Drawing on the biographical interviews and follow-up conversations with migrant LTEs in northern Sweden, the paper presents and analyses separate migrant stories as examples of each inclusion type, with additional quotes from other migrants to further emphasise certain aspects of the conceptual framework. This means telling the 'whole story' of one LTE and illustrating how the framework assists in understanding the unique experiences of one migrant to show that no two migrants are exactly the same. The final discussion then considers how the findings might be unique to both the tourism and geographic (sparsely populated and northern) context.

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Communicating sustainable practices: illustrations from Swedish tourism actors

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Introduction

Companies tend to communicate their sustainability practices with the aim to create a positive impression amongst their stakeholders (Font & McCabe, 2017). However, in the tourism industry, many tourism actors are small companies that lack resources, including time, to work actively with communicating sustainability. Good examples of how actors in tourism communicate sustainability is missing; yet can provide inspiration to and suggestions of how to work with sustainability in practice and how to communicate sustainable practices.

In tourism, sustainability communication is an emerging research topic (Tölkes, 2018). In the area of sustainability communication, much previous research has focused on green marketing of hotels. Moreover, emphasis in previous research has been on environmental sustainability in communication and marketing efforts. This has resulted in calls for research with a more holistic approach to sustainability communication, and thus also integrating economic, social, and cultural aspects in the analysis (Tölkes, 2018). Another area worthy of further research is the field of personal communication and thus when two or more people communicate directly with each other, such as tour guides, travel agents and sales representatives. There are also calls for research investigating sustainability communication through online and social media (Tölkes, 2018).

The aim of this study is to identify and analyze how tourism actors communicate sustainable practices, taking a holistic approach to sustainability, and focusing on personal communication as well as sustainability communication online and via social media.

Sustainability communication

Sustainability communication has been defined as a global, social process that contributes to the theme of a better environmental, social and economic life (Zieman, 2011). To date, there is no established theory of sustainability communication. Instead, sustainability communication includes inspiration from various disciplines and theories, such as sociology and psychology; communication theory and media theory (Godeman & Michelsen, 2011). Sustainability communication is related to concepts like sustainability marketing (e.g. Font & McCabe, 2017), green marketing (e.g. Branislav et al, 2012), and

inclusive marketing (e.g. Licsandru & Cui, 2018). Some associate marketing (sustainable, green, inclusive, etc.) with exploitative practices that fuels hedonistic consumerism (Font & McCabe, 2017). Others describe, for example, green marketing as the marketing of products that contribute to sustainable development (Branislav et al, 2012), and sustainability marketing as incorporating the use of marketing skills and techniques for a good purpose: such as understanding market needs, designing sustainable products, and identifying persuasive methods of communication to bring about behavioural change (Font & McCabe, 2017).

Sustainability communication can be divided into three modes of communication, used as a lens in this study. The three modes represent different processes in relation to sustainability, namely: Communication of Sustainability (CoS), Communication about Sustainability (CaS), and Communication for Sustainability (CfS) (Godemann & Michelsen, 2011).

Method

Using a mixed-method approach, the study consists of a survey, analysis of communication material, and interviews. A survey was sent to 26 regions and 40 destinations around Sweden in Aug-Sep 2022, with the aim to identify tourism actors that works with sustainable practices and communicates about it in a good way. 9 regions and 9 destinations answered the survey, and thus 27 percent. Through the survey, 111 tourism actors were identified.

A selection of these 111 was made to select who to interview. Selection criteria included whether the tourism actor appear to work with sustainability and communicates it well. The selection was also made with the aim to get a diverse group of actors to interview in terms of geographical place, area of business, size, and sustainability dimensions in focus (environmental, economic, social, cultural). Analysis of online communication by the tourism actors played a role in the selection process. The material analysed was mainly communication via the tourism actors' websites and social media accounts. Several questions were raised at the material when conducting the analysis, such as: How does the actor work with sustainability? What sustainability dimensions are in focus? How are they communicated about? What communication channels are used?

14 semi-structured and explorative interviews were conducted in Oct 2022 – June 2023. The interviews lasted for 30-60 min and focused on the tourism actors view on sustainability; how they work with sustainability and sustainable experiences in practice; how they work with sustainability communication, including channels of communication and communication with visitors/customers; collaborations; as well as tips and ideas that could

inspire others. The interviews were recorded and transcribed verbatim, and then analysed thematically following the framework and guidelines developed by Braun and Clarke (2006).

Preliminary results

The tourism actors communicate about different dimensions of sustainability: environmental, economic, social, and cultural. However, environmental sustainability is most prominent in the communication, and organic and environmentally sustainable food was a recurring theme. There is a difference in how the actors communicate about sustainability depending on the size of the organisation. The bigger the actor, the more opportunity to invest greater resources in digital communication. The smaller the actor, much of the communication about sustainability takes place face to face with visitors during the experience.

All actors interviewed collaborate with local actors, for example when it comes to purchase of food, attracting guests, and in various communication efforts. Many are also connected to networks and associations. A recurring advice to other tourism actors is to lean on others, help each other and not to do everything by yourself. One interviewee said: "One piece of advice is not to do everything yourself; not to try to be so good yourself, but to realize that you actually can join hands with others."

Conclusion

This study adds to previous research on sustainability communication in the context of tourism, by adding a holistic perspective and through its focus on personal communication as well as communication online and via social media. The findings of this study can be of value for tourism actors and provide inspiration on how to communicate sustainable practices. Further research could explore tourists' perceptions of sustainability communication. It could also explore how digitalisation and AI can enhance the communication and investigate how online communication and digital tools can nudge tourists and enhance their experiences.

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Tourism enterprises after pandemic: views on resilience in Northern Finland

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Tourism is one of the main sources of economic income in sparsely populated rural regions and thus an important part of regional development (Ionela et al., 2015). Its importance has increased with growing interest in novel and unique places (Irvine & Anderson, 2007) with the raising number of tourists who value sustainability. Alongside popular mass tourist destinations, experiential tourism has emerged as destinations where travelers seek personalised nature experiences. Then, COVID-19 stoke heavily into the tourism business and tested especially resilience of micro tourism companies by forcing them to fast, the unexpected change in their main business operations also highlighting to larger audience the economic importance of the tourism sector (Hall 2022).

In this paper, we share the experiences and solutions of eight tourism companies to adapt to the pandemic and the impact these experiences and solutions had on their business reflecting customers' new demand. Tourism growth in sparsely populated areas increases the region's economic vitality but poses new challenges (Ionela et al., 2015; Saarinen, 2007). We look at this from the point of view of both these entrepreneurs and regional development. What factors should be considered to ensure that the needs of businesses, tourists, local residents, and nature are taken into consideration, in both physical and social, and economic terms? The generally accepted definition of resilience is the ability to adapt to change, but in the case of social phenomena, the definition is quite complex (i.e., Amore et. al 2018, Hall et al. 2018). The pandemic was a time of natural resilience but challenged the resilience of businesses and regional economies. In many respects, the practices of businesses that have adapted to the situation are more environmentally sustainable, but the acceleration of tourism in more vulnerable environments that are less adapted to masses of people brings new threats.

Thus, to respond to the increased customer new demand, these authentic, sparsely populated rural regions have the potential to strengthen their economic activities by increasing their tourism activities. However, these sparsely populated regions have a two-sided dilemma; on the other side regions lure tourists with their unique environment and culture, and peaceful conditions, but on the other hand, the companies are micro-sized with limited resources and capabilities, the nature is vulnerable, and for the tourists, the regions are difficult to reach (Dolnicar, 2020). This study sheds light on the above

challenges from the perspective of tourism enterprises in Northern Finland; how interviewed micro tourism enterprises have adapted to business changes in their business environment. This descriptive case study is based on interviews of eight micro-sized companies from Northern Ostrobothnia in Finland, on companies' experiences of incidents that occurred during the COVID-19 pandemic, and how they have changed their businesses to meet the novel demand. Thus, the research shares the experiences of Finnish micro tourism-related entrepreneurs describing new or existing business opportunities and challenges faced during the pandemic. This research contributes a greater understanding of the understudied topic of tourism in sparsely populated regions to strengthen the livelihood of these less-favoured, remote, and sparsely populated areas, where tourism could represent a larger and important part of the population's income (Ala-Rämi & Taipale-Erävala 2023).

In these regions, entrepreneurship can ensure income and a desirable living location while attracting new tourists. Specifically, this study explores the views and experiences of Finnish micro-enterprises that can provide important economic possibilities for these sparsely populated regions and should be given more attention in regional policymaking and development. These difficult-to-reach regions need public support to overcome many kinds of challenges, since utilising many attractive tourism possibilities and thus grounds potential business opportunities in the field of sustainable tourism.

The study findings indicate that micros' customer loss was greatest during the early phase of the pandemic; changes from groups to individual travellers were noticed. A major challenge was that customer behaviour became uncertain and unpredictable, for example, firstly all bookings were canceled, and when the situation was better, the bookings came in very short notice. There were also changes in a customer profile with an increased number of customers doing their jobs remotely and enjoying nature in their free time. During the pandemic limitation era, many entrepreneurs had to put their effort into digital services, developing new not-so-contact product packages, and noting the participant restrictions on the premises. Despite the interviewed entrepreneurs experiencing many negative impacts of COVID-19, a positive impact was increased usage of digitalisation in many business operations.

Although the pandemic influenced firstly negatively in business, the micro-entrepreneurs considered it quite a learnable crisis. It confused familiar routines, and micro-entrepreneurs need to re-think creatively for to keep their business alive. Additionally, tourist habits and preferences are in transition, which is an opportunity but also a threat to sustainability if the regional infrastructure and policies are not developed to meet the increasing number of tourists.

To increase economic activities, communities, and policymakers face past-COVID challenges in enabling and supporting business opportunities in sparsely populated regions. Tourism is seen as a sector that provides business opportunities in rural regions. Seizing these opportunities makes it possible for new actors to join the tourism sector, including farmers, fishermen, and well-being entrepreneurs in general, who can exploit opportunities to offer part-time services for tourists and strengthen the possibility of earning livelihoods in their regions and thus keep these regions populated and lively (Makkonen et al., 2018; Saarinen, 2007). Yet, the role of public authorities and regional development is essential to secure the balance between business and sustainability.

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Outdoor recreation, nature-based tourism, and food: From Covid-19 to sustainable futures for hospitality and rural development - a review

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Introduction

In March 2020, the World Health Organization officially declared the novel coronavirus (COVID-19) outbreak a global pandemic (WHO, 2020). The restrictions imposed due to the virus significantly impacted people's daily lives, and they had to find ways to adapt to the new situation. For many people, the outdoors turned into a place for Covid-safer activities, and in several countries, the number of participants in outdoor recreation increased during this time (Hansen et al., 2023; Ferguson et al., 2022). The interest in nature-based tourism activities grew as well. Still, since the companies working with outdoor recreation and nature-based tourism lost their international customers due to the pandemic, they had to find new ways to cope with the situation and adapt to the growing local and national consumers group, as well as the different interests of visitors (Pröbstl-Haider, 2023; Goldhammer, 2021a).

In addition to the increased interest in spending time in nature, it was also observed that more people were eating outdoors during the pandemic (Hedenborg et al., 2022), a development that may also have been an opportunity for companies operating in the nature sector to capitalize on. Previous research has described food as one of the essential parts of the tourism system. The importance of food is not just because tourists must eat but also because food is a central part of their experience. Food tourism can promote sustainable local development through 'consumption of the local', as well as strengthen a region's identity and preserve its cultural heritage (Hall & Sharples, 2003; Mossberg & Eide, 2017). In addition, outdoor recreation and nature-based tourism have several values for the individual and society, strengthening the economy and stimulating job creation, not the least in rural areas (Faskunger, 2020; Naturturismföretagen, 2022).

There has been great creativity and innovative thinking in response to Covid-19 (Von Essen, 2021; Höga Kusten, 2020), however, a practical overview of positive adaptations must be provided. Professionals working with outdoor recreation and naturebased tourism in the combination of food during Covid-19 may have unique experiences and perspectives that can be useful for the future of the hospitality industry. Based on this background, the purpose of the project, *Outdoor recreation, nature-based tourism, and food: From Covid-19 to sustainable futures for hospitality and rural development* (2022-2025) is to investigate how Swedish society's increased interest in outdoor recreation and nature activities during the pandemic can be preserved and developed to contribute to a resilient rural economy. Specifically, the project will analyze how the combined experiences of outdoor recreation/nature-based tourism and the hospitality industry, primarily food, during Covid-19, can contribute to sustainable transitions in the rural hospitality industry.

As part of the project, a literature review has been conducted to link these topics and provide an overview of this area during the pandemic. The results will serve as a foundation for the upcoming studies in the project, where surveys, interviews, and focus groups will be conducted with companies in the given sector.

Method

A literature search covering scientific articles, newspapers, and magazine articles was performed using the Scopus database and The Media Archive (Mediearkivet). The aim was to collect literature that reflected how companies and organizations in outdoor recreation and nature-based tourism, with a primary focus on food, worked during the pandemic and how they adapted to the new situation. The scientific articles had no geographical limitation, but the newspapers and magazine articles were all connected to Sweden. The search produced 110 studies in Scopus and 1299 in the Media Archive, of which 16 and 111, respectively, were included in the review. In addition to the literature search, reports from Swedish government agencies, such as The Swedish Agency for Economic and Regional Growth and the Swedish Environmental Protection Agency, were added to the results. Also, trend reports from the marketing company Visit Sweden.

Results and discussion

This paper provides a summary of the results of the literature search. Still, it should be noted that only some research conducted during the pandemic is expected to be published; therefore, the ongoing literature update will continue throughout the project.

The current literature shows that interest in spending time in nature increased during the pandemic. However, this did not automatically mean that all businesses working with

outdoor recreation or nature-based tourism benefited (Goldhammer, 2021b). However, some companies succeeded, probably because they had the right focus from the start or adapted well during the pandemic (Farsari & Persson-Fischier, 2022), but also because of a favourable geographical location that attracted tourists and visitors. Companies focused on adapting their business to local and national customer groups without international customers. The focus was on experience packages that included nature activities, food, and accommodation, e.g., walking, cycling, or horse riding with elements typical of the place, accompanied by a guide and with food packages served from local restaurants or food baskets placed along the route (Humagain & Singleton, 2021; Dietl, 2020; Goldhammer, 2021c). The interest in glamping and comfort were also noticeable (Lu et al., 2022). Another way to deal with the pandemic was to place tables in nature where meals were served. As part of the dining and nature experience, the guest could participate in the cooking, often with ingredients from the forest or the farm (Bonnevier, 2021; Kick Off, 2020). Food trucks were also common in natural areas and parks where food could be purchased to eat during the hike/excursion (Sundström, 2020). Other examples were picnic baskets of food sold together with canoeing trips and ingredients for meals that could be purchased during the hike, e.g., hamburger meat for barbecuing Sjödin, 2020; Carlsson, 2021).

The findings in this article are not intended to be generalized but to provide a picture of how companies in the outdoor and nature tourism sector worked with food and meals during COVID-19. The results show trends that had already been identified before COVID-19, but which accelerated during the pandemic. The material can inspire future work or research on food in combination with outdoor recreation and nature-based tourism to support sustainable thinking in the hospitality sector and resilient rural development.

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Active outdoor recreation: Perspectives on food as a part of the experience

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The role of food in the outdoor recreation experience

Given increased outdoor recreation participation observed in Sweden during the Covid-19 pandemic, recent increased public recreational initiatives, and interest in the relationship between outdoor recreation and environmental sustainability (Beery et al.; Brouder, 2014; Hansen et al., 2023; Johnsson & Beery, 2023; McCullough et al., 2018). An exploratory study was initiated to consider the role of food in the outdoor recreation experience and, further, to consider how food may serve as a factor in sustainable outdoor recreation. Specifically, the study was designed to explore patterns in outdoor recreation participation and self-reported food choices/preferences among active outdoor recreationists. The research questions in this study were broad and exploratory:

1. What food preference factors are strongest in outdoor recreation food choice?
2. What role does food play in the outdoor recreation experience?
3. How might food play a role in outdoor recreation sustainability?

The explorative study is part of a larger project considering the intersection between outdoor recreation, food, sustainable hospitality, and nature-based tourism development. The linkage between outdoor recreation and the hospitality industry in Sweden is also partially evident in research and public policy; consider national interdisciplinary research programs like the Friluftsliv i förändring research program (Fredman et al., 2013) and the 2012 designated national outdoor recreation goals (SEPA, 2021b). One specific Swedish national outdoor recreation goal captures this important intersection between outdoor recreation, the hospitality industry, and rural development: Sustainable regional growth and rural development. The goal emphasizes how outdoor recreation and tourism strengthen local and regional attractiveness and promote sustainable development (SEPA, 2020a). Notably, the national outdoor recreation goals align with the United Nations Agenda 2030 Sustainable Development Goals (UN SDGs, for example, SDG #3 good health and well-being, SDG #11 sustainable cities and communities, SDG #12 sustainable consumption and production, and SDG #15 Life on land).

The Swedish Outdoor Association

Members of friluftsfrämjandet (Swedish Outdoor Association) were invited to participate, given their unique positionality concerning the question of food and outdoor recreation; members of the Swedish Outdoor Association represent a group with an assumed high level of outdoor recreation participation. The survey was created and administered using EyeQuestion® (version 5.4.6, EyeQuestion Software, the Netherlands). It consisted of four parts: questions about one-day activities, questions about multiple-day activities, questions about planning the food for outdoor activities, and demographic questions. The same questions were given for one-day and multiple-day activities to capture possible differences between the two activity levels. Questions about participation and food during activities were asked on a four-point rating scale (never, seldom, quite often, very often). Multiple choice questions were used to investigate the most common activities performed. Questions about the importance of food and food planning during the activities used a five-point Likert scale. Open-ended questions were used to catch other important factors from the participants regarding food planning and activities. Demographics considered were age, gender, and residence.

One hundred sixty-one participants answered the survey, 70% women (n=113), 29% men (n=46), and 1% others (n=2). The participants were aged 18 – 78 with a mean of 50.9 ±11.5 years. 30% of the participants live in an urban area, 36% in a small or midsized town, and 34% in a village or the countryside. As noted, the Swedish Outdoor Association was chosen for this study given an assumption of outdoor recreation participation; this assumption was confirmed in our results, with 98% of respondents indicating outdoor recreation participation within the scope of one-day activity and 80% of respondents indicated extended outdoor recreation participation (multi-day activity).

Food on the trail

Food was reported as a part of these activities, with 88% reporting that food is often or very often a part of the outdoor recreation experience during activities within the scope of one day. The importance of food for nutrition and overall activity enjoyment were both rated high. However, food's contribution to activity enjoyment was rated higher, with 92% of respondents reporting agreement/high agreement with the notion of food as an important part of activity enjoyment. We see the importance of food for nutrition and overall activity enjoyment increase when asked about the multi-day activity.

When asked how food figures into the plan for a single-day activity, we see that 98% report taking food from home often or very often, while only 11% report that they often purchase food as part of the activity. 69% indicate that they often/very often prepare food out in

nature as part of the activity; six percent report that they often use food packaged as outdoor recreation food. Perhaps most interesting is the understandable large increase in those respondents reporting preparing food in nature and an increase in the use of prepared outdoor recreation food in the multi-day category.

When planning the food eaten during outdoor recreation activities, four categories stood out as more important than others. The taste of the food was the most important, with 98% of participants reporting that they agreed or highly agreed. This result was followed by the ability to manage waste 89%, ease of packing/carrying 86%, and ease of preparation 84%.

A question of gender

Results also indicate a relationship between gender, activity participation, and food planning. While there was no significant difference between outdoor recreation participation in the one-day activity category, there was a difference between men and women in multiple-day outdoor recreation participation, where men participated at a significantly higher level ($p<0.05$). Five aspects of the planning of food; ease of preparation, ease of packing/carrying, price, sustainability aspects, and specialized food significantly differed between men and women ($p<0.05$). For all these variables, the importance was reported higher for women than men. Four variables that differ between men and women are related to the purchase and preparation of food. As pointed out by Saadat et al. (2021) is traditionally connected to female food provisioning tasks in the household. These traditional gender roles in food planning and preparation seem to follow into outdoor recreation activities. Regarding the reported higher importance of sustainability elements, Gifford & Nilsson (2014) point out that women report stronger environmental concerns than men. A review of the results opens the door to further inquiry into gender as a food/outdoor recreation factor.

Further discussion highlights pathways to consider how sustainability efforts can be strengthened between outdoor recreation and food-related behavior in the tourism and hospitality arena. For example, given the results in this study highlighting food as a part of the experience, a focus on food may support interest and attention. Attention to food experience is valuable for supporting responsible tourist behavior and potentially transformative outdoor recreation and tourism experiences.

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The servitization of game meat: recreational hunting in-between wildlife care and holistic tourist experiences

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Background and aim

The paper is based on a study of hunting tourism enterprising in Sweden. The paper demonstrates how game meat is ascribed different, sometimes conflicting values in the moral economy of commercial hunting and identifies an emerging process of servitization of the game meat.

Recreational hunting in Sweden can be described as embedded in two different but overlapping cultural and socio-economic contexts. One is the traditional non-commercial and stewardship-oriented form of hunting, folk hunting or 'allmoge' hunting. It is characterised by a democratic hunting tradition, where the local hunting team is ascribed a main role in wildlife management. These teams often include the landowner, or the landowner may receive either monetary compensation or a proportion of the meat as payment. Another form is the commercial form of hunting, where hunting is packaged and offered to visiting hunters, quite often with services such as accommodation and food included.

These different contexts underpin how the value of hunting is being described by hunters themselves; as wildlife care, subsistence hunting (for meat), community togetherness, cultural heritage, recreation, sport, holistic nature experience, or as a sustainable lifestyle consumption (where the game meat is the main ingredient). The differing values and descriptions of hunting reflects the increasingly multifaceted social characteristics of hunters. Due to demographic factors and urbanization, an increasing number of hunters do not have hunting family background and do not have access to land based on ownership or personal networks. New groups of hunters (including an increasing number of women) form a potential tourism market since they are travelling elsewhere for recreational hunting and are often consuming hunting experiences in a packaged form. Consequently, an increasing proportion of hunters may not be socialized in a subsistence-oriented form of recreational hunting where taking care of the meat is a locally based tradition and common knowledge. The tradition of consuming and circulating game meat, which is common in traditional community hunting, may be facing a social and cultural

shift, in line with new hunting traditions and practices emerging with new groups of hunters, and a potential marketization of game meat experiences.

The aim of the paper is to highlight different values related to game meat in connection to hunting, and to discuss the tensions embedded in these values. In particular, the study focuses on the ambiguous character of the hunting experience product, the process of commodifying hunting experiences and how the game meat are becoming servitized in this process.

Methodology

The study is based on ethnographic interviews with 30 operators/owners of hunting businesses based in Sweden, observations of hunting events, and document analysis of hunting media. By analysing the interviewees accounts, we focus on the mode in which the social reality is explained, narrated and justified (Scott & Lyman, 1968). In this mode, we can also discern many different voices or counternarratives in the interviewees' accounts as they relate to various, sometimes conflicting, positions and opinions of other stakeholders, such as customers, competitors, authorities, landowners, as well as the public.

Theory and preliminary results: The role of meat in the moral economy of recreational hunting

In the Nordic countries, such as Sweden and Denmark, the public is generally supportive of recreational hunting, particularly if it has a utilitarian dimension and if the meat is considered being taken care of (Gamborg & Söndergaard Jensen, 2017; Kagervall, 2014; Ljung, Riley, & Ericsson, 2015; Willebrand, 2009). However, commercialization of hunting is a controversial area, also among hunters themselves. Studies from Norway (Oian & Skogen, 2016) and Finland (Nygård & Uthardt, 2011) and a comparison between Finland and Scotland (Watts, Matilainen, Kurki, & Keskinarkaus, 2017) have shown a similar pattern of 'frictional resistance' (Watts et al., 2017) in the local and dominant hunting culture towards hunting tourism. Also studies in Swedish contexts (Dahl & Sjöberg, 2010; Gunnarsdotter, 2005; Kagervall, 2014; Willebrand, 2009) point at a similar direction and have highlighted an ambivalence among hunters towards commercial hunting tourism. In previous publications, we have analysed how these differing, sometimes oppositional, views and traditions among hunters is related to different logics and forms of exchange, highlighting a tension between different value spheres (Andersson Cederholm & Sjöholm, 2020, 2021, 2022). The 'allmoge' hunting is in general terms organised by local communities of hunters or through 'friendship hunting' a reciprocal relationship where friends are invited to hunt with a team, and the meat is circulated among the hunters and their

families. The other is market-oriented, arranging hunting events for visitors/tourists, with differing range of price depending on the segment. These two systems represent different value spheres that both intersect and collide, creating tensions and ambiguity. This is a tension that may be even reinforced considering the circumstance that hunting, as a consumptive form of wildlife tourism (cf. Lovelock, 2008), highlights ethical aspects and can thus be considered to be a morallycontested area (Cohen, 2014; von Essen, 2018).

The analysis departs from literature in economic sociology on the moral economy (cf. Thompson, 1971) and the notion of 'peculiar goods' – a specific type of commodity that evokes moral doubt or ambiguity when commodified (Fourcade, 2011). This is the kind of goods that must find legitimacy as 'products' (Beckert & Aspers, 2011). This present paper builds on previous analyses and investigates how experiences of game meat are being narrated and promoted by hunting operators as well as hunters themselves. In particular, the paper discusses how the notion of sustainable meat is being servitized, that is, promoted and packaged as an experience to be consumed. For instance, there are emerging entrepreneurial activities related to the game meat initiated by small businesses such as events and courses in cutting meat as well as meal experiences that includes hunting, preparing and cooking the meat. These initiatives can also be seen among non-commercial actors such as local hunting associations. It is demonstrated how the concept "servitization" (Vandermerwe & Rada, 1988) may explain and point at emerging forms of hunting tourism services with the meat as the focal point, while simultaneously shed light on the delicate balancing work and ongoing negotiations in a moral economy where economic values are intertwined and balanced towards social and moral values.

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Scary Seafood – a brand name dilemma?

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Introduction

A brand name is a complex symbol that represents various ideas and attributes, not simply something that differentiates between products (Levy & Gardner, 1955). The name is important for a brand's significance, as it adds to or subtract the perceived utility, desirability, and social and emotional value (Kotler & Gertner, 2002). A brand name should be distinctive, credible, easy to remember and provide desired associations in the minds of the consumers (Aaker, 2009). On the contrary, it means the name should not be boring, trivial or imply unwanted associations (Aaker, 2009).

This study is based on a project called Scary Seafood, which combines the curiosity of the unknown (neophilia) and a bit of fear (neophobia) to inspire to experience food from the sea that is normally not consumed. The extraordinary food experience will then, at its best, result in changing awareness and behaviors towards eating marine species that are more ecologically sustainable. The idea to use Scary seafood came from tourism research, where the authors saw the potential of gaining brand attention through the combination of neophilia and neophobia. However, it became obvious that different actors from practice and academia have different opinions about using scariness in a brand name. One challenge was that the brand name gives no connotations to sustainability. Furthermore, although being distinctive, easy to remember, exciting, and awaking interest, a challenge is the possible undesired associations that research points out to be avoided (Aaker, 2009). This can also be one of the reasons why research is limited on brand names with negative connotations, and why there are few practical examples.

The purpose is to explore the appropriateness of using scariness as identity marker in branding sustainable seafood. The research questions are:

-How do different actors perceive scariness in the brand name?

-Which are the advantages and disadvantages of using scariness in brand names?

Theoretical framework

New concepts have emerged that merge marketing and branding theories with public policy and sustainability. One such concept is consumer wisdom, where "wise" consumers integrate mutually supportive facets into their decision-making processes (Luchs & Mick, 2018; Ozanne et al., 2021). Luchs, Mick and Haws (2020, in Ozanne et al., 2021, p 228) define consumer wisdom as:

> The pursuit of well-being for oneself and for others through the mindful management of consumption-related choices and behaviors, as realized through the integrated application of responsibility, purpose, flexibility, perspective, reasoning, and sustainability.

Consumer wisdom is a continuum where "some, several or most" of its dimensions or qualities (responsibility, purpose, flexibility, perspective, reasoning, and sustainability), "at any given time or occasion", are activated and thereby enable and cultivate wiser consumption (Ozanne et al., 2021, p. 228). Luchs and Mick (2018) claim that the careful reasoning in the consumer wisdom concept draws on other aspects than utility maximization (as in the economic man model), such as heuristics, intuition, humility, and resilience. Similarly, since the world is an uncertain place to live in, Schwartz (2015) argues that the related term practical wisdom is the hallmark of rationality because it allows people to make "robust satisficing" decisions that lead them to live good and meaningful lives. Compared to mindful consumption (Sheth, Sethia & Srinivas, 2011), consumer wisdom overlaps with consumer expertise and it is not limited to the domain of sustainability. It has been applied to "domains such as information research, consumer choice, parenting young consumers, use of technology, avoiding stimulating retailing settings, possession maintenance, sharing products, and sustainability behaviours" (Ozanne et al., 2021, p 229). Ozanne et al (2021) argue that fostering consumer wisdom requires both better information and better options. From the business side, orienting towards consumer wisdom adds value as it generates a distinctive identity while increasing loyal consumer relationships and trust. It also attracts talented employees and develops relationships and partners throughout the value chain (Ozanne et al., 2021). Policy makers, on the other hand, can provide regulations, infrastructure, and funding, which reconcile competition interests, and provide information that consumers consider more neutral. Policy makers and marketers may also use nudging techniques (Johnson & Goldstein, 2003) and social influence, "to highlight and educate consumers about the behaviours and positive outcomes of wise peers" (Ozanne et al., 2021, p. 240).

Methodology

The Scary Seafood project was run during 2018-2021 by the University of Gothenburg together with academic, public, and private partners connected to the Maritime cluster of West Sweden. Several academic disciplines as well as organisations along the food value chain were represented. In the first phase, about 30 noncommercial species of macroalgae and invertebrates were investigated for small-scale fishing or farming, based on existing knowledge about population sizes, rules and regulations. Supply, demand, and value chains were identified by interviewing fishermen, farmers, wholesalers, ecotourism providers and chefs. Exhibitions and various events were held to get opinions about eating new food from the ocean. In the second phase of the project five workshops were held with different topics. All contained presentations and discussions about alternative species and tasting of products or dishes. Each workshop was observed by one of the authors and a survey was conducted which was answered by a total of 36 out of a total of 38 participants. Nine of the participants were interviewed after the workshops: five chefs, two experience companies, one food journalist, one consumer and one from the regional DMO.

Discussion

In the project, the brand name Scary seafood was seen as a disadvantage from some actors as they wanted to increase consumption of sustainable seafood in general and that the sustainability should be in focus of marketing efforts. Predominantly, this view was held by some of the marine biologists and food scientist. Thus, the brand name would imply undesirable associations (Aaker, 1996). The actors from marketing and tourism had a different view; they saw scariness as an attraction per se. When the tension between consumers scariness (neophobia) and curiosity (neophilia) of the new phenomenon appears already in the brand name, it creates interest and desire to try it (Kotler & Gernter, 2002), and differentiate it from other seafood products (Levy & Gardner, 1955). Furthermore, the distinctiveness (Aaker, 1996) in the sound of the name Scary seafood brings more emotional value (Kotler & Gertner, 2002) and makes it easier to remember (Aaker, 1996) compared to other proposed names such as 'sense seafood' or 'sustainable seafood', which can be perceived as boring or trivial (Aaker, 1996).

Relating the brand name scary seafood to the concept of consumer wisdom, we argue that it draws on other aspects than utility maximation, which Luchs and Mick (2018) also emphasise, however, contrary to their argumentation, it is not because of careful reasoning nor about mindful consumption (Sheth et al., 2011). The interesting connotations to consumer wisdom is how it is implemented. Scary seafood generates a distinctive identity, increase loyal relationships and trust, and develops partnerships in the value chain, as Ozanne et al (2021) propose. Despite the negative opinions about the brand name among

some actors involved whose mainly concern was credibility, the project has received a considerable interest from media as well as from producers, tourism companies and consumers. One example is a festival that was named scary seafood. Our assumption is that the scary brand name can attract all types of stakeholders in the whole value chain, including consumers, which in turn can transform them to make "wise" choices.

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6.6 Panel Discussion:

Sustainable tourism from different perspectives – Highlights from four research projects

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In 2018, for the first time in Swedish history, the Swedish Research Council Formas launched an ambitious four-year funding opportunity for research on sustainable tourism and the hospitality industry. Four unique projects were granted funding to generate knowledge on climate change, tourism's role for inclusion in multicultural societies, overtourism, and tourism development in times of mobility and immobility.

In a panel discussion, researchers from the four projects share and discuss key results, challenges faced, and opportunities ahead. The panel will start with brief presentations of each project. Four questions will then guide the discussion. The panel will also be open for questions and interaction with the audience. The panel will be facilitated by Professor Can Seng Ooi from the University of Tasmania in Australia.

1. What are unique theoretical, empirical and methodological insights from the projects?
2. What impact did the pandemic have on the projects?
3. What is needed to continue the process towards sustainable tourism, in research and practice?
4. What do you see as important areas for further research in sustainable tourism and hospitality?

Virtual Tourism Eco-System Transformation

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Christina Öberg, Linnaeus University, Sweden

Richard Ek, Karlstad University, Sweden

Introduction

Imagine a dedicated Ed Sheerean fan enjoying Sheeran´s live concert in Paris – from her home in Gothenburg together with her friends dancing in the living-room with VR goggles on. Also imagine an adventure loving old lady experiencing Machu Pichu from her sofa in her nursing home – also with a pair of VR goggles on. These are examples of an increasing trend towards virtual tourism that is taking place in line with the increasing speed of VR technology development. Simultaneously, increasing awareness of the relation between global warming and transport creates a debate on future tourism involving digitalisation as a potential for moving tourism at least partly in the right direction. For instance, Ghobakhloo (2020) discusses digital transformation as a way to increase energy sustainability and reduce harmful emissions indicating digital transformation as a driver for increased locality and decreased mobility of products and people. Digital developments, amplified by the pandemic, create opportunities for value creation without unsustainable physical mobility such as digital experiences in the form of virtual visits to tourist attractions.

Future outlooks predict changes and impacts in areas such as data management, ambient intelligence (e.g., Internet-of-Things and 5G), mediation of tourism experiences, and smart tourism infrastructure for value co-creation. This can create opportunities for real-time digital interactions through the concept of "nowness" where co-created, real-time, consumer-centric digital experiences are enhanced (Buhalis & Sinarta, 2019) – so-called virtual experiences that give rise to virtual tourism. Virtual tourism as one main pillar of future technology infusion in tourism, is receiving increasing attention, especially in relation to the Covid-19 pandemic (Van Nuenen & Scarles, 2021). For instance, in May of 2021, the World Economic Forum wrote: "With technology improving lives globally, virtual tourism could reignite the tourism industry and its people and help build a more sustainable economic model. As a human-centric platform, it can establish local tourist guides, artisans and others as global citizens in the tourism industry" (Pillai, 2021).

Purpose of the paper

This paper puts forward a framework for understanding consequences of virtual tourism from an industrial systems perspective. We aim to elaborate on what virtual tourism could mean to the tourism ecosystem in terms of industry transformations (cf. Barile et.al., 2017). The paper focuses on how digitalisation can result in transformation of the tourism system into a (partly) digital eco-system involving new actors. By looking at virtual tourism from the eco-systems perspective we are able to understand institutional and ideological lock-ins preventing virtual tourism from developing, and simultaneously explore creative entrepreneurial initiatives and new digital business model innovations pushing the frontiers of virtual tourism forward.

Virtual tourism

Virtual Reality is defined as the use of a computer-generated 3D environment that one can navigate and possibly interact with, resulting in real-time simulation of one or more of the user's five senses (Guttentag, 2010). Although more than two decades ago authors like Williams and Hobson (1995), or Sussmann and Vanhegan (2000) proposed that VR could substitute travel itself, research on such a development is largely missing with some rare exceptions such as VR as a travel substitution tool during the Covid-19 pandemic (Sarkady et al., 2021). Also, Guttentag (2010) discussed virtual tourism as a substitute to real tourist visitation, although as of now VR is foremost a popular form of gaming and entertainment. Sectors such as tourism are only beginning to recognise VR to create unique experiences (Maidullah et al., 2022). Virtual tourism can take many different forms with varying degrees of technological capability including virtual reality (VR), mixed reality and augmented reality. Pestek and Sarvan (2020) suggest that VR will radically change the way in which tourists' experiences and requirements are managed entirely. Still, research on virtual tourism has only begun to be explored and currently focuses mostly on the experiential aspects of virtual tourism from a consumer perspective (Zhang, Mengtian & Shen, 2021) – in particular in relation to its potential as stimuli to travelling (Li & Chen, 2019).

Overall, previous research predominantly addresses digitalisation in tourism as value-creation at the destinations or as a marketing tool to spur visitation intention. However, there is some literature focusing on the consequences of virtual tourism for tourism providers and destinations such as Fennell (2021), who explored consequences of virtual tourism in terms of sustainability. He compared personalised, interactive, real-time tours with traditional tours and suggested that virtual tours are a more sustainable option. Moreover, Urquhart (2019), in his view-point paper on technology mediation in tourism experiences, argues that there is a lack of future-oriented debate and proposes three

potential future directions: (1) tourism providers accept and adapt to constantly changing technology; (2) a merging of tangibility and technology in travel experiences where the divide between physical and digital tourism experiences is blurred; (3) removing technology from certain tourism experiences. Furthermore, Bec et al. (2021) address virtual tourism from an industrial perspective, stating it is a new chance for deteriorating destinations to offer ex-situ virtual tourism experiences to accommodate for the trends of reduced movement that are likely to continue for the foreseeable future. Bec et al. (2021) point to the need of research to explore the implications that ex-situ tourism consumption has for the tourism industry of destinations. Consequently, scholars are yet to explore virtual tourism from the industrial systems perspective at large.

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Transformation of time-space ontology through technology: Phygital time geography

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Introduction

The paper explores the impact of smartphones on tourists' time-spatial behavior, adapting Hägerstrand's (1970, 1973) time geography to the era of digitalization. The concept of "phygitality" is used to describe the intertwining of physical and digital spaces (Gaggioli, 2017). Through smartphones, tourists can interact with different contexts simultaneously, blurring the traditional boundaries of physical and digital spaces (Liu et al., 2022). The paper aims to empirically analyze how tourists integrate digital and physical dimensions in their time-spatial behavior and to conceptualize a phygital time geography.

Theoretical background

Time geography emphasizes the importance of time and space for social science analysis. People's movements in time-space are limited by three types of constraints: capability, coupling, and authority (Hägerstrand, 1970). As people move between *stations*, their time-spatial movements form *prisms* that vary in size depending on the distance traveled. When people come together in one place, their paths gather in *bundles*. Tourists therefore have a "vacation prism." Although originally about everyday life, time geography has been used in tourism (Shoval, 2012). Recent research has also focused on the impact of smartphone use on time-space constraints (Thulin & Vilhelmson, 2019).

Smartphones, by providing personalized spatial information, transform interactions with places, activities, and people (Liu et al., 2022). Wayfinding strategies are shaped by the use digital maps and GPS (Vaez et al., 2020). Tourists participate in multiple places, physical and digital, at the same time. The use of smartphones also causes a 'spill-over effect' of everyday activities into travel, enabling travel that would have been impossible otherwise (Tan & Chen, 2021; Wang et al., 2016). Moreover, technology contributes to tourism spatialities and space-making and displace the sense of liminality that is often sought in tourism experiences (Conti & Heldt Cassel, 2020).

Methodology

The authors conducted fifteen semi-structured interviews with tourists. Participants were born in the 190s and 1990s, a generation that use the internet the most during travel but has experienced travel both with and without smartphones (Kim et al., 2015). A thematic analysis was conducted and resulted in three themes, connected to time geography: constraints, paths, and bundles.

Analysis

Tourists face constraints beyond their physical and transportation-related capabilities. Constraints can emerge due to limitations of hardware, software, and infrastructure related to smartphones. Factors such as battery life, internet connectivity and speed, device performance, and GPS were important considerations for tourists. Internet connections can be restricted by infrastructural factors, and legal or organizational constraints can limit the domains within which tourists use their phones.

The use of digital maps has transformed the way tourists perceive places and their movements through time and space. Physical orientation happens through digital information: tourists rely on digital maps to locate themselves in space and find attractions. Paths and stations are also transformed: tourists move through physical and digital space using their smartphones. Online maps that provide location-based services (LBS) serve as authoritative sources of information about what to visit. Lastly, mobility projects become goal-oriented: tourists use online maps to locate themselves in space and achieve efficient use of time and space in their *projects*. This efficiency is achieved through calculating the fastest or optimal *path* between two *stations* using LBS, which may eliminate serendipitous experiences along the way (cf. Mieli, 2023) and reduce the sense of magic, escape, and liminality.

Tourists form time-spatial bundles both within and outside their vacation prisms. On one hand, tourists can use digital devices to connect with people back home and work, blurring the distinction between home and away. This way, digital bundles are formed and kept outside the physical vacation prism. On the other hand, digital "unbundling" happens within the vacation prism through the smartphone, leading to a lack of connection with travel partners.

Conclusions

This paper discusses how the use of smartphones and digital technology has affected tourists' time-spatial behavior in the phygital space. Digital tools have influenced concepts like path, stations, projects, and bundles, and have changed tourists' perceptions of space

and how they orient themselves within it. This has led to a new sense of space that is different from the traditional sense of place. Digital technology has brought a logic of efficiency and optimization into the vacation. Overall, the paper provides a framework for understanding how tourists experience time and space in the phygital experience.

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Use of digital technologies for hiking. Quantitative study in four Spanish Protected Areas

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Theoretical framework

Spain is one of the countries in the world where it is possible to hike all year round, thanks to the accessibility of its natural spaces, the climatic conditions and a solid federative structure that gives access to thousands of trails where it is possible to hike a route. Of the entire Spanish territory, the National Geographic Institute (2020) recognizes that 24,954,269 hectares are protected. 16.5 million hectares of all this extension are terrestrial and the rest are marine. According to Múgica, et al. (2021), Spain is the country in the world with the largest area of protected spaces, which represent 27% of the total territory.

The period of growth of hiking and other sectors closely related to the activity, lead to indicate that there is a specific reason that has facilitated this increase (Vidal-Matzanke & Vidal-González, 2022). It has been previously introduced that digitalization could be directly related to this phenomenon. Digital technologies (hereafter DT) have offered numerous possibilities for the development of hiking. Examples can be seen in Kim et al. (2019), who quantified the influx of visitors in Tarutao Natural Park (Thailand) thanks to interaction on social networks. In the case of Spain, Calle (2020) indicates that the affluence of an NP can also be seen by consulting the number of public routes and interactions on the most used hiking website in Spain, Wikiloc. The examples show that hiking has a quantifiable digital presence.

In today's world, the expression "there's an app for everything" could be used. In the hiking world, mobile applications (hereafter apps) are here to stay. Currently, they can be divided into route-finding apps, geolocation apps and activity tracking apps.

This category of apps is very varied, as they offer detailed technical information about a route such as the degree of difficulty, cumulative elevation gain, distance, duration, necessary equipment, preferred times of the year, downloadable route, weather information, etc. Another function they provide is the interaction between users, being able to upload photos, add comments and even ratings of the route (Norman et al., 2019).

Social networks (hereafter SNs) are the main tool used by society to be connected with the whole world. Duernecker & Vega-Redondo (2017) show the social need to be connected and how SNs have contributed to this globalization phenomenon. SNs are the main mechanisms of diffusion in all fields. Nature tourism has recently entered the web of networks, showing the world new places to visit. Thus, its rapid expansion has given rise to the massification of protected spaces being necessary the adoption of measures to ensure the protection of these environments (Chung et al., 2019).

Method

The aim of the research was to find out which NTs are used by hikers, when they are used, their purpose and the benefits they provide in order to have contributed so much to the growth of hiking in Spain.

In order to obtain the necessary information, four Natural Parks were selected, three in the Valencian Community and one in the Community of Aragon. The NPs are Sierra Calderona (Valencia), Sierra de Espadán (Castellón), Sierra Mariola (Alicante) and Valles Occidentales (Huesca). The locations were selected because the researchers are perfectly familiar with these places and were able to identify the most suitable strategic points for sample collection.

The research analyzes mainly quantitative data on the use of DT, focused on the use of apps and social networks and a small qualitative part where the additional information to the survey provided voluntarily by the hiker is interpreted. The sample was drawn using a non-probabilistic convenience sampling. It is a field study because it was carried out in situ in the four protected areas, obtaining the necessary information during the course of the route.

The data collection strategy was to interview the third of every three hikers who walked along the route on which the data collection was being carried out at that time, since in each NP data were obtained from different routes that make up the NP. To participate in the study, the hiker had to wear sports clothing and mountain or trail running footwear (at the discretion of the researcher). Once the subject was selected, he/she was informed of the nature of the study by answering all the questions and was accompanied along the route unless he/she indicated that he/she preferred to do the interview standing up. In addition to the answers recorded in the questionnaire, additional notes were taken so as not to lose detail of the information provided and to analyze it later. No personal information was requested.

The sample consisted of hikers who hiked in the above-mentioned NPs between April and September 2022 during weekends and holidays. The total sample is 173 hikers of which 97

(56%) were men and 76 (44%) were women. The ages ranged from 18 years for the youngest hiker to 71 years for the oldest one, giving an average age of 43.13 years.

Results

The results show by means of a descriptive analysis the most used TDs and the functions highlighted by the hikers. Further on, it is exposed if factors such as gender and age in the different dimensions contemplated for the perceived usefulness with respect to their benefit of use in practice.

The experience of practice of most of the hikers in the sample (143) is more than 3 years. Of those who have been practicing for more than 3 years, the least experienced hiker had been practicing for 4 years and the most experienced, 50, the average number of years of practice of those who have been practicing for more than 3 years is 18.4 years. The hikers who had been hiking for between 1 and 3 years were 22 and those with less than one year of experience were 8.

Analyzing the data on the company of hikers, most hikers choose to go accompanied (68.7%). 6.3% prefer to hike alone and 25%, depending on the route, either alone or accompanied. Digital technologies are used by more than half of the hikers. Apps are used by 64.2% of hikers in at least one of the phases of the route. Before the route they are used by 79.2% of hikers, during the route they are used by 69.4% and at the end they are used by 56.6%. Social networks are not used as much as apps, 45.1% of hikers make use of them. Before the route they are the most used (52.6%), followed by the end of the route ones (49.7%) and during the route ones (32.9%).

Finally, after the conversations with the hikers, it can be concluded that the perception of the use of technologies is very positive. The comments show some of the most repeated benefits along with other negative contributions from some hikers. Of the total number of participating hikers, 39 wanted to provide additional information. Of the comments, 89.7% (35) were positive compared to 10.3% (4) negative comments.

Conclusions

Hiking has changed radically by joining the technological revolution. The expansion that has offered both the use of applications and social networks has led to publicize countless routes. This growth has directly affected rural populations, contributing to the growth of the hotel sector and active tourism companies.

Finally, it should be noted that a bad use of these DT can lead to the overpopulation of PA, increasing pollution rates and endangering the native flora and fauna. The public administrations that manage the PAs must ensure their protection by making visitors

aware of the importance of conserving the natural heritage so that they can continue to enjoy hiking year after year.

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Scripting guests' and hosts' accountability on P2P platforms: The case of Airbnb

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Peer-to-peer (P2P) platforms, such as Airbnb and Uber, provide a way to connect tourists with diverse service providers, ranging from private individuals to established companies and sometimes unofficial brokers. Almost anyone can take part in trading on P2P platforms, which reduces dependency on top-down marketing promotions, creates more opportunities to choose the services that tourists want to use, and allows them to partake in evaluating the said services by freely sharing their opinions online (Hearn, 2010). However, by now such model has shown issues related to establishing accountability – the practice of reporting about users' actions, in online marketplaces, especially Airbnb (McDaid et al., 2019). Given the diverse approaches to hosting and hosts' responsibilities that characterize P2P platforms (Farmaki et al., 2019), the lack of accountability can relate to a range of issues platform users face. They can include proliferation of "fake" host's profiles, where companies pretend to be individual people (Gil & Sequera, 2020), discontinuance of platform use (Huang et al., 2020), privacy infringements (Lutz et al., 2018).

Airbnb maintains a fluid model of organization, where top-down control is lacking which makes it hard to govern the marketplace (Dredge, 2017). The platform's marketplace has particularly low entry requirements for both service providers and consumers, often limited to creating a profile on a specific information and communication technology (ICT) platform, sometimes verifying identity and signing a user agreement, which indicates that a user accepts the terms and conditions (Ert & Fleischer, 2019). Setting of accountability often relies almost exclusively on guests and hosts monitoring each other's actions and disclosing them in public reviews. However, a need for such mutual monitoring implies a lack of trust in the platform's users (Gössling et al., 2021). Organizational studies of accountability show that in similar cases, when accountability is required, individuals adapt to provide an idealized image of themselves, while avoiding actual accountability (Roberts, 2009). In the context of tourism, such obscurity in the process of setting accountability can increase risks for both tourist that act in contexts unfamiliar to them (Williams & Baláž, 2021) and hosts.

In this study, accountability is understood as a sociomaterial process, performed in an assemblage of a platform's mechanisms that support production of mutual evaluations and users' practices that embed these mechanisms (Gössling et al., 2021; Orlikowski & Scott,

2014). The notion of scripting defined by Jelsma (2003) is employed to understand how the assemblage of platform's mechanisms afford and constrict users' actions, thus staging the accountability process in a pre-defined manner. Scrips are the structural features of an artefact that encourage certain actions, while constricting others (Jelsma, 2003). This means that a script prescribes certain actions desired by the design of a platform, e.g., a specific process of establishing accountability via public reviews and ratings. However, as suggested by Jarzabkowski and Pinch (2013), users in a sociomaterial setting have a way to work around the official scripts, repurpose or reinscript new meanings into the elements of the assemblage. This study aims to understand exactly how this process unfolds, by researching the use of a particularly wellestablished platform for tourist accommodation rentals, Airbnb. The following research question guides the study: how are accountability processes scripted on Airbnb platform?

Scripting accountability

In relation to scripting, particular attention is given to the practices of users in establishing accountability by using technology. The script for accountability processes of the platform has specific affordances – potential actions, allowed and constricted by the technology that direct the users' practices (Lanamäki et al., 2016). Therefore, the study uses a conceptual framework for investigating both the platform's script and how it is carried out by users. The framework highlights two parts of an assemblage that shape users' practices – the design of the platform, and the users' actions. First, the platform's design is made by the platform organization to suggest a specific sequence of actions that users should take when evaluating services, consisting of communicative and technological means and supported by related organization's services and policy (Gössling et al., 2021). The evaluation affordances are dictated by the script imbued in its technological elements, such as a digital interface, different steps that need to be taken to write a review.

The platform communicates its expectations towards users in the process via its policies, such as Terms of Use, and commutative elements, such as different articles in the Help Center. A platform's walkthrough, following the method outlined by Light et al. (2018) is used to identify the different elements and affordances these elements prescribe. The walkthrough method is useful for a critical analysis of digital applications by observing their possible usage, understanding its intended purpose, ideal users and uses (Light et al., 2018). The walkthrough helps identify the prescribed uses of Airbnb platform by analyzing its policies, operating model and environment of use. The results of the walkthrough are compared to findings from interviews with guests and hosts, where their specific actions in using the platform are recorded. The interviews show how the script is carried out, identifies the differences between identified prescriptions and real uses of the platform.

Conflicting scripts and practices

The data collected shows that the Airbnb platform's script conflicts with actual users' practices of setting accountability. Requirements for reviewing are described in Airbnb's policy pages, specifically indicating that reviews should be "unbiased" and "relevant", however, leaving these categories rather obscure and undefined. Although the related policies seem well-intended, they conflict with the platform's operating model of agglomerating new reviews for both hosts and guests after each stay. This means that users are asked and expected to write a review after each stay, which is not always possible due to lack of interaction between guests and hosts, and often a lack of relevant and clear information about the stays. As a result, many reviews become uninformative, obscure accountability, rather than reinforcing it.

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