



# Tourism and Global Change in Polar Regions

*An International Conference*

*29 November - 2 December 2007*

*Oulu, Finland*

*Abstracts*

# Organisers

The Conference is organised jointly by the International Geographical Union's (IGU) Commission on the Geography of Tourism, Leisure and Global Change and the Thule Institute, University of Oulu.



The IGU Commission's overall topic is the geographical study on tourism, leisure and global change. The Commission aims to promote the geographical research on tourism and leisure, and the objective of the Commission is the development and application of an internationally comparable research program on the relationships between tourism, leisure and global change. One of the key tasks of the Commission is the analysis of tourism's relationships to global environmental change with special emphasis on global climate change. The Commission has over 600 members from 80 countries. More information can be found from: [www.geog.nau.edu/igust/](http://www.geog.nau.edu/igust/).



Thule Institute coordinates the focus area of Northern and Environmental Issues at the University of Oulu. The Institute promotes and implements multidisciplinary research of the North and the environment, as well as training and interaction with society. Thule Institute is active in international university networks, especially in the University of Arctic. The research agenda of the Thule Institute is issue-driven with a focus on multidisciplinary topics of high academic relevance for northern regions and the environment. Research coordinated by the Thule Institute is currently arranged under three multidisciplinary programs: Global Change in the North, and Circumpolar Health and Wellbeing, and Northern Land Use and Land Cover.

Book of Abstract:

Edited by Jarkko Saarinen and Kaarina Tervo

Lay-out by Hannele Heikkilä-Tuomaala and Reetta Aho

# Preface

IGU Commission on Tourism, Leisure and Global Change and the Thule Institute, University of Oulu, are pleased to host an international conference on Tourism and Global Change in Polar Regions. The conference is also part of the International Polar Year 2007–2008 activities.

The conference focuses on relatively little researched but increasingly recognised themes and issues of growing tourism activities and global change in Polar Regions. Nowadays processes related to global change have become a major topic in the discussions on tourism development and management, and their future in the Polar Regions. One of the key issues is related to tourism and global climate change, but global environmental change affects more widely to the basis of the tourism and other human system in Polar Regions and different set of changes are often deeply integrated to each other. In addition, tourism is also a major contributor to that change and responsible for changing landscapes, land-

*Jarkko Saarinen*  
*Chairperson of the IGU*  
*Commission*

use patterns and life-styles and for emitting greenhouse gases through, for example, transportation and tourist activities. We are still badly informed of many aspects of how polar tourism operates and its interaction with polar environments, ecosystems and societies. However, tourism is also increasingly providing well-being and tools for regional development in the peripheral communities in the Polar Regions. Therefore the focus of the conference aims to include not only the ecological and physical but also global social, cultural, economic and political changes and their interrelationships with tourist activities and how the tourism industry is contributing to the global changes in the Polar Regions.

The conference gets together a spectrum of international and national scholars and tourism and regional planners, developers and policy-makers to Oulu. You are warmly welcome!

*Kari Laine*  
*Director of Thule Institute*

# Programme

## SCHEDULE

### Thu 29 Nov

9:00	Opening and practicalities
9:15-10:00	Keynote presentation: Dr. Murray Simpson
10-12	Session I
12-13	Lunch
13-15	Session II
15-15:15	Coffee
15:15-17:15	Session III
app. 18-20	Social programme: at the Campus area (indoor)

### Fri 30 Nov

9-10	Keynote presentation: Professor C. Michael Hall
10-12	Session IV
12-13	Lunch
13-14:30	Session V and VI (parallel)
14:30-16	Session VII and VIII (parallel)
16-17	Coffee, publishing plans and closing words
17-	Social programme

Session presentations: 30 min per paper (20 min for presentation, 10 min for discussion)

## SESSION STRUCTURE

### Session I

*Chair: Michael Hall*

#### **Climate change vulnerability of the polar bear viewing industry in Churchill, Manitoba**

Dawson Jackie, University of Waterloo, Geography  
Stewart Emma, University of Calgary, Geography  
Scott Daniel, University of Waterloo, Geography

#### **Cruise tourist experiences and management implications for Auyuittuq, Sirmilik and Quttinirpaaq National Parks, Nunavut, Canada**

Maher Patrick, University of Northern British Columbia,  
Outdoor Recreation and Tourism Management

#### **Climate disruption and the changing dynamics of polar bear – Human interactions in Northern Ontario**

Lemelin Raynald (Harvey), Lakehead University, School  
of Outdoor Recreation Parks and Tourism (ORPT)  
McIntyre Norman, Lakehead University, ORPT  
Koster Rhonda, Lakehead University, ORPT  
Johnston Margaret, Lakehead University, ORPT

#### **Are aboriginal communities of the Canadian Arctic ready for tourism in the 21st century? A sustainability analysis of the tourism industry in Nunavut and Nunavik**

Bélanger Marie-Sylvestre, University of Greenwich in  
England, Earth and Environmental Sciences

### Session II

*Chair: Mark Nuttall*

#### **Tourism and climate change: Knowledge gaps and issues**

Hall C. Michael, University of Canterbury, Department  
of Management, College of Business & Economics

#### **Business as (un)usual: Integrated scenario analysis for tourism in Antarctica**

Lamers Machiel, Maastricht University, ICIS  
Amelung Bas, Maastricht University, ICIS

#### **Tourism and environment in the Antarctica. Present and future trends**

del Acebo Ibáñez Enrique  
Schlüter Regina G

#### **Cultural heritage tourism in Antarctica and Svalbard (Spitsbergen): Patterns, impacts, and policies**

Roura Ricardo, University of Groningen, Arctic Centre

### Session III

*Chair: Dallen Timothy*

#### **Narratives of history, environment and global change: Expeditioner-tourists in Antarctica**

Nuttall Mark, University of Oulu, Thule Institute

#### **Early travellers and tourists to Northern Norway: Motives, influences and cultural insights**

Ireland Michael, University of Exeter, Centre for Rural  
Policy Research / Dep. of Politics

#### **Conceptualising the sustainable development of tourism in Antarctica**

Amelung Bas, Maastricht University, ICIS  
Lamers Machiel, Maastricht University, ICIS

#### **Evolution of the Antarctic cruise ship tourism from Ushuaia, Argentina: 50 years as a maritime gateway to the Antarctic continent**

Jensen Marie, National University of Patagonia San  
Juan Bosco, Dep. of Tourism  
Daverio María Elena, National University of Patagonia  
San Juan Bosco, Dep. of Tourism

## **Session IV**

*Chair: Alan Lew*

### **Limits to Sami tourism development in times of global change: The case of Jokkmokk, Sweden**

Müller Dieter, Umeå University, Social and Economic Geography

### **Sami culture as attractions for tourism in costal area of Northern Norway**

Johansen Tore Einar, Harstad University College, Dep. of Business Administration and Social Sciences

### **Visual construction of the indigenusness – Finnish Lapland travellers' photographs of the Sami people and culture**

Pyykkönen Miikka, University of Jyväskylä, Social sciences and philosophy / Cultural policy

### **Anticipation of changes in rural operating environments: Readings of Finland and Lapland tourism strategies**

Hakkarainen Maria, Finnish Forest Research Institute, Rovaniemi

Tuulentie Seija, Finnish Forest Research Institute, Rovaniemi

## **Session V** (parallel with VI)

*Chair: Dieter Müller*

### **From fishing to tourism in peripheral maritime societies**

Normann Øystein, Harstad University College, Dep. of Business Administration and Social Sciences

Borch Trude, Norut IT, Fiskeriforskning

### **A holiday on ice on hold? Nature based tourism and climate change**

Lundmark Linda, Umeå University, Dep. of Social and Economic geography

### **Emerging awareness to changing climate: Tourism industry's perceptions and attitudes to the future of nature-based winter tourism in Finland**

Tervo Kaarina, University of Oulu, Dep. of Geography/ Thule Institute

Saarinen Jarkko, University of Oulu, Dep. of Geography

### **Views on constraints and opportunities in the emergence of diamond tourism in NWT**

Noakes Jamie, Lakehead University, Environmental Studies

## **Session VI** (parallel with V)

*Chair: Seija Tuulentie*

### **Regional cross-border collaboration in tourism: Achieving sustainable development?**

Prokkola Eeva-Kaisa, University of Oulu, Dep. of Geography

### **Specific locations as tourist attractions: Cases from Northern Europe**

Löytynoja Tanja, University of Oulu, Dep. of Geography

### **Huelva, climatic comfort and activities in the open air**

García Delgado Francisco Javier, University of Huelva, Historia II

Pazos García Francisco José, University of Huelva, Historia II

García Barroso Mercedes, University of Huelva, Historia II

## **Session VII** (parallel with VIII)

*Chair: Patrick Maher*

### **National parks in transition – Interaction between nature conservation and tourism in Finland**

Puhakka Riikka, University of Oulu, Thule Institute

### **Clash of forestry and tourism: Uncertainty and adaptability in Muonio, in Northern Finland**

Sarkki Simo, University of Oulu, Thule Institute and Dep. of Art Studies and Anthropology

### **Does nature-based tourism affect on boreal bird populations in protected areas?**

Kangas Katja, University of Oulu, Thule Institute and Dep. of Biology

Siikamäki Pirkko, University of Oulu, Thule institute, Oulanka research station

Luoto Miska, University of Oulu, Thule Institute and Dep. of Geography

Ihantola Antti, University of Oulu, Thule Institute and Dep. of Biology

## **Session VIII** (parallel with VII)

*Chair: Machiel Lamers*

### **Contested place and the legitimization of sovereignty through tourism in Polar Regions**

Timothy Dallen J., Brigham Young University

Davis James A., Brigham Young University

### **A study on the expectation of Antarctic visitors towards their trip. Images created about Antarctica and the relationship with Ushuaia (Argentina) as a gateway city**

Vereda Marisol, National University of Patagonia San Juan Bosco, Dep. of Tourism

### **Comparative and competitive advantages in the tourist destinies: Light in Huelva as a factor of attraction**

Pazos García Francisco José, University of Huelva, Historia II

García Delgado Francisco Javier, University of Huelva, Historia II

Márquez Domínguez Juan Antonio, University of Huelva, Historia II

Vargas Sánchez Alfonso M, University of Huelva, Dirección de Empresas y Marketing

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## **EXCURSION**

### **Sat-Sun 1-2 Dec 2007**

Excursion to Rovaniemi, Ruka and Oulanka

Accommodation at Oulanka Research Station

#### **Saturday, Dec 1**

7.30 departure from Oulu

#### **ROVANIEMI**

Arktikum/Arctic Centre

11.00-13.00 visit to Arctic Centre (incl. lunch)

13.15-14.00 Arctic Circle

14.00 departure for Ruka, Kuusamo

#### **RUKA, KUUSAMO**

17.00 onwards Ruka Fell, FIS World Cup, Ruka Nordic Opening

19.15 departure for Oulanka Research Station

#### **OULANKA, RESEARCH STATION**

20.00 onwards evening snack/meal, sauna, socializing

#### **Sunday, Dec 2**

8.00-9.00 breakfast

9.15-12.00 introduction of the Research Station and surroundings

12.00-13.00 lunch

13.30 departure back to Oulu

18.00 estimated time of arrival

# Keynote presentations

*Hall, C. Michael*  
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*University of Canterbury, New Zealand*

## Climate change and tourism in high latitudes: Issues and challenges

High latitudes have been subject to some of the most substantial changes in climate over the last century with the opening up of the north-west passage to be ice free in the Arctic Summer of 2007 being perhaps one of the most stark images of climate change yet. The purpose of the presentation will be to identify some of the key issues that have emerged in climate change research in high latitudes and the challenges that they pose for tourism within its social, economic and environmental contexts.

The presentation will note that the IPCC (2007) report, as well as that of ACIA (2005), actually notes that tourism maybe a beneficiary of climate change in polar regions. However, the extent to which this is correct may be quite problematic as not only is this observation made by researchers with little knowledge of tourism processes it arguably does not take into account the potential impacts on underlying tourism resources. Nevertheless, as with climate change on a global scale, there may well be winners and losers in the extent that tourism affects the relative attractiveness of destinations, at least in the short term. The presentation will then discuss some of the adaptation strategies that may be employed by various sectors of the tourism industry and by destinations with respect to climate change. However, a clear finding is that there are very substantial gaps in our knowledge of the effects of tourism in high latitudes. Therefore, the presentation concludes by noting the importance of developing appropriate innovation systems that can generate appropriate responses to the challenges posed by climate change.

**MICHAEL HALL** is Professor of Marketing at University of Canterbury, New Zealand; Docent, Department of Geography, University of Oulu, Finland and Visiting Professor, Faculty of Organisation and Management, Sheffield Hallam University. Co-editor of *Current Issues in Tourism*. His main research interests are in the relationships between mobility and regional development, tourism, global environmental change and environmental history. His publications include *Global Environmental Change* (2006, Routledge, edited with Stefan Gössling), *Tourism and Innovation* (2008, Routledge, with Allan Williams) and *Tourism: Rethinking the Social Science of Mobility* (2005, Prentice Hall).

Simpson, Murray C.  
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University of Oxford, England

## Casualties and causalities: Tourism's dilemmas in the face of climate change

Tourism is both a perpetrator and a victim of global warming. The assets on which this massive industry is based are endangered: snow cover is reducing, glaciers and ice caps are melting; biodiversity and cultural heritage are under increased threat; and small islands and coastal zones are suffering in a variety of ways under the impacts of climate change. In addition, some of the most affected areas are those where the poorest people in the world live. Tourism is contributing to these impacts through greenhouse gas emissions derived from transportation and accommodation. This interaction was central to the Second Conference on Climate Change and Tourism that, the United Nations World Tourism Organization in conjunction with the United Nations Environment Programme and the World Meteorological Organization, and with the support of the Government of the Swiss Confederation and of the World Economic Forum, held in Davos at the beginning of October 2007. This key-note presentation, by one of the co-authors, presents the findings of the detailed technical report commissioned for the second international conference on climate change and tourism and discusses the issues affecting the medium and long-term future of international tourism development and management.

**MURRAY C. SIMPSON** is Senior Research Associate in Oxford University Centre for the Environment; Associate Professor, Estonian University of Life Sciences, Estonia; Tourism Consultant, United Nations World Tourism Organization (UNWTO); Principal, Sustainable Solutions Worldwide. He is a founding member of eCLAT, the peak international research community concerned with studying the interactions between climate change, the environment, transport and tourism. Murray is co-author of the soon to be released technical report, 'Climate

Change and Tourism: Responding to Global Challenges', commissioned by UNWTO, UNEP and the WMO and lead author of chapter 3, 'Impacts and Adaptation at Tourism Destinations' His publications also include: Simpson, M.C. and Hall, C.M. (forthcoming) *Tourism, Livelihoods, Biodiversity and the Climate Change Factor in Developing Countries* and Patterson, T., Simpson, M.C. and Bastianoni, S. (2006) Tourism and Climate Change: a two-way street, or a vicious/virtuous circle? *Journal of Sustainable Tourism*, Special Edition. Murray is a Fellow of the Royal Geographical Society, treasurer of the UK Human Dimensions Committee on Global Environmental Change (UKHD-GEC) and a member of the UNWTO Panel of Tourism Experts. He has worked in the UK, Europe, Australia, South Africa, the USA, Asia, South America and the Caribbean. His current interests include the interrelationships between sustainability, tourism, livelihoods and biodiversity. Murray has extensive experience with the public and the private sector in a range of tourism, sustainable development, biodiversity and business initiatives; bridging the gap between research, policy and implementation. He has worked on topics such as: tourism impacts; sustainable tourism planning and development; tourism strategy; corporate social responsibility; and tourism analysis projects in both developed and developing countries.

# Abstracts

## *Session presentations*

### Conceptualising the sustainable development of tourism in Antarctica

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Over the past fifteen years, the number of tourists to Antarctica has increased twelve-fold, which has triggered concerns about the sustainability of this development. In many respects, Antarctica is a unique area. Besides being very remote, Antarctica is not a sovereign state and it has no permanent population. This makes the concept of 'sustainable development' even more difficult to apply than usual, and the same holds for the assessment of tourism's contribution to sustainability. At the same time, these characteristics of Antarctica make it a prime candidate for fleshing out a number of latent problems surrounding the concept of sustainable development. For example, in the absence of a local population and economy, there is little use in treating Antarctica as if it were a closed system. In fact, Antarc-

tica is an international common, which puts the issue of the appropriate scale of assessment right on top of the agenda. In addition, tourism is organised by long chains and complex networks of actors operating at different spatial levels, which raises questions about the proper allocation of responsibilities. Finally, the absence of a sovereign state triggers experimentation with new forms of governance and public-private cooperation. This paper explores a variety of theoretical perspectives on sustainable development and their implications for Antarctica. The paper focuses on tourism, as it is the only major commercial activity in the Antarctic region apart from fisheries. Governance strategies that are compatible with the different sustainability perspectives are presented.

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### Are aboriginal communities of the Canadian Arctic ready for tourism in the 21st century? A sustainability analysis of the tourism industry in Nunavut and Nunavik

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*University of Greenwich, United Kingdom*

The presentation is to be based on research conducted in the Nunavut and Nunavik territories of Canada from 2005 to 2006. Its aim was to assess the sustainability of the destinations' present tourism industry, as well as to identify the challenges it faces at a time when changing markets, global warming, and growing international in-

digenous rights influence the development of the tourism industry in polar destinations.

The research's methodology consisted of collecting two separate sets of data. The first set was gathered from surveys sent to local tourism businesses in Nunavut and

Nunavik. These produced quantitative results of the businesses' various markets and products. The second set was the result of interviews conducted with British tour operators (one of their main international markets), who were asked about their perceptions of the two destinations and their local products.

The survey's findings demonstrated in part that extreme seasonality affected the companies' size, number of employees, months of open business, as well as the physical and financial accessibility to their destination. Data regarding the different markets, the highly diversified products, and the low and irregular use of the Internet as a booking and marketing tool have also been collected. Finally, statistics concerning the growing interest in cruise products were also recorded. This interest is partly caused by improved access due to global warming and suggests a need for greater and stricter management of the cruise industry in Arctic destinations.

The resulting data from the interviews with the British tour operators offered interesting insights into why some are not ready to start business dealings with local ground handlers in Nunavut or Nunavik. Furthermore, they also offered different views on what they believe were the changes the local industry should make in or-

der for them to consider building partnerships and sustainable initiatives with the locals.

The research's results, along with academic literature, encouraged the carrying out of an in-depth SWOT analysis to assess the sustainability of all cultural, socio-economic, environmental and political aspects of the tourism industry in the two regions under study.

In return, this analysis resulted in the creation of three time-span categories of recommendations (short-term, mid-term, long-term) that should guide and assist the Nunavut and Nunavik governments, tourist associations, local businesses, foreign tour operators, etc., in designing initiatives that would result in present and future sustainable development opportunities.

Ultimately, this research gave local entrepreneurs a voice and helped link their views with those of the British market by identifying the destinations' various challenges. It singled out several actions and responsibilities that need to be taken by all stakeholders in the industry in order to achieve sustainable developments that will benefit the future generations of hosts and guests in the Canadian Arctic.

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## Climate change vulnerability of the polar bear viewing industry in Churchill, Manitoba

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*Stewart Emma*  
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Global climate change represents one of the most significant challenges to humanity in the 21<sup>st</sup> century, and is anticipated to have profound consequences for the highly climate-sensitive polar tourism sector. The climate change and polar tourism literature has been growing but still remains limited. To date there is no study that examines the potential impact of climate

change on polar wildlife viewing and the consequent changes in tourist demand.

Churchill, Manitoba, Canada is internationally renowned as one of the best Northern Canadian destinations for wildlife viewing, particularly polar bears. The community hosts over 3000 people during the short six week

polar bear viewing season which generates in excess of 2 million Canadian dollars annually. It is now established in scientific literature that the Western Hudson Bay polar bear population is particularly vulnerable to climate change. Declining sea ice is threatening the species as well as the longevity of the polar bear viewing industry in Churchill.

The objective of this research is to examine potential changes to visitor demand in Churchill's polar bear viewing industry that may occur as the species adapts to a warming climate. This paper highlights preliminary findings from this study including results from modeled future climate change scenarios used as a basis

to examine tourism operations (supply-side). This was completed through use of GCM scenarios, as well as projections presented in the ACIA, IPCC 4<sup>th</sup> assessment, and other relevant literature. It further presents results from qualitative semi-structured interviews with a cross section of Churchill visitors examining the impact of climate change on future tourist demand (demand-side). Tourist's response to climate variability and future scenarios based on modeled projections of climate are presented. This research addresses the urgent need for examination of climate change vulnerability of the tourism industry, particularly in the north, due to the effect of polar amplification.

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## Huelva, climatic comfort and activities in the open air

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Nowadays, tendencies of the tourist demand are determined by the search of quality, not like luxury, but like a basic necessity. The market is segregated and it has a specialised nature, thus traditional markets are drawing to a crisis and they witness how flows are redirected towards other destinations. This issue is analysed in a context of deep changes in the tourist sector in the last years. It has triggered the "creation of a series of new complementary tourist products to the traditional ones based on sun and beach or interior tourism. These days it is expected a tourist destination offers, besides rest, other complementary activities" (Peñalver 2004: 179). In a post-fordist scenario, given the fact that tourists pretend to be considered like individuals and not like "an indifferent mass", some ideas may be detected: The

rejection of the individual to be considered a part of a whole, the elimination of limits between popular culture and elite culture and of the contents and cultural patterns and the active participation in the consumer society (the real contemporary revolution). This new tourist "individual, educated and consumer of culture" will have new interests determined by diverse factors. In Huelva province tourist activities have been limited by a passive tourism, with a special mention to the residential heliotropism. Nevertheless, in the last years, re-qualifications and tourist diversification have been responsible for the creation of an interesting group of activities, especially in the open air, which are offered like a complement to others and, nowadays, as the main activities.

# Anticipation of changes in rural operating environments: Readings of Finland and Lapland tourism strategies

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Rural communities in sparsely populated areas are facing different kinds of changes from the coming of new industries and new modes of work to such big environmental issues as climate change. Anticipation and adaptation as well as active participation are important for local communities. Strategic development work is done in the planning system in many geographical levels. The point of view of this paper is in tourism development and its relations to different kinds of other rural livelihoods. This presentation examines how the changes in operating environments, in land-use patterns and in nature-based industries of local rural communities are taken into account in the “development speech” of tourism strategies. Tourism here represents new kind of industry that is becoming more and more important for the survival of deep countryside and that also carries new attitudes and expectations for land use. Empiri-

cally the presentation is based on the readings of recent tourism strategies of Finland and the corresponding regional level documents of one of the most important Finnish tourist region, Lapland. The local level is taken into account through group discussions in one village in Finnish Lapland. The villagers comment the strategies from their point of view. The aim of the readings of the documents is to examine how the “development speech” expresses and takes into account possible drastic or slower changes of operating environments in rural communities. In addition, it is discussed how the strategy texts enhance active citizenship of local inhabitants of rural communities and use local knowledge in their visions. Readings of the texts are carried out by using the qualitative methods such as close reading and rhetoric analysis.

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## Tourism and climate change: Knowledge gaps and issues

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*University of Canterbury, New Zealand*

The relationships between tourism and climate change are emerging as some of the most important tourism research and policy issues. The article reviews recent research on tourism and climate change in order to identify key research foci, issues and knowledge gaps. The analyses the place of tourism within IPCC assessments and the influential Stern review on the economics of climate change, and identifies the far greater significance attached to tourism in the IPCC reports in comparison with Stern. Tourism issues identified in the IPCC as well as other literature help provide an overview of the major

contemporary research themes in tourism and climate change. An account of research on a regional basis is undertaken which identifies significant knowledge gaps in tourism and climate change relationships, especially in Africa, Asia, Latin America and Polar regions. This is then extended to the broader knowledge base of climate change adaptation, mitigation and impacts. The paper concludes that there are a number of major gaps in the current state of knowledge of tourism and climate change that require urgent attention if climate change issues are to be adequately addressed.

# Early travellers and tourists to Northern Norway: Motives, influences and cultural insights

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*University of Exeter, United Kingdom*

This paper examines the writings of early visitors to Northern Norway in the period from the late 18<sup>th</sup> century through to the end of the 19<sup>th</sup> century. The aim is to discover their personal motivation for travel to sub – Polar Regions. The question raised by the research for this paper is, were their motives for travel so very different from tourists' today? It is argued that many of the complex questions we ask about the impact of tourism and tourists' today on the physical environment and indigenous cultures of the Polar Regions have their roots in the motives and behaviour of early travellers and tourists.

The approach taken is to present an historical ethnography of the excursions of these early travellers to Northern Norway, based on their own accounts, to be found in the museum library of Tromsø University and the Norwegian Polar Research Institute. Three key themes emerge for the content analysis of the accounts: the effect of external influences on travellers' excursions, their expressed personal motivations and the insight they claim to have gained into environments and cultures visited.

Before looking at the ethnographic content of travellers accounts, the paper sketches for the reader the influence on tourists of the time, of political and economic turmoil within Europe in the period covered. For example, travellers were 'escaping' the social and political upheavals of Post Revolution France (1789 – 1799) and

later in the period, the worst excesses of urban life in Britain, as it became engulfed in the Industrial Revolution.

The paper shifts focus to the individual and groups motives of travellers to the sub – Polar Regions of Northern Norway. Using travellers own accounts of their experiences on excursions, their motives have been categorised into three groups, very similar to the way tours are branded today. Firstly, travellers expressed an interest in the polar landscape, flora and fauna; secondly indigenous peoples and their customs and finally, to create a body of knowledge for future tourists. Today these motives for travel are enshrined in the itineraries of bespoke travel agencies and tourism studies education as 'nature' 'green' and 'responsible tourism'.

The penultimate section of the paper provides the reader with an insight the accounts early travellers give us into host – guest encounters, something that has now become a perennial topic in tourism studies education.

The paper shows that the threats of tourism to sub Polar Regions have been with us since the first travellers arrived. In conclusion, a reflective position is taken to the accounts we have examined and asks the question, can 21<sup>st</sup> century travellers and tour agencies learn from the past?

# Evolution of the Antarctic cruise ship tourism from Ushuaia, Argentina: 50 years as a maritime gateway to the Antarctic continent

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Ushuaia, the southernmost city in the world, is located on the northern coast of the Beagle Channel, in the Argentine part of Isla Grande de Tierra del Fuego. The channel has facilitated the discovery and exploration of the area, the arrival of the first white settlers, and the settlement of the coast guard (Subprefectura) of Tierra del Fuego in Ushuaia on 12 October 1884. Therefrom the development of the city took place. The port of Ushuaia is a natural harbour and a commercial port and it is strategically located in regard to bioceanic integration and its proximity to the Antarctic peninsula. These assets, along with the surrounding landscape, airport infrastructure and port and tourist services, have turned Ushuaia not only into a port of call for cruise ships but into the major gateway to Antarctica, concentrating more than 90% of the world traffic in recent Antarctic seasons. This paper analyses the evolution of the cruise ships which have used Ushuaia both as a base port and a port of call for their voyages to the Antarctic continent and / or Subantarctic islands in the last 50 years, from the tourist pioneering events in 1958 – first Argentine tourist voyage to Antarctica on board the ARA Les Eclaireurs – until the 2006/2007 season. The paper covers a review of the voyages as

well as the tourist flows, the evolution of the cruise ship seasons, the factors that made such voyages possible, the use of convenience flags, and the role of Ushuaia as a gateway to the Antarctic in relation to the total shipborne tourist flows. Furthermore, a reference to the “tourist boom” of the seventies is made and also, the large cruise ships which navigate Antarctic waters and call at the port of Ushuaia are taken into account. In addition, a comparative analysis of the participation of Antarctic cruise ships on the total number of cruises in the port of Ushuaia is made. The analysis has involved the review of Argentine and foreign bibliography as well as sources from governmental and non-governmental organizations, the compilation of two databases with information about ship traffic and passenger flows through the port of Ushuaia obtained from the registers of Prefectura Naval Argentina (1949/2007) and Aduana Argentina in Ushuaia (1933/2007). This communication contributes to the knowledge about the protagonism of Ushuaia in regard to Antarctic tourism, the factors that propelled it and the evolution in the participation of the Antarctic tourism through Ushuaia compared to the world shipborne traffic.

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## Sami culture as attractions for tourism in costal area of Northern Norway

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The aim of this paper is to examine in what degree the Sami population in the costal area in Northern Norway is taking part in the tourism industry, and how Sami culture and traditions are used in the marketing of this region.

The Sami population and culture is regarded as a special exotic part of the culture of Northern Scandinavia. With traditions as indigenous people in an arctic climate, the Sami culture has a status quite different from the rest

of Europe. The Sami have been important to travellers to Northern Norway since the early start of tourism. When king Oscar II of Sweden and Norway visited the Harstad area in 1873, a Sami camp with reindeer and tents was arranged to show the Sami way of life to the king. Close to the town of Tromsø there was a Sami summer camp every year. This camp was an important attraction to tourists visiting Tromsø from the end of 19<sup>th</sup> century. The road from the sea to the valley is still today called “Turistveien” (The Tourist Road). When tourism developed in the 20<sup>th</sup> century, Sami culture continued as an important part, specially connected to marketing of the region. The Sami also produce special souvenirs which they sell to visiting tourists.

During the period up to the 1950’s the Sami people went through a very hard Norwegization process, and Sami culture lost a lot of its status both among the Samis and the Norwegians. The Sami in the coastal area lost a lot of their traditions and often their language, too. From the 1970’s the Sami culture and traditions have undergone

a revitalization process. Even today Sami questions rise intense discussions, especially when connected to Sami rights to land and water.

In my paper I want to discuss the relationship between the Sami society and the tourism industry in the coastal area of Northern Norway in the process of revitalization. In other words, what impact does the tourism industry have on the Sami revitalization process? When the Sami society in the Norwegization process is adapted to the Norwegian, quite a lot of the distinct Sami culture is changed and lost. What impact does the tourism industry have on the rebuilding of the Sami culture? Is there anything left of the authentic local Sami culture to show the tourists today? In my paper I look at some of the Sami attractions and discuss what particularly Sami there is in these attractions. The paper attempts to evaluate if tourism is a benefit to the Sami population, or if the impacts of tourism have a negative influence on the ongoing development.

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## Does nature-based tourism affect boreal bird populations in protected areas?

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Popularity of nature-based tourism is increasing. When recreation is directed at areas with conservational value, like national parks, managers are facing the challenge to preserve both conservational and recreational value of the area. Recreation has been found to affect breeding success, species richness and density of birds. Recreation induced negative impacts can result from direct disturbance but also indirectly through modification in the species environment. Despite of the growing number of research, little is known about the impacts of recreation on forest bird communities as the focus has been mainly on responses of single species. More research is needed on the impacts of tourism on bird

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communities particularly in conservation areas, as they are important areas for many threatened species preferring natural habitats.

We studied the impacts of tourism on birds in Oulanka National Park, Finland. Bird data was collected through line transect method in hiking trails and in undisturbed control areas. More specifically we focused on the following questions: (1.) Does tourism related disturbance and infrastructure affect bird density, species richness and composition? (2.) Are some species or groups of species more vulnerable to disturbance than others? (3.) Can some bird species be used as indicators for tour-

ism-related changes in bird community? We modeled the bird species richness and abundances to explore the relative importance of the tourism-related variables and environmental variables in explaining the variation in bird communities. According to the preliminary results,

the current recreation pressure has not affected studied bird groups in Oulanka NP. Only open nesting species nesting on the ground were negatively affected by number of visitors. The results can be used in planning and managing protected areas.

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## Business as (un)usual: Integrated scenario analysis for tourism in Antarctica

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Tourism in Antarctica has grown rapidly over the last two decades and diversified into different modes of transport and activities. Faced with these trends, stakeholders have started to express concern about the growing connections of the Antarctic region with the rest of the globe, the unbridled growth of tourism, and its potential impacts. In the view of the developments in the Antarctic tourism industry, a number of academic authors and organisations argue that a more strategic and long-term perspective on Antarctic tourism development and governance is needed in order to safeguard sustainable development. Scenario analysis can support the development of such a vision. This paper applies the

well-established exploratory tool of integrated scenario analysis to the case of Antarctic tourism and presents a number of full-fledged scenarios. The material used in the scenario development was derived from stakeholder workshops and a range of expert interviews, backed up and complemented by quantitative data analysis and a literature review. The diverse set of plausible scenarios makes the uncertainties visible that are inherent in future developments. Against this variety of plausible futures, the effectiveness of the self-regulatory regime and the formal regime of the Antarctic Treaty System are 'tested' and discussed.

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## Climate disruption and the changing dynamics of polar bear - human interactions in Northern Ontario

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Issues pertaining to polar bear management in Northern Canada have been extensively reviewed in a variety of documents. Of interest to this presentation are two polar bear populations located in Ontario: the Western Hudson Bay (WHB), and the Southern Hudson Bay (SHB). While the latter is the 'world's most southerly

population of polar bear,' it is the former which has been most widely studied and continues to receive extensive coverage from the scientific community and the media. However, the well-being of polar bears, especially the SHB population, is of special interest to the various First Nations in Northern Ontario including Washeo (Fort

Severn), the Weenusk First Nation at Peawanuck, and Attwapiskat. This presentation will discuss the state of this particular polar bear population and examine the political and cultural relevance of this animal in these First Nations, with a special focus on the Weenusk First Nation at Peawanuck. Studies indicate that the SHB population is relatively stable (around 1,000 polar bears); however, climate change, declining sea ice quality, increasing precipitation (i.e., springtime rains) - may be affecting the population. Yet, missing from these studies, are discussions regarding the human dimensions, more specifically polar bear-human interactions in this region of Ontario. The goal of this paper is to examine these dimensions, especially as they pertain to the Weenusk First Nation at Peawanuck. This remote community located near Hudson Bay in the Hudson bay lowlands is of special interest as these people live and

often interact (directly and indirectly) with polar bears (SHBPP); it is recognized in the Polar Bear Provincial Park Management Plan (large protected area located along the shoreline of the Hudson and James bays in Northern Ontario); traditional rights to harvest polar bears are formalized in provincial and international legislation; and the area offers polar bear viewing opportunities. Discussions with community members indicates that the polar bear-human interactions are in a state of flux, with plenty of polar bears being sighted a few years ago, and very polar bears being sighted in the last two years. These interactions are of concern for both traditional harvesters and tourism operators who depend on polar bears. It is also, according to some local sources, indicative of climate disruption in Northern Canada.

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## A holiday on ice on hold? Nature based tourism and climate change

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Outdoor recreation and nature based tourism are growing in the northern parts of the globe. The vast areas of forest and abundant free space are increasingly demanded by the general public not only nationally but also internationally. This is good news for the tourist entrepreneurs. However, the entrepreneurs' opportunities, possibilities and constraints for development and change lie largely in the circumstances which the entrepreneurs have no control over. This is also the case with climate and its variations and changes. Studies have shown that tourists and thus nature based tourism is sensitive to changes in climate and subsequent impact on flora and fauna as well as the possible activities at offer at the destination. Adaptation to and mitigation of climate change in the tourism system from a supply side point of view has been poorly investigated partly because the phenomenon of climate change only has

been discussed for about 15-20 years. Due to the rapid changes that are predicted especially in the polar areas, this is a research field in need of attention. The purpose of this paper is to outline the possible effects of climate change on nature based tourism in sparsely populated areas with a focus on Scandinavia and to outline the possibilities for the entrepreneur to adapt to these changes. Geographically the effect of climate change will vary: mountain resorts dependent on snow depth face shorter seasons with unstable weather conditions, while coastal areas are affected by erosion, for example. Results show that that there are many ways in which the entrepreneur can adapt to climate change. Flexibility and knowledge are examples of such adaptation. From the view point of regional economy it is important that the entrepreneurs also receive adequate support from local, regional and national authorities.

# Specific locations as tourist attractions: Cases from Northern Europe

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National borders, geodetic lines and geographic extreme points are examples of locations which interest tourists. Their attractiveness can mostly be explained by their specific character. For example, when standing on a borderline, it is possible to be in two or more places at the same time. In addition, borders delimit something to the other side, and that is why they are often connected with elements of excitement, difference and even danger. Fascination for specific locations is also noticed by the tourism industry. Accordingly, many remote but extraordinary locations have become significant tourist attractions and resources for tourism development.

The aim of this paper is to conceptualize specific locations and their development from a geodetic point or line into tourist attractions and places for tourist consumption. Locations are considered here as socio-spatial constructions, which are historically produced, discontinuous and represented through different practices and discourses. Various and often contested meanings of locations are mostly produced through tourism mar-

keting, media, regional development plans and projects. Consequently, the transformation of specific locations is approached by using tourism texts and planning documents as material. I will clarify the transformation process of specific locations by using Northern European sites, such as the Arctic Circle, North Cape and the Centre Point of Finland as examples.

Specific locations develop into tourism attractions in different stages. The process begins from defining, naming and marking of the location and, according to MacCannell's theory of sight sacralization, ends with mechanical and social reproduction. In some cases, the location can even transform into a regional concept and become the basis for regional development and the identity of a region. However, specific locations seem to need additional attractions around them to gain tourism income. Without tourism services and product development, specific locations are just curiosities and fascinating sights.

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# Cruise tourist experiences and management implications for Auyuittuq, Sirmilik and Quttinirpaaq National Parks, Nunavut, Canada

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Cruise tourism in Nunavut's national parks is a growing management concern for the agency responsible - Parks Canada. Nearby communities see growing numbers of cruise ships and a community such as Pond Inlet, next to Sirmilik National Park, has a burgeoning market (the most cruise ships of any community in the Eastern Canadian Arctic) combined with an alarming lack of park management planning currently completed. Essentially

tourists are visiting Sirmilik National Park with a fairly "open for business" ability to go where they please and there is a lack of empirical spatial or social data collected to understand these cruise tourists - the main area of visitor growth. There is also no fully developed management plan for Sirmilik's, unlike the other two parks, as a result of hastened establishment through the Nunavut Land Claims Agreement in 1999.

This working paper will report on findings from a pilot research project that examined cruise tourists' experiences in Auyuittuq, Sirmilik, and Quttinirpaaq National Parks (Nunavut, Canada). Management implications of the results will also be explored. The research, conducted from July-Sept. 2007, will: 1) provide a better understanding of the cruise market and cruise tourist experience the three national parks and 2) examine how such data could meaningfully contribute to park management and planning.

The project uses a voluntarily completed portion of a required Parks Canada registration process with a vari-

ety of open and close-ended questions. Questions address: cruise tourists' experience of a particular park; examination of management possibilities and likelihoods within the park; and key local and global issues such as negative impacts and effects of the wider cruise industry on small northern communities and also future uncertainties within cruise tourism due to issues such as climate change. This study will greatly complement other studies currently being undertaken to examine community/stakeholder perspectives on cruise tourism in a number of communities across Nunavut.

## Limits to Sami tourism development in times of global change: The case of Jokkmokk, Sweden

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Indigenous populations are frequently used in tourism promotion and marketing. This is also true of the Sami people in Northern Europe. In the area, sometimes called Europe's last wilderness, the Sami and their culture are epitomized as a main asset for an increasing tourism industry. Previously this has caused problems and irritation among the Sami. Nevertheless, tourism development is indeed also seen as a potential solution to problems troubling the Sami society offering new sources of incoming and future employment in place. This is of major importance considering the challenges facing traditional Sami reindeer herding. Besides problems of profitability and market access, rejuvenated interest for resource extraction, large-scale nature conservation projects and climate change threaten the Sami grazing lands often considered of central importance to the maintenance of the Sami culture. Against this background it is an interesting notion that only few Swedish Sami chose to make a living within tourism. Instead, tourism appears to be only a complementary activity to reindeer herding. Hence the purpose of this paper is to analyze constraints hindering Sami to get more involved with tourism development. Theoretically the article departs from ideas of regional development contingent

of local and regional institutions. Hence, the research objective is approached from a number of angles identifying potential restrictions to Sami tourism development. These angles include perspectives on identity and ethno-political discourse, self-chosen live forms, and the role of government and administration. It is also argued that the northern and peripheral dimension of the area contributes to limiting the potential offered by indigenous tourism by creating space-time constraints. Methodologically the paper mainly draws on a study conducted in Jokkmokk, Sweden. Here interviews were made with Sami tourism entrepreneurs who were also members of local cooperatives for reindeer husbandry. The study revealed that there are a number of reasons for Sami to limit involvement in tourism. However, for most of the Sami tourism entrepreneurs in Jokkmokk, reindeer herding is the principal livelihood. Changes to this situation are hardly accepted since reindeer herding is also tightly connected to Sami identity and their position in the Sami society. A preliminary conclusion is that tourism indeed is considered an option, but institutional and cultural constraints hinder a realization of its potential.

# Views on constraints and opportunities in the emergence of diamond tourism in NWT

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Diamond tourism is a new northern Canada experience that is currently being developed in Yellowknife, Northwest Territories, Canada. Diamond tourism is the engagement of tourists in an educational experience which leads them through the diamond mining process starting with extracting the rough to the purchasing stage. In the last decade Yellowknife's strong tourism industry has been faced with various set backs including September 11th terrorist attacks, the SARS crisis, and the Mad Cow issue. In response to a now weakened aurora tourism sector, diamond tourism has become the hopeful solution to a troubled tourism industry in the Northwest Territories. It has been forecasted that diamond tourism will contribute an estimated \$1,189,200 (Canadian dollars) to the Northwest Territories GDP by 2010 and create over 130 new jobs (The Northgroup, 2004). Currently Yellowknife is lacking support from the mines for the development of a secondary industry such as tourism, diamond cutting and diamond polish-

ing. Many companies located in Yellowknife (predominately a mining town) fail to see the validation of tourism in the area and therefore a sensitive relationship exists between the mining and tourism industries. Diamond tourism is still in its introductory stages and has already been faced with many constraints which include physical, social and political issues. Although the constraints are a major focal point thus far there are many opportunities which have arisen such as advanced infrastructure, employment opportunities and increased cooperation between numerous industry sectors. This research is a portion of a Master's thesis at Lakehead University in Thunder Bay, Ontario. Using focus groups and interviews this research has looked at stakeholder perceptions of constraints and opportunities of diamond tourism in Yellowknife, NWT. This presentation describes the results of research undertaken in Yellowknife in the summer and fall of 2007.

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## From fishing to tourism in peripheral maritime societies

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Peripheral maritime communities in Northern Norway (NN) and New Zealand (NZ) face considerable challenges within their traditional fishing industries. Increasingly depleted fish stocks, along with associated changes to the regulatory regime for fishing have transformed both the industry and the number and size of fishing boats.

At the same time many maritime communities experience a growth in numbers of domestic and international visitors. The development of maritime fishing tourism has also intensified the discussion about the rights to the fish resources.

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The transition from a fishing economy to a service economy based upon tourism poses certain challenges which are the focus of this project. Preliminary studies conducted in NZ (2005) and NN (2007) reveal that there are mutual causes connected to motivation for a transition and the challenges that face the entrepreneurs who move from commercial fishing to tourism.

The motivation for approaching tourism is connected to reduced fish stocks and low activity in fisheries in the tourism season. A combination of demand for fishing trips and a vacant boat opens the possibility to an extra

income in an otherwise quiet period of the year. Support from family and cooperation with local operators in the tourism industry also seem to be important driving forces. The transition to tourism industry is not limited to fishing trips as also guided boat trips and even accommodation are offered in some cases.

Challenges are connected to public regulations like certification of boats and security rules. A peripheral posi-

tion may also have a negative affect on sufficient flow of customers (regularity) and supplying quality offers to the customers connected to accommodation, restaurants and supplying attractions.

The study aims at revealing what factors are fundamental to facilitating a transition from a primary industry to a service industry.

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## Narratives of history, environment and global change: Expeditioner-tourists in Antarctica

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Tourist numbers in Antarctica have risen dramatically over the last decade, from 9,604 in 1997-98 to an estimated 29,000 in the 2006-2007 austral summer tourist season. The majority of these tourists simply glimpse the continent or Subantarctic islands as part of a South American/South Atlantic cruise. Most visitors who make actual landings are concentrated at sites in the Antarctic Peninsula region and many of them make the trip aboard expedition cruise ships. This paper draws on anthropological work carried out while working as a field guide on trips to Antarctica on one such ship. It looks at the narratives about, and the representations and interpretations of Antarctic landscapes of both the expedition travel company and the expedition team on board the ship, as they convey them to the tourists, and considers the anticipations, expectations, perspectives and narratives of the tourists themselves. Furthermore, the paper shows how the experiences and understandings of human-environment relations are influenced by popular and literary accounts of Antarctica and the polar regions more generally. The tour company and expedition staff aim to honour a tradition of expedition travel to remote and relatively inaccessible regions, acting as a conduit between their passengers and the natural world. Moreover, by being on an 'expedition', passengers are made to feel less like tourists and more like adventurers traveling in the spirit of early explorers and latter-day scientists and naturalists. Emphasis is placed on environmental ethics, respect for landscape,

environment and wildlife, an awareness of the exploration and history of the continent, and a desire to empower passengers to make similar contributions at their local level once they return home, as well as acting as ambassadors and stewards for Antarctica. In this way, the company continues to carve out a market niche to attract a specific clientele in a growing industry marketing a place that is visited by ever-increasing numbers of people. The tourists on board the ship travel to what they imagine and understand is a place beyond the usual tourist destinations, a place at the end of the earth, and Antarctica is marketed as 'the last continent', where people are promised unforgettable encounters with penguins, whales, seals, and cathedral-sized icebergs. Central to the narratives of both the expedition team and the passengers is an emphasis on the difficulty of traveling to and in Antarctica, reinforced on ship and during shore landings by the re-telling of stories, tales and histories of the heroic age of exploration, which lend themselves variously to cultural mythmaking about starvation, privation, the race to the South Pole, and death on the ice. To travel in this landscape is to evoke and attribute symbolic meaning to the spirit of great Antarctic explorers such as Scott, Shackleton, Nordskjold and Amundsen. Tourists are taught to read Antarctica as a multilayered landscape, infused with the history of ecological impact (by sealers and whalers), of imperial hopes and ambitions, as a harsh environment to be endured and tested by, and as a continent for

science and environmental protection. Furthermore, the theme of environmental change, and the representation of Antarctica as a fragile environment and region at risk from an ever-widening ozone hole and climate change,

is emphasized to deepen the experience and heighten the encounter between expeditioner/tourist and landscape.

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## Comparative and competitive advantages in tourist destinies: Light in Huelva as a factor of attraction

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“Climate and tourism are two words that turn out to be generally associate. In fact, probably climate is the physical element that has a major effect in the tourist development since, on the one hand, it determines the utilization that can be carried out of the tourist resources and, on the other hand, it influences to a great extent the mobility of the people” (Leno 1993: 18). The insolation (light) influences the sensation of enjoyment and comfort that the tourist experiences, but, besides, together with rainfall and wind, forms a part of the group of elements easily perceived by the human beings. It is necessary to introduce the concept of climatic comfort for the practice of any tourist model, with independence of the fact that the ideal climatic comfort differs substantially from one activity to any other one (sun-beach tourism, winter tourism ...), many

of these activities being dependent on the climate or meteorological time. The importance of the Mediterranean tourist space is explained, among other factors, by the existence of more than 2,000 hours of sunshine, not too much heat and clear skies. In fact, the Mediterranean is overcome in light and sunshine only by the tropical deserts. The province of Huelva registers one of the maximum index of insolation in Europe, and the average number of hours of sunshine per month is between 2 and 5 times the quantity registered on the countries of origin in Northern Europe. This situation allows the creation of a tourist mark (Huelva, the Light) with a strong geographical component, based on the comparative natural advantages of this territory, and the competitive advantages derived from the tourist projection of last 15 years.

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## Regional cross-border collaboration in tourism: Achieving sustainable development?

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National borders and changes in their permeability can be problematic for the development of sustainable tourism industry in border regions. The development of state-centric regional tourism in border regions often ignores or competes with the supply and facilities on

the other side of the border. Hence, there is often a doubling of infrastructure and services in border regions, especially if low border permeability has continued over a long period in time. In such situations the increase in border permeability may lead to a competitive situation

between cross-border municipalities, especially if there are similar attractions. In this paper, the use of regional cross-border collaboration as a means to promote the sustainability of tourism industry in the North Calotte region is examined. The focus of the empirical case study in this paper is the tourism corporation Arctic Circle Network AB, founded in 1998 by the municipalities of Ylitornio (Finland) and Övertorneå (Sweden) in the Middle Tornio Valley. The objective of the corporation is to promote tourism in this border region. Alongside national funding (municipalities) the management has gained support from the European Union's structural funds and has completed three Interreg- projects dur-

ing the period 1998-2005. The examination shows that local cross-border partnership and collaboration can be an advantage in such fields as marketing. On the other hand, administrative and cultural borders cause special challenges for tourism developers and economical benefits are evaluated in terms of both the Finnish and the Swedish side. The conclusion of this paper is that cross-border collaboration is not a catalyst to achieve short-term benefits in tourism enterprise, but instead, it can have a more wide-ranging influence in the long-term for sustainable development and the organisation of tourism industry in the region.

## National parks in transition - interaction between nature conservation and tourism in Finland

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As a result of the recent growth of nature-based tourism, national parks have become important tourist attractions in Finland. The number of visitors to national parks has grown considerably; the statistics of Metsähallitus indicate that during the 1990's the average number of visits to national parks doubled, and in this decade the growth has continued. Tourism has become an important tool of regional development in peripheral areas, and the economic and political expectations of tourism have increased.

This study examines the interaction between nature conservation and tourism in Finland from the perspective of cultural geography. The study analyses how the central stakeholders of national parks – park authorities, tourists and tourism entrepreneurs – understand the role of tourism as part of nature conservation and the use of national parks. Several research materials were analysed in the study. Firstly, the land use and management plans of Finnish national parks and some other official planning documents were analysed with qualitative methods. Secondly, tourists and tourism entrepreneurs were interviewed in Koli National Park in Eastern Finland.

National parks are not understood as articulations of un-

touched nature, but rather as spaces constructed by historical and social practices. Nature is culturally defined as worth protecting, and the management and land use of parks are based on socially defined principles. Nature conservation is political and societal activity, and thus, the role of tourism in national parks is neither historically nor culturally unchanging nor indisputable.

On the basis of the analysis of the research materials, the study identifies four discourses that define the interaction between nature conservation and tourism in national parks: *national parks as conservation areas*, *national parks as tourist destinations*, *national parks as destinations of sustainable nature-based tourism*, and *national parks as resources of local people*. According to the study, the role of tourism has increased in Finnish national parks as a result of the growth of nature-based tourism and changes in conservation thinking. In this decade, *national parks as destinations of sustainable nature-based tourism* has become the dominant discourse directing the management and land use of national parks. Tourism is justified not only with recreational and educational arguments, but the aspects of regional development are increasingly raised in the plans. The aim is to combine the ecological goals of nature con-

ervation and the economic goals of nature-based tourism in national parks by implementing the principles of sustainability. At the same time the interests of local people are taken into account more widely than previously. Accordingly, the different discourses defining the

interaction between nature conservation and tourism have come closer to each other. The discursive change shows that nature conservation has become more instrumental and market-oriented.

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## Visual construction of the indigenoussness - Finnish Lapland travellers' photographs of the Sami people and culture

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This presentation deals with the Lapland travellers' photographs of the Sami people and culture. The data consists of 182 photographs from eight different persons and one journal of active Lapland travellers. Aim in the study – to which this presentation bases on – is to trace the myths, visual discourses and visual orders that are present in the travellers' photographs. These are approached through themes and topics present in the pictures: Sami dwelling places, people, means of livelihood, festival and celebrations, religious symbols

and sites, and nature. Photographs and their connotations are analysed against general conceptualisations of the Sami represented in the Finnish Lapland travelling industry and old travel literature. Focus in the presentation is first of all on which kinds of identities these photographs produce for the Sami people. Secondly, which kinds of meanings they give to their culture. Thirdly, how these visual significations relate to the more general Finnish discourses and narratives about the Sami.

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## Cultural heritage tourism in Antarctica and Svalbard (Spitsbergen): Patterns, impacts, and policies

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This contribution examines tourism in Antarctica and Svalbard (Spitsbergen), and its likely effects on cultural heritage sites. Protection mechanisms in both regions are compared and contrasted.

For several centuries the Polar Regions have been the focus of activities of people originating from outside these regions, including explorers, whalers, seal hunters, and scientists. Their activities have left many material remains in the polar landscape, including supply depots, huts and shelters of explorers or trappers, industrial remains, research stations, and crosses, graves and other

memorials that mark the location of past events. These and other comparable remains are significant because they relate the history of exploration and exploitation of the Polar Regions.

Following on these earlier activities, contemporary polar tourism represents a new phase in the "exploration" and exploitation of the Polar Regions. Polar tourism has increased significantly over the past few decades and it is characterised by growth, diversification, and geographic expansion.

Tourism relies on the long-term use of certain sites that have been established as tourism destinations, and in the “discovery” of new sites. As part of this process some cultural heritage sites have become tourism attractions and regular destinations, adding to other sites that are visited for their natural or scenic values. Key cultural heritage sites are regularly included in standard tourist itineraries and are also the subject of specialized tourism. Tourism may help to finance the protection of, increase the appreciation for, the remains of past activities and the history they represent. However, facilitating tourism access may also result in an erosion of heritage values through the direct, indirect or cumulative effects of tourism pressure or management responses. Disturbances to cultural heritage sites resulting from visitation can expedite degradation by natural processes and climate change.

The patterns of tourism developments in both Antarctica and Svalbard have been broadly similar. The cul-

tural remains of both Antarctica and Svalbard result from comparable developments, particularly since the 1900s (although mining is exclusive to Svalbard). Many of the sites that have particular significance in the history of Antarctica or Svalbard have become tourist destinations. Both regions are subject to international treaties – the 1959 Antarctic Treaty, and the 1920 Treaty of Spitsbergen, respectively. However, in practice the regime of governance is international for the Antarctic and national for Svalbard. This difference has implications for the management of tourism and the protection of cultural heritage sites, which are examined in this contribution.

Research is primarily based on fieldwork conducted in both in Antarctica and Svalbard and in interviews with key stakeholders.

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## Reconstructing locality in contemporary tourism development: Historical context of the representations of Sami culture in the Finnish tourism promotion

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Recently the role of localities – local communities, cultures and place-specific traditions – has been stressed in tourism studies and development discussions and strategies. The rise of locality has been based on the changing modes of touristic production and consumption in Western societies and an increasing need for sustainability in tourism development. However, the local and especially indigenous cultures have been traditionally utilised in ways referring to unsustainable and unethical grounds of tourism development. This presentation aims to provide a historical overview to the challenging relationship between tourism development, local com-

munities, cultures and sustainability. The focus is set on a conventional (mass) tourism and its local connections in northern peripheral regions. In spite of the rhetoric turn addressing the new role of localities the tourism-centric modes of development and sustainability tend to situate local communities and indigenous cultures, such as Sami, to a staged and marginal position based on the historically constructed representations of locality. This tendency is discussed in the context of Finnish Lapland by utilising selected touristic representations of Sami culture as case examples.

# Clash of forestry and tourism: Uncertainty and adaptability in Muonio, in Northern Finland

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Tourism is a growing field all over the world, and eco-tourism is one of its branches facing rapid growth. As a result, the need to use land for tourism is growing and contradictions might occur between tourism and other forms of land use. Land use is often characterised by contradictory interests, but also by ecological, livelihood and knowledge uncertainties, and constant change. Adaptive management has been developed to tackle these challenges and hence it is useful in developing the governance towards more sustainable forms of resource use. This article examines a dispute which emerged between tourist entrepreneurs, other locals and the state's forestry enterprise Metsähallitus in Northern Finland in the municipality of Muonio. After negotiations and public discussion in media a resolution to the dispute was achieved: the Metsähallitus rented the for-

ests for the tourist entrepreneurs for ten years. The solution included some features of adaptive management: place specific solution, interaction and negotiation, and emergence of social capital in some respects. The problems were the following. Firstly, the locals stated that lack of open and transparent knowledge about the plans of the Metsähallitus was the main driving force why the contradictions could not be solved without the dispute. Secondly, as a result of polarized debate in the media and in the negotiations the solution, rent, was achieved without a careful deliberation. In the end none of the parties were satisfied with the rent. Thirdly, if the rent model will diffuse to other areas, it might result in the exclusion of some interest groups who do not have the money to pay the rent.

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## Emerging awareness to changing climate: Tourism industry's perceptions and attitudes to the future of nature-based winter tourism in Finland

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Climate change will have impact on all kinds of tourism by changing, among others, travel and tourist destination patterns and tourist decision making, but especially nature-based tourism will be facing significant changes. Since nature-based tourism is of great importance in Finland and especially in the northern parts of the country, the effects on it may have far-reaching consequences in Finnish tourism industry, tourism dependent communities and economies. Winter tourism in Northern Finland is not based only on downhill skiing,

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but increasingly on wide range of snow-related activities such as snowmobiling, reindeer programmes, dog sledding, cross country skiing and Christmas and New Year related outdoor programmes.

The future of nature-based tourism under a changing climate depends on many inter-related issues, such as the intensity of the change (which may differ between regions) and the forms and seasonal aspects of tourism activities. Besides these, the reactions of both tourists

and tourism entrepreneurs will most probably have influence on the form and scope of the nature-based tourism in the coming years. In this presentation, the future of nature-based winter tourism in Finland is analysed from the perspective of the tourism industry, which is in crucial position in defining the future activities and possibilities of tourism development. The paper analyses the attitudes and perceptions concerning climate change and its effect on Finnish tourism industry and changes in attitudes that have taken place in recent years, after relatively mild winters and late starts of the season in both Southern and Northern Finland. The research material is mainly based on a questionnaire to winter tourism entrepreneurs (n=173) but thematic interviews on adaptation of nature-based entrepreneurs to climate change are also utilised.

Based on the initial results, the perceptions on climate change and its effects on nature-based tourism have

changed remarkably in a short period of time. Compared to earlier dismissive attitudes, the majority of entrepreneurs now believes that climate is changing and that the change is caused by human actions. However, only half of the respondents share the opinion that tourism entrepreneurs' actions can have impact on the intensity of this change. In the light of climate change, the future conditions for nature-based tourism are considered unfavourable by more than half of the respondents; in Southern Finland 95 % of the entrepreneurs consider the future of their main winter products to be bad or extremely bad. The future is seen more optimistic in the Northern Finland, especially for skiing, but also there some products are predicted to face significant challenges in the future.

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## Contested place and the legitimization of sovereignty through tourism in Polar Regions

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Arctic and Antarctic territories are among the most hotly contested in the world today. Antarctica, for example, is one of the last remaining land areas that have not been legally divided with sovereign control of land and territorial waters. This paper examines international law in Antarctica and territorial claims in Antarctica and the

Arctic and how these affect tourism growth and functions. In particular the paper will address the use of tourism as a tool for asserting territorial sovereignty in polar regions, as well as the implications of a lack of legally-defined spatial entities in promoting and developing tourism.

# A study on the expectations of Antarctic visitors towards their trip: Images created about Antarctica and the relationship with Ushuaia (Argentina) as a gateway city

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In the world of tourism, Antarctica is generally described as an exceptional setting that awakens emotions generated by the experiences that take place in a pristine remote area. The superlative way in which it is mostly characterised -the coldest, driest, windiest, iciest, highest, remotest, etc.- has imprinted a very specific "image" that reinforces that idea of the wild. Besides, Ushuaia (Tierra del Fuego, Argentina) located at the southern tip of South America (54° 48' S - 68° 19' 0), has become not only a nature-based destination, but also the main maritime gateway to Antarctica for tourist cruises basically due to its location and infrastructure. Taking the above into account, this paper examines the range of Antarctic images created by tourist representations, based on visitor's expectations towards Antarctica and their views about Ushuaia as both a gateway and a destination. The methodology

comprises on the one hand, surveys taken to Antarctic visitors during the 2006-2007 season. In this respect, expectations could be grouped into different categories according to the images they represent (a major distinction was recognised - tangible heritage and symbolic values-). On the other, brochures and travel book guides were also analysed to assess how Antarctica is presented to tourists and in which way Ushuaia is characterised. The results are basically related to singular aspects of Antarctica viewed as a remote destination; they highlight certain species of wildlife, scenery and the symbolic values associated with the idea of remoteness and world's end. Moreover, the results help us visualize the factors or conditions which particularly strengthen the complementary relationship of Ushuaia as a gateway and a complementary destination towards the Antarctic.

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