



LAPIN YLIOPISTO
UNIVERSITY OF LAPLAND



Organized and hosted by University of Lapland and
Multidimensional Tourism Institute (MTI)



The 1st Workshop on the Future of Winter Tourism (FWT2017)

Rovaniemi, Finland, April 3 - April 5, 2017

Programme and Book of Abstracts

Multidimensional Tourism Institute (MTI)
Faculty of Social Science
University of Lapland





Dear Colleagues and Friends of Winter Tourism,

Welcome to Rovaniemi and the first workshop on the Future of Winter Tourism. Our intention has been to gather experienced scholars in tourism and related fields together to better understand possibilities and challenges that winter tourism faces in the future. After the hard work of the last months, it is indeed rewarding to see today the top researchers contributing our research fields worldwide attending the workshop.

In this workshop 15 full papers will be presented. All the submitted papers were anonymously reviewed by members of the Scientific Committee. In addition of these papers, four keynote sessions will take place, with the participation of distinguished speakers. In order to gain broader perspective we have invited industry specialists also to attend. I am especially happy to see you in this workshop. During the workshop there is an excellent chance to meet and discuss subjects of mutual interest. It is great pleasure to see all of you among us. Given the wide interest of our meeting and the fact that most papers are kindly been made available for downloading in advance by the authors, we are sure our workshop will inspire discussion even more.

Organizing a workshop is a surprisingly hard task. I feel indebted all the people who have worked hardly for the success of this workshop. A special thanks goes to my colleague Senior Economist Martin Falk at Austrian Institute of Economic Research (WIFO) for helping me with many issues. I am deeply grateful for the members of the Scientific Committee who diligently reviewed and provided suggestions for authors before their final submission. I would also like to thank our session chairs and discussants whose contribution is invaluable. For taking care of the practical matters of the workshop I would like to thank the members of Organizing Committee for all the help. A special thanks goes to Heli Ilola for editing work, to Jaana Ojuva for web assistance, to Marja-Leena Porsanger, the Rovaniemi-Lapland Congresses for all her great and efficient assistance.

The workshop could not have been possible to organize without the financial help from many institutions. A great thank goes to our main sponsor, Federation of Finnish Learned Societies. Support from Pohjolan Osuuspankki, Lapland Hotels and City of Rovaniemi is also gratefully acknowledged.

We hope that you will find the workshop program stimulating and rewarding, and that you will enjoy your stay in Lapland and the beautiful city of Rovaniemi.

Markku Vieru

Chair of the Scientific Committee and the Organizing Committee

Scientific Committee

Carlo Aall (Member), Western Norway Research Institute, Sogndal, Norway

Peter Björk (Member), HANKEN School of Economics, Vaasa, Finland

Cenk Demiroglu (Member), Istanbul Bilgi University School of Tourism and Hospitality, Istanbul, Turkey

Martin Falk (Chair), Austrian Institute of Economic Research (WIFO), Vienna, Austria

Olga Goncalves (Member), University of Perpignan (IAE), France

Carmen de Jong (Member), University of Strasbourg, Strasbourg, France

Antti Honkanen (Member), University of Lapland, Rovaniemi, Finland

Mia Landauer (Member), International Institute for Applied Systems Analysis (IIASA), Laxenburg, Austria

Franz Prettenhaler (Member), Joanneum Research Forschungsgesellschaft, Graz, Austria

Adriaan Perrels (Member), Finnish Meteorological Institute, Helsinki, Finland

Ulrike Pröbstl-Haider (Member), University of Natural Resources and Life Sciences, Vienna, Austria

Daniel Scott (Member), University of Waterloo, Waterloo, Canada

Robert Steiger (Member), University of Innsbruck, Innsbruck, Austria

Kaarina Tervo-Kankare (Member), University of Oulu, Oulu, Finland

Liisa Tyrväinen (Member), Natural Resources Institute Finland (Luke), Helsinki, Finland

Markku Vieru (Chair), University of Lapland, Rovaniemi, Finland

Keynotes

Carlo Aall



Dr. Carlo Aall holds a master in Nature conservation from the Agricultural University of Norway (1987) and took his PhD at the University of Aalborg in 2002. The title of his thesis was “When is Change Change? From nature protection to sustainable development in Norwegian municipalities”. He has been working at Western Norway Research Institute (WNRI) since 1990; since 1999 as head of the environment research group. In addition he holds a 20% position as professor in sustainable development at the Western Norway University of Applied Sciences. He has also been acting as a visiting professor in sustainable development at Aarhus University Herning (Denmark) linking up with the Nordic Centre of Excellence for Strategic Adaptation Research (NORD-Star) and Arctic Research Centre (ARC). During years 1988-90 he worked as an environmental adviser in the municipality of Ølen and has since 1996 been involved together with his wife in a farm restaurant specializing on organic and local food. Carlo has worked with a number of large research projects funded by the Norwegian Research Council as well as international EU financed projects.

Daniel Scott



Dr. Daniel Scott is a professor in the Department of Geography and Environmental Management at the University of Waterloo, a University Research Chair, as well as the Executive Director of the Interdisciplinary Centre on Climate Change. He has worked extensively in the areas of climate change, global tourism, and protected area management. He has collaborated with the United Nations World Tourism Organization, United Nations Environment Programme, the World Meteorological Organization, and several development organizations. Dr. Scott has been a contributing author and expert reviewer for the Intergovernmental Panel on Climate Change's Third, Fourth, and Fifth Assessment Reports.

Keynotes (con'd)

Antti Honkanen



Dr. Antti Honkanen is a director and a professor at the Multidimensional Tourism Institute (MTI), University of Lapland. Before this position he has served as a director of Centre for Tourism Studies at University of Eastern Finland. His background is in sociology but he is specialized in tourism and leisure studies. He is also the Adjunct Professor at University of Turku, Turku School of Economics and the chairman of Finnish Society for Tourism Research. His research interest in the field of tourism studies includes quantitative methods, seasonality in tourism, travel motivations and behavior. He has also led several research and development projects.

Ari Vuorentausta



Ari Vuorentausta, CEO of Lapland Hotels, holds a Master of Science (Business Administration) from the Turku School of Economics. Lapland Hotels, the biggest hotel chain in Lapland, is expanding and today it comprises 17 hotels reaching from Central Finland up north in Lapland. Before current position he served as a manager responsible for sales and marketing of the company.

The Future of Winter Tourism 2017, Rovaniemi, Finland - Programme*
Mon 3, April 2017, Venue: Lapland Hotel Sky Ounasvaara (Juhannuskalliontie)
Registration office is opened at 10 am
12.00 -12.10 Opening address: Markku Vieru , University of Lapland
12.10 -12.20 Welcoming words: Rector Mauri Ylä-Kotola , University of Lapland
12.20 -12.30 Greetings on the behalf of Ministry: Head of Tourism Policy Nina Vesterinen , Ministry of Economic Affairs and Employment
12.30 -13.10 Keynote speech (Chair: Markku Vieru) “Adapting to climate change in winter tourism: Part of the climate solution as well as the climate problem?” Carlo Aall, Western Norway Research Institute, Sogndal, Norway
13:10 - 13.30 Break
13:30 -15.30 Session 1: Sustainability strategies in snow-based tourism (Chair: Carlo Aall) 1. “SWOT analysis of winter travelling in the Alps: A Delphi Approach for 2030” Bayer Jannes, Management Center Innsbruck, Austria Siller Hubert, Management Center Innsbruck, Austria Fehringer Astrid, Management Center Innsbruck, Austria Discussant: Steiger Robert, University of Innsbruck, Austria 2. “Arctic charity tourism” Mishina Daria, Webster University, Austria Discussant: Pons Marc, Sustainability Observatory of Andorra, Andorra 3. “Future of winter tourism in Turkey: Destination strategies for the Erzurum-Erzincan-Kars Winter Tourism Corridor (WTC)” Cetin Gurel, Istanbul University, Turkey & Bogazici University, Turkey Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey Discussant: de Jong Carmen, University of Strasbourg, France
15:30 -15:50 Break
15:50 -17:50 Session 2: Shaping winter destinations (Chair: Antti Honkanen) 1. “Skiing unlimited? Acceptance of resort extension by skiers in Tyrol/Austria” Pröbstl-Haider Ulrike, University of Natural Resources and Life Sciences, Austria Mostegl Nina, University of Natural Resources and Life Sciences, Austria Haider Wolfgang, Simon Fraser University, Canada Discussant: Vieru Markku, University of Lapland 2. “Roles of internal stakeholders in development of a destination brand identity- case Levi ski resort” Komppula Raija, University of Eastern Finland, Finland Pahkamaa Päivi, University of Lapland, Finland Saraniemi Saila, University of Oulu, Finland Discussant: Cetin Gurel, Istanbul University, Turkey & Bogazici University, Turkey 3. “Shaping the future of winter tourism in rural Austria. Experiences from an applied research project” Abegg Bruno, University of Innsbruck, Austria Steiger Robert, University of Innsbruck, Austria Discussant: Heikkinen Vesa, University of Haaga-Helia Applied Sciences, Finland

<p>Tue 4, April 2017, Venue: University of Lapland, Main Campus, Yliopistonkatu 8, ROOM: LS3 (Bus from Lapland Hotel Sky Ounasvaara to University of Lapland leaves at 08:30)</p>
<p>09:00 - 09:40 Keynote speech (Chair: Antti Honkanen) “Does climate change risk represent a ‘Yard Sale’ for the ski industry?” Daniel Scott, <i>University of Waterloo, Waterloo, Canada</i></p>
<p>09:40 - 10:00 Break</p>
<p>10:00 - 12:00 Session 3: Climate change impacts on winter tourism (Chair: Daniel Scott)</p> <ol style="list-style-type: none"> 1. “The transformative capacity of Norwegian ski resorts in the face of climate change” Dannevig Halvor, Western Norway Research Institute, Norway Gildestad Ida Marie, Western Norway Research Institute, Norway Aall Carlo, Western Norway Research Institute, Norway Steiger Robert, University of Innsbruck, Austria Scott Daniel, University of Waterloo, Canada Discussant: Tervo-Kankare Kaarina, University of Oulu, Finland 2. “Environmental impacts of winter sport resorts: Where do we go from now?” de Jong Carmen, University of Strasbourg, France Discussant: Abegg Bruno, University of Innsbruck, Austria 3. “International tourism demand to Finnish Lapland in the early winter season” Falk Martin, Austrian Institute of Economic Research, Austria Vieru Markku, University of Lapland, Finland Discussant: Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey
<p>12:00 - 12:50 Lunch</p>
<p>12:50 - 13:30 Keynote speech (Chair: Markku Vieru) “Reducing seasonality in Finnish Lapland – mission impossible?” Antti Honkanen, <i>University of Lapland, Rovaniemi, Finland</i></p>
<p>13:30 - 13:50 Break</p>
<p>13:50 - 15:50 Session 4: Climate change affecting on ski visitors (Chair: Martin Falk)</p> <ol style="list-style-type: none"> 1. “Future tourism related climate of ski resorts in Northern Finland” Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey Collu Kamil, Bogazici University, Turkey Turp M. Tufan, Bogazici University, Turkey An Nazan, Bogazici University, Turkey Kurnaz M. Levent, Bogazici University, Turkey Discussant: Falk Martin, Austrian Institute of Economic Research, Austria 2. “Searching for arctic premium and luxurious lifestyle - Interpretations of the Lappish lifestyle brand and transmodern tourists” Heikkinen Vesa, University of Haaga-Helia Applied Sciences, Finland Discussant: Gildestad Ida Marie, Western Norway Research Institute, Norway 3. “Climate change impacts on skier behavior and spatial distribution of skiers in Austria” Pons Marc, Sustainability Observatory of Andorra & Andorra Research Institute, Andorra Posch Eva, University of Innsbruck, Austria Steiger Robert, University of Innsbruck, Austria Vilella Marc, Sustainability Observatory of Andorra, Andorra Discussant: Daniel Scott, <i>University of Waterloo, Waterloo, Canada</i>
<p>(Bus from University of Lapland to Lapland Hotel Sky Ounasvaara leaves at 16:10)</p>
<p>19:00 - Dinner at Lapland Hotel Sky Ounasvaara, Juhannuskalliontie, Rovaniemi Welcoming drinks offered by the City of Rovaniemi</p>

Wed 5, April 2017 Venue: Lapland Hotel Sky Ounasvaara, Juhannuskalliontie, Rovaniemi
08:30 - 11:00 Outdoor activities/skiing
11:00 - 11:50 Lunch
11:50 - 12:20 Keynote speech (Chair: Markku Vieru) "How researchers can contribute the tourism industry - a northern perspective" Ari Vuorentausta, <i>Lapland Hotels</i> , Finland
12:20 - 12:40 Break
12:40 - 14:40 Session 5: Visitors' behavior (Chair: Raija Komppula) <ol style="list-style-type: none"> 1. "Entrepreneurship in nature-based winter tourism under changing climate" Tervo-Kankare Kaarina, University of Oulu, Finland Discussant: Mostegl Nina, University of Natural Resources and Life Sciences, Austria 2. "Factors affecting cancellation behaviour: Is this prompted by a typical guest or specific weather condition?" Falk Martin, Austrian Institute of Economic Research, Austria Vieru Markku, University of Lapland, Finland Discussant: Komppula Raija, University of Eastern Finland, Finland 3. "Santa Claus Destinations: Nordic stage versus Anatolian heritage" Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey Discussant: Bayer Jannes, Management Center Innsbruck, Austria
14:40 - 15:00 Break
15:00 - 16:00 Debate with keynote speakers and participants (Chair: Markku Vieru) Carlo Aall, Western Norway Research Institute, Norway Daniel Scott, University of Waterloo, Canada Antti Honkanen, University of Lapland, Finland Ari Vuorentausta, Lapland Hotels, Finland
16:00 - 16:10 Best paper award Daniel Scott, University of Waterloo, Canada
16:10 - 16:30 Closing address Markku Vieru, University of Lapland, Finland Martin Falk, Austrian Institute of Economic Research, Austria

*The organizers reserve full right to modify the programme at any time. Any liability resulting from programme changes be it direct or indirect, material or immaterial, are hereby excluded. By attending the workshop, this disclaimer is accepted without any restrictions.

Monday 3rd of April 2017

Venue: Lapland Hotel Sky Ounasvaara, Juhannuskalliontie, Rovaniemi

Opening address

(12.00-12.10)

Markku Vieru

Welcoming words

(12.10-12.20)

Rector Mauri Ylä-Kotola

Greetings on the behalf of Ministry

(12.20-12.30)

Head of Tourism Policy Nina Vesterinen, Ministry of Economic Affairs and Employment

Keynote speaker

(12.30-13.10)

Carlo Aall

Western Norway Research Institute, Sogndal, Norway

“Adapting to climate change in winter tourism: Part of the climate solution as well as the climate problem”

In Shakespeare’s Macbeth, the three witches make their brew while singing the magic formula: "Double, double, toil and trouble. Fire burn and cauldron bobble". Their prophecy reflects the magnitude of Macbeth's toil and multitude of trouble. This also serves as a metaphor for the ‘double trouble’ of having to mitigate and adapt to climate change at the same time, and the ‘toil’ of having to do this at such haste and to such a large extent. The key-note will use winter tourism in Norway as a case to illustrate these troubles and toils, by means of showing how climate change are and will continue to affect winter tourism, how the tourism industry and the tourists are adapting to the effect of climate change, and the consequences of planned as well as autonomous adaptation measures with respect to energy use and emission of greenhouse gas emissions. Finally, I will discuss possible ways out of these negative relationships.

Break

(13:10 - 13:30)

Session 1

(13:30 - 15:30)

Sustainability strategies in snow-based tourism (Chair: Carlo Aall)

1. "SWOT Analysis of winter travelling in the Alps: A Delphi approach for 2030"

Bayer Jannes, Management Center Innsbruck, Austria

Siller Hubert, Management Center Innsbruck, Austria

Fehringer Astrid, Management Center Innsbruck, Austria

Abstract: The Alps are one of the most important and popular tourism destinations within Europe. Even though culture, attitude towards and history differ within the alpine regions, tourism is a crucial economic factor. The different alpine regions form the Alps as an overall tourism destination, but are also competing with each other in terms of tourism arrivals and overnight stays. However, central questions about future developments and challenges are similar regardless of country or region. The purpose of this research was to bring experts from all across the Alps together, to identify relevant developments and trends, and to elaborate major forthcoming challenges including appropriate measures to strengthen alpine winter tourism with the help of a Delphi survey. Experts from the industry as well as academic experts with different origins and professional backgrounds supported this research. This contribution is an excerpt of the comprehensive research and focuses on the SWOT analysis made by specifications regarding strength/weaknesses and opportunities/threats. Results show a variety of current and upcoming areas of activities. Furthermore, recommendations are derived to meet these challenges.

Keywords: Alpine winter tourism, SWOT analysis, Delphi approach, Forecast

Discussant: Steiger Robert, University of Innsbruck, Austria

2. "Arctic charity tourism"

Mishina Daria, Webster University, Austria

Abstract: The purpose of this article is to introduce a new tourism-approach: charity tourism. In contrast to other studies, I consider whether business (especially expensive winter tourism) can be connected to charity. Specifically, I focus on the needed changes in understanding tourism in general. Tourist operators and tourists need to avoid consumer attitude and need to follow the "The Golden Rule". Under the "winter tourism" I analyze Arctic territories (High-Arctic, Low-Arctic and sub-Arctic territories). Using qualitative method of analysis, I find evidence of possibility to manage a "Arctic Charity Tourism" as a project of the Arctic Council or as an independent NGO. The Arctic region has many different problems with infrastructure, education of people in the Arctic, territorial, social, and health development. Thus, I demonstrate that every Arctic tourist is able to take part in the further Arctic development.

Keywords: International tourism, Charity, Indigenous people, Winter tourism

Discussant: Pons Marc, Sustainability Observatory of Andorra, Andorra

3. “Future of winter tourism in Turkey: Destination strategies for the Erzurum-Erzincan-Kars Winter Tourism Corridor (WTC)”

Cetin Gurel, Istanbul University, Turkey & Bogazici University, Turkey

Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey

Abstract: Since 1980s, tourism in Turkey has been encouraged to become a major industry because of its economic benefits. Yet, incentives have been supplied mainly for mass summer tourism development. Today, winter tourism, among other alternative tourism types, is one of the foremost options to diversify the tourism offer in the country. The main objective of this study is to explore strategies for winter tourism destinations through the case of the recently proposed Erzurum-Erzincan-Kars Winter Tourism Corridor (WTC) in Northeast Turkey. Thus the study examines alternative strategies for WTC that were proven successful in other winter tourism destinations. Because of its exploratory nature, a qualitative approach has been pursued. Initially 21 winter tourism experts from 16 benchmark destinations have been identified and interviewed for best practices. Then, suggested strategies were validated by three different workshops in the three provinces of the WTC. Finally, the authors reached a consensus on the list of 20 destination strategies under three main categories: development, management, and marketing. Although the strategies proposed in the study are specific to the WTC, it is thought they can also be adapted to other winter tourism destinations at the early stages of their life cycles. Validation of these strategies for different spatial settings and tourism types is suggested for further research.

Keywords: Winter Tourism, Strategy Formulation, Destination Development, Destination Management, Destination Marketing, Turkey

Discussant: de Jong Carmen, University of Strasbourg, France

Break

(15:30 - 15:50)

Session 2

(15:50 - 17:50)

Shaping winter destinations (Chair: Antti Honkanen)

1. “Skiing unlimited? Acceptance of resort extension by skiers in Tyrol/Austria”

Pröbstl-Haider Ulrike, University of Natural Resources and Life Sciences, Austria

Mostegl Nina, University of Natural Resources and Life Sciences, Austria

Haider Wolfgang, Simon Fraser University, Canada

Abstract: Recent developments in European alpine ski resorts point towards the merge of small- and medium-sized ski resorts into larger entities. Despite a likely increase in the efficiency of management and marketing activities, the important question remains if the merged resorts, as mostly assumed, are essentially more attractive to the skiers themselves. The results of a representative online questionnaire with an embedded choice experiment conducted in Germany and Austria indicate that the size of the ski resort is only one factor among several the skiers consider. For winter tourists, the cost, snow safety, and the accessibility of the ski slopes

from their accommodation are of high importance. Price is also a decisive factor for daily visitors. For this group, the possibilities of public incentives and an outstanding scenic beauty are more important than the ski resort size. The results further show that vacationers and daily visitor segments have different preferences. Therefore, ski resort management and related marketing strategies should not be limited to the size, but to the best possible adaptation to the desired target group.

Key words: Ski resort merger, Choice model, Acceptance, Motives for ski resort selection

Discussant: Vieru Markku, University of Lapland

2. "Roles of internal stakeholders in development of a destination brand identity- case Levi ski resort"

Komppula Raija, University of Eastern Finland, Finland

Pahkamaa Päivi, University of Lapland, Finland

Saraniemi Saira, University of Oulu, Finland

Abstract: The purpose of this study is to find out what kind of roles the internal stakeholders of a tourist destination receive when the brand identity of the destination is being developed. The study aims to answer the following three questions: 1) *how different internal stakeholders have participated in the development of the Levi brand*, 2) *what kind of role the destination marketing organisation (DMO), Levin Matkailu Ltd, has had in the development of the brand identity*, and 3) *how the Levi brand identity and image have influenced each other*.

In this study, the brand identity of the tourist destination consists of the issues that the managers of the brand want the brand to represent. The brand identity of a destination is a dynamic entity that consists of several elements inherent to the tourist destination in continuous interaction with all of the tourist destination's stakeholders, such as tourists, politicians, local residents and employees (Saraniemi, 2009). In this study, the term "internal stakeholders" refers to entrepreneurs active at the tourist destination, administrative decision-makers, the DMO and local residents. The local viewpoint is represented by local actors who were born in Kittilä.

Discussant: Cetin Gurel, Istanbul University, Turkey & Bogazici University, Turkey

3. "Shaping the future of winter tourism in rural Austria. Experiences from an applied research project"

Abegg Bruno, University of Innsbruck, Austria

Steiger Robert, University of Innsbruck, Austria

Abstract: In the academic discussion it is meanwhile common sense that tourism with its dependence on natural resources is highly vulnerable to climatic changes (Scott et al. 2012). Paradoxically, tourism is also considered as one of the sectors the least prepared for climate change (Scott 2011). At a first glance this is surprising, as publications especially dealing climate change impacts on winter tourism, have increased continuously in the last 30 years (for a comprehensive compilation see Scott et al. 2012). On the one hand, this might simply reflect a

low awareness of decision makers in tourism. But, on the other hand, the cause could as well be a low willingness or ability of academics to work transdisciplinary, or simply spoken, to translate scientific results to the stakeholders and to tailor complicated, complex and detailed results to the interests and needs of decision makers.

In the light of the need of transdisciplinary research to promote and support climate change adaptation and mitigation, the objective of this paper is to present an applied and transdisciplinary research project conducted in a mountain region in Eastern Austria. Rather than following the 'standard' structure of a research paper with a specific research question, we want to show the pieces that contributed to a) better understand the current situation and needs in the research region, b) generate information that is of use for local decision-makers and c) we also want to discuss the role of scientists and the challenges that arise from transdisciplinary research projects.

Discussant: Heikkinen Vesa, University of Haaga-Helia Applied Sciences, Finland

Tue 4, April 2017

Venue: University of Lapland, Main Campus, Yliopistonkatu 8, Room: LS 3

Keynote speaker

(09:00 - 09:40)

Daniel Scott

University of Waterloo, Waterloo, Canada

"Does climate change risk represent a 'Yard Sale' for the ski industry?"

Global climate change is underway. With substantial additional future climate change now unavoidable, the media, public, sporting federations, tourism industry, investors, and community leaders all have many questions about the risks and opportunities facing winter sports businesses and ski tourism destinations. This presentation will trace the evolution of our understanding of the differential climate change risk among winter sports and the regional ski markets in North America over the last 30 years, including the responses of the ski industry. Implications for inter-market competitiveness will be examined, including for which ski tourism destinations 'Quae non possunt non manent' (things that can't last - don't).

Break

(09:40 - 10:00)

Session 3

(10:00 - 12:00)

Climate change impacts on winter tourism (Chair: Daniel Scott)

1. “The transformative capacity of Norwegian ski resorts in the face of climate change”

Dannevig Halvor, Western Norway Research Institute, Norway

Gildestad Ida Marie, Western Norway Research Institute, Norway

Aall Carlo, Western Norway Research Institute, Norway

Steiger Robert, University of Innsbruck, Austria

Scott Daniel, University of Waterloo, Canada

Abstract: This paper presents work in progress on assessing vulnerability and adaptation to climate change on ski destinations in Norway. Skiing is the closest you get to the national sport in Norway, and skiing can be conducted in all parts of the country. However, climate change is leading to less stable winters, creating a need for adaptation or even transformation. Despite an increasing body of literature on the impacts of climate change on ski tourism from all over the world, very little is known about the impacts and adaptation or transformation options for Norwegian ski resorts. The larger resorts are concentrated in the eastern part of the country, with an additional three large resorts in the western and one in northern region of Norway. The large resorts in eastern and the one in the northern region will in the near and medium term future most probably have good opportunities for artificial snow production. The climate projections are more worrying for the ski resorts in Western Norway, as these already enjoy a less stable winter climate due to its proximity to the sea.

Employing projections for future snow and snow making conditions, this paper impacts on skiing conditions in Norwegian ski resorts. It will be followed by an assessment of the adaptive and transformative capacity of the resorts, currently an under investigated feature in the literature about skiing and climate change.

Keywords: Climate change impacts, Transformative capacity, Snow making, Western Norway

Discussant: Tervo-Kankare Kaarina, University of Oulu, Finland

2. “Environmental impacts of winter sport resorts: Where do we go from now?”

de Jong Carmen, University of Strasbourg, France

Abstract: While ski resorts are stable in number but subject to intensification and extension to higher altitudes in most of Europe there is a worldwide trend in the development of new ski resorts, especially in Asia thereby perennialising already familiar environmental problems. Principle environmental issues are the overuse and pollution of natural resources, sometimes irreversible in nature. Few interdisciplinary publications on the environmental impacts of winter sport resorts as a whole exist since a reductionist view of the environment and extend of a ski resort often prevails next to disciplinary specialisation. Although environmental impacts go far beyond the ski runs themselves, many other important features such as water reservoirs and pipelines for snowmaking, lifts, roads and parking lots and factors such as water quantity and quality as well as natural hazards and climate change are neglected. Environmental concerns have become so severe, even impairing human health, that there is a serious tug-of-war

between politically and economically-motivated ski resort expansion plans and citizen movements trying to stop expansion and pleading for alternatives. Relations within a complex palette of stakeholders, perception of nature and environmental impacts and the role of media will be discussed within this extremely intricate and vulnerable setting. The highly politicised role of Environmental Impact Assessments (EIA) and environmental labels is analysed against this background and alternative solutions proposed.

Keywords: Climate change, Water scarcity, Stakeholders, Lobbying, Politics, Labels

Discussant: Abegg Bruno, University of Innsbruck, Austria

3. “International tourism demand to Finnish Lapland in the early winter season”

Falk Martin, Austrian Institute of Economic Research, Austria
Vieru Markku, University of Lapland, Finland

Abstract: This paper investigates the determinants of international overnight stays by visitor country to Finnish Lapland in the early winter season. The data is based on the five major winter destinations for the period 1995-2014. International overnight stays in December increased rapidly with growth rates of 9 percent on average. Dynamic panel data models show that snow conditions measured as the percentage of days with 30 cm or more in December has a significant impact on overnight stays of visitors coming from the neighbouring countries (Norway, Russia and Sweden). In contrast, snow conditions do not play a role for visitors from distant countries (UK, Western Europe, Japan). Furthermore, we find that high exchange rate elasticities exceeding one in absolute terms. Given the impact of prices, real GDP and snow conditions international tourism demand of visitors from Netherlands, France, Germany, Russia and the United Kingdom increased between 6 and 14 percent year on average, whereas overnight stays from Japan and Scandinavian countries have not changed much.

Keywords: International tourism demand, Snow conditions, Panel data models

Discussant: Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey

Lunch

(12:00 - 12:50)

Keynote speaker

(12.50-13.30)

Antti Honkanen, University of Lapland, Rovaniemi, Finland
“Reducing seasonality in Finnish Lapland – mission impossible?”

Practically all destinations are less or more affected by seasonality. It means the concentration of tourist flows in relatively short periods of the year. Butler (1994) explains it as ‘a temporal imbalance in the phenomenon of tourism, which may be expressed in terms of dimensions of such elements as numbers of visitors, expenditure of visitors, traffic on highways and other forms of transportation, employment, and admissions to attractions’.

Causes of seasonality are divided into 1) natural and 2) institutional reasons. The natural seasons have traditionally been regarded as permanent features. For instance, weather and climate have

many different effects in relation to tourism. Weather is a limiting but also an enabling factor in tourism. Skiing resorts are highly dependent on snow condition. Institutional seasonality is the result of human decision. It is an outcome of a combination of religious, cultural, ethnic and social factors. Institutional seasons are supposed to be less permanent than natural seasons.

Seasonal pricing, market diversification, product diversification and promotional activities are the most used tools for reducing seasonality and boosting off-season demand. However, tourist regions have different seasonal potential and resources. Sometimes reasons for seasonality restrict tourism during the low season so strongly that only possibility is the acceptance of seasonality.

In Finnish Lapland, regions have tried to expand winter season and create a new season in summer even if the popularity of areas is based strongly on winter activities as skiing. They have historical reason to believe the potential of summer season. Lapland was a summer destination in the 1970s when skiing resorts were not build yet.

In the presentation it is discussed about the causes of seasonality in Lapland and possibilities to reduce it. Different famous winter resorts as Levi, Saariselkä and Ylläs are compared and their visitor structure is studied aiming to understand the nature of regions' past and future seasonality.

Break

(13:30 - 13:50)

Session 4

(13:50 - 15:50)

Climate change affecting on ski visitors (Chair: Martin Falk)

1. "Future tourism related climate of ski resorts in Northern Finland"

Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey

Collu Kamil, Istanbul Bilgi University, Turkey

Turp M. Tufan, Istanbul Bilgi University, Turkey

An Nazan, Istanbul Bilgi University, Turkey

Kurnaz M. Levent, Istanbul Bilgi University, Turkey

Abstract: Climate change is one of the majors concern on the ski tourism industry. The global ski tourism supply displays relative vulnerabilities against the climate change phenomenon that portrays severe shortages in snow cover depths and durations. This paper examines the impacts of climate change on the two major ski resorts in Northern Finland. The study employs a high resolution and dynamical climate model, RegCM4, to project the changes in the snow reliability and other ski tourism related climatic characteristics of these two resorts for the 1971-2010 and the 2021-2050 periods under the RCP 8.5 scenario. The preliminary results demonstrate clear snow reliability for the both cases, despite the deteriorating natural and technical snow conditions, and improved conditions in terms of the frequency of too cold days. Upon validation of the model, it is suggested that these climatic findings be coupled with relevant socioeconomic findings for construction of a more comprehensive agent based model over a wider domain that would represent the whole ski tourism industry in the Nord.

Keywords: Climate change, Climate modelling, Ski tourism, Snow reliability, RegCM, Finland

Discussant: Falk Martin, Austrian Institute of Economic Research, Austria

2. “Searching for arctic premium and luxurious lifestyle - Interpretations of the Lappish lifestyle brand and transmodern tourists”

Heikkinen Vesa, University of Haaga-Helia Applied Sciences, Finland

Abstract: This article focuses on describing and interpreting the change of Lappish experience tourism brand from postmodern experience industry towards transmodern lifestyle industry. By the transmodern lifestyle tourism industry, I am referring to the ecologic, ethical and responsible service production and consumption and brand management.

The key objective of this paper is to depict and predict the brand strategic elements in succinct form postmodernity and transmodernity in Lappish tourism, experience and hospitality industry. Secondly, this article will attempt a sketch of the Lappish postmodern experience tourist and transmodern lifestyle tourist. Thirdly this article will describe the brand strategic and operational landscape of the transmodern lifestyle industry as a part of tourism and hospitality industry in Finnish Lapland.

This brand and concept analysis is descriptive and phenomenological. The empirical material is based on a business and consumer insight and foresight analysis of 20 Lappish Tourism and hospitality companies.

Keywords: Transmodernity, Lifestyle industry, Postmodern tourist, Transmodern tourist, New luxury

Discussant: Gildestad Ida Marie, Western Norway Research Institute, Norway

3. “Climate sensitivity of skier behavior and spatial distribution of skiers in Austria”

Pons Marc, Snow and Mountain Research Center of Andorra, Andorra & Sustainability Observatory of Andorra, Andorra

Posch Eva, University of Innsbruck, Austria

Steiger Robert, University of Innsbruck, Austria

Vilella Marc, Sustainability Observatory of Andorra, Andorra

Abstract: Increasing climate vulnerability has put many ski tourism markets under pressure. While impacts of climate vulnerability to the ski industry have been widely analysed, most research has not adequately addressed the interactions between supply- and demand-side responses. This paper examines how climate change and ski resort conditions could affect the skier behaviour and the spatial distribution of skiers at a regional level in Austria. Specifically, we look at interactions of adaptive behaviour of skiers and the simulation and modelling of ski resorts. Therefore, we link a supply-side model based on the results from SkiSim with a dynamic geospatial Agent-Based Model representing the demand side. A survey, which has been conducted in Austrian ski destinations, delivers the required data about travel decisions and behavioural adaptations. By closely examining the interlinkages between the supply and the demand side, we contribute to a more holistic approach in climate change impact assessments.

Discussant: Scott Daniel, University of Waterloo, Waterloo, Canada

Dinner Lapland Hotel Sky Ounasvaara (Juhannuskalliontie, Rovaniemi)
(19:00 -)

Wed 5, April 2017

Outdoor Activities/skiing

Venue: Lapland Hotel Sky Ounasvaara
(08:30 - 11:00)

Lunch

(11:00 - 11:50)

Keynote speaker

(11:50-12:20)

Ari Vuorentausta, Lapland Hotels, Finland

"How researchers can contribute the tourism industry - a northern perspective"

Break

(12:20 - 12:40)

Session 5

(12:40 - 14:40)

Visitors' behavior (Chair: Raija Komppula)

1. "Entrepreneurship in nature-based winter tourism under changing climate"

Tervo-Kankare Kaarina, University of Oulu, Finland

Abstract: Climate change presents a significant stress object for nature-based winter tourism and calls for both adaptive capacity and mitigation activities in the sector. While the sector consists of several stakeholders being affected by the changing climate, the role of the operators in tourism, namely the tourism enterprises, is emphasized in relation to both concepts. However, the level of action in the sector has remained low, despite the growing awareness and understanding about the causes and consequences of the phenomenon. Several studies on climate change risk perceptions in general and climate change awareness among tourism stakeholders have indicated that knowledge and awareness about climate change does not necessarily lead to action: Awareness about climate change and its potential risks may be on a high level, but the stakeholders show no signs of proactive action (in relation to adaptation or mitigation). One reason for the inactivity of stakeholders may be related to ideology that relates with entrepreneurship. Values are considered to hold an important role as psychological stimulus for the development of risk perceptions and behavioural intentions. Therefore, an approach that focuses on the tourism stakeholders' values and ideas about tourism entrepreneurship may bring interesting new insights to the tourism and climate change research, and support the industry in adaptation and mitigation processes.

This paper presents the findings of an exploratory study that examines the values and attitudes of nature-based winter tourism entrepreneurs in relation to adaptation to climate change. It utilizes data from thematic interviews realized among nature-based winter tourism entrepreneurs in Finland. The aim of these studies, realized between 2009 and 2014 was to examine entrepreneurs' attitudes to climate change and environmental changes in general, and to climate change adaptation in order to assess what kind of responses and reactions the

entrepreneurs have. Moreover, the studies assessed their thoughts and needs concerning cooperation and support from external actors, such as the government.

Analysis of the data reveals issues about the views on entrepreneurship in general, on the independence and individuality of the enterprises (that mostly consist of SMEs); on the role and responsibilities of different stakeholders in the processes of adaptation; and on the attitudes towards innovations and actions in changing climate. These issues seem to affect decision-making in the enterprises, but their importance as predictors of action and behavioural intentions needs to be studied more thoroughly. Additionally, more information is required about the role of the surrounding social environment as a co-creator of these kinds of values. Nonetheless, the research on awareness, perceptions and values in the context of climate change adaptation adds new knowledge to this field of research. Understanding the entrepreneurs' attitudes and actions in changing climate may be crucial for the future development of the whole sector.

Keywords: Nature-based tourism, Entrepreneurship, Adaptation, Climate change, Global environmental change, Mitigation

Discussant: Mostegl Nina, University of Natural Resources and Life Sciences, Austria

2. "Factors affecting cancellation behaviour: Is this prompted by a typical guest or specific weather condition?"

Falk Martin, Austrian Institute of Economic Research, Austria
Vieru Markku, University of Lapland, Finland

Abstract: A significant number of hotel bookings are not realised. This holds also true for a representative database of seven hotels in a winter destination. Here the cancellation rate is about 18 per cent based on 70,000 bookings in the winter season of which a third in turn is associated with a cancellation fee. Probit estimates show that the probability of cancelling a hotel booking is significantly higher when booking is done early. Large groups and bookings in the high season show a significant higher no-show/cancellation risk. Presumptive guests who booked via travel agencies have a significantly lower cancellation probability (-12 percentage points) while guests booked over online channel have the highest. Cancellation probabilities also vary widely with respect to room category. Furthermore, guests booked via travel agencies are most likely to cancel because of poor snow conditions or unusual high temperatures at the arrival date. Regardless of the booking channel and type of guests we find that high temperature at the planned arrival date leads to higher cancellations in the late season. Finally, cancellations of guests booked over online channels tend to increase over time.

Keywords: Cancellations, Hotels, Booking channel, Weather conditions

Discussant: Komppula Raija, University of Eastern Finland, Finland

3. “Santa Claus destinations: Nordic stage versus Anatolian heritage”

Demiroglu O. Cenk, Istanbul Bilgi University, Turkey & Bogazici University, Turkey

Abstract: Past sixteen centuries have witnessed the transfiguration of an esteemed saint of eastern Christianity into an Americanized commodity. Today, Saint Nicholas of the 4th century Roman Anatolia is now recognized as more of a commercial tool, under his nick “Santa Claus”. Many businesses, be it a small shop or a vast destination, have been and are benefiting from Santa in order to foster consumption. The aim of this study to make a comparative analysis of the conventional and emerging Santa Claus destinations, particularly focusing on the two attraction sites - the Santa Claus Village in Rovaniemi (Lapland, Finland) and the St. Nicholas (Father Christmas) Museum in Demre (Antalya, Turkey). For this purpose, a preliminary content analysis has been drawn from web-based visitor reviews regarding the two attractions. The results show that there is high visitor satisfaction for both attractions. While families dominate the visitor profile for the Santa Claus Village, couples outnumber families in Demre, implying less of a child attraction. Peak seasons centre around winter in Rovaniemi and summer in Demre. Most reviews reflect that while Rovaniemi is a Santa destination including active participation and entertainment of families, Demre is a Saint destination satisfying faith, cultural accumulation, and aesthetical appreciation. Suggestions are provided as to develop further research on the matter with more thematic content analyses.

Keywords: Santa Claus, Saint Nicholas, Tourism, Finland, Turkey, Visitor generated content

Discussant: Bayer Jannes, Management Center Innsbruck, Austria

Break

(14:40 - 15:00)

Debate with keynote speakers and participants (Chair: Markku Vieru)

(15:00 - 16:00)

Carlo Aall, Western Norway Research Institute, Norway
 Daniel Scott, University of Waterloo, Canada
 Antti Honkanen, University of Lapland, Finland
 Ari Vuorentausta, CEO, Lapland Hotels, Finland

Best paper award

(16:00 - 16:10)

Daniel Scott

Closing Address

(16:10 - 16:30)

Reflections of the FWT2017
 Markku Vieru & Martin Falk

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Austrian Institute of Economic Research, Austria

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The 1st Workshop on the Future of Winter Tourism (FWT2017)

Rovaniemi, Finland, April 3 - April 5, 2017



Organized and hosted by University of Lapland and
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