



The Route to the Sun

Mediator functions and roles in the
international second home tourism sector

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International second home tourism

- Tourism, migration and second homes
- Agents and inner structures
 - On gatekeepers? (Hoggart & Buller 1994)
- Swedish trends (Gustafson 2001; Rodriguez et al. 1998)
 - Mediterranean (and Southeast Asia)
 - Seasonal use
- Popular interest!
 - Handbooks
 - TV-shows
 - Magazines



Aims of study and limitations

- a) The organization of the distribution system for second home purchases abroad
 - 1. Marketed to Swedish customers
 - 2. Located in a “sunny climate” region
- b) A typology of agents within this distribution system
 - 3. Marketed as leisure/amenity/relaxation destination
- c) The mediating functions of the agents



Methods and data

- General problem of data availability
- Agent data

- Interviews
- Questionnaire study
- “Image-puzzling”



Selling the sun

- Motivators and steering factors
 - Previous knowledge of destination
 - Differences in culture and society
 - Difference in laws and regulations
- Agents role?
 - Defining search spaces
 - Guiding and mediation



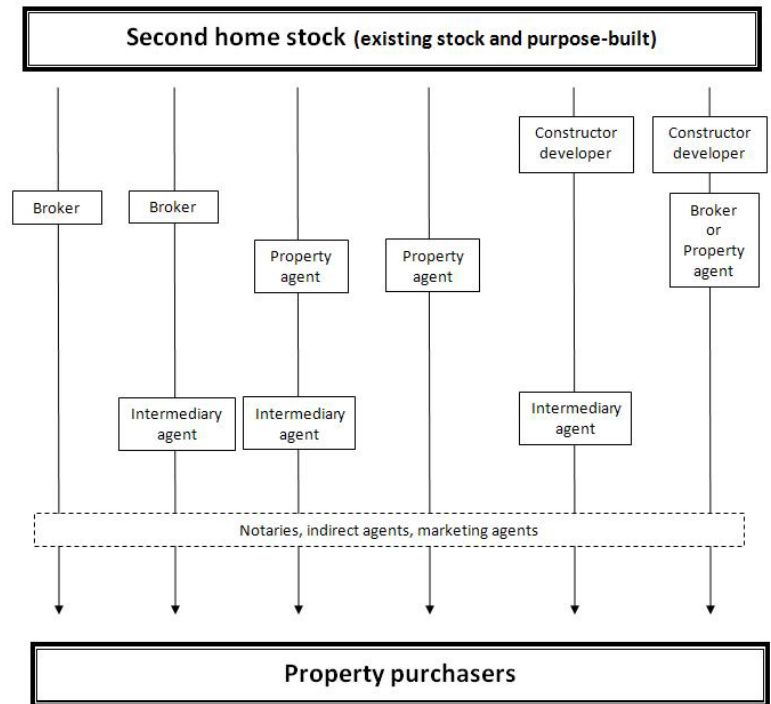
Agents

Table 1. Agent typology and distribution functions

	Distribution functions	Main connections
Real Estate broker	Matchmaking/ mediating, counseling, contract-engineering	Buyer and seller
Property agent (unlicensed brokers)	Matchmaking/ mediating, counseling	Buyer and seller, notary/lawyer
Notary/ lawyer/ solicitor	Counseling, contract-engineering, authorization	Buyer and seller
Constructor/ developer	Building, possibly selling/mediating property	Seller/ intermediary agent, possibly buyer
Intermediary agent	Matchmaking/ mediating, counseling, representing broker, constructor/ developer or other agent	Seller, constructor/ developer, broker, buyer
Indirect agent	Varying; banking, building, restoring, counseling, administration etc.	Various agents
Marketing agent	Matchmaking, marketing	Various agents

Mediating property

- Agent functions
 - Matchmaking
 - Knowledge
 - Trust
 - Value-adding
- Gatekeepers or facilitators?





Mediator roles

- Authority
 - Contract-engineering, bidding, legal matters
- Knowledgeable informant
 - Counseling, value-adding service package
- Mediator
 - Matchmaking, showing, intense guiding
- Constructor of demand and gaze
 - Creating and maintaining a “culture” of second home purchase



Thank You for listening!

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