



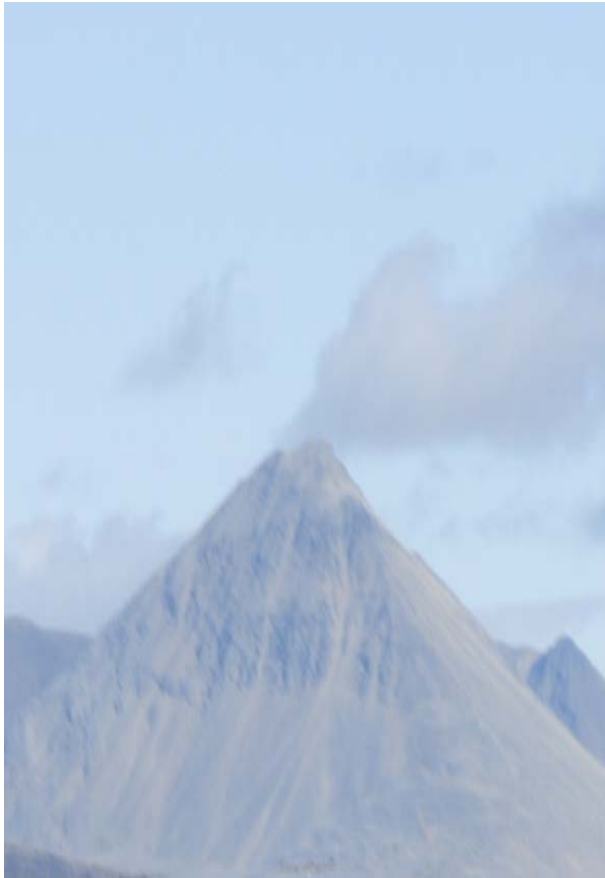
Economic effects of primary and secondary nature based attraction

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Nature based tourism and regional development



- Demand is generated in urban areas
- Supply in rural/wilderness areas
- Planning for nature based tourism from regional development perspective
- Lack of secondary data is a huge problem – difficult to aggregate and generalise

Why is there a need to count and aggregate?

- Does it matter for the individual?
- Is it important from a business perspective?
- Does it affect municipalities and regions?
- Does it affect governments?

Planning of municipal expenditure

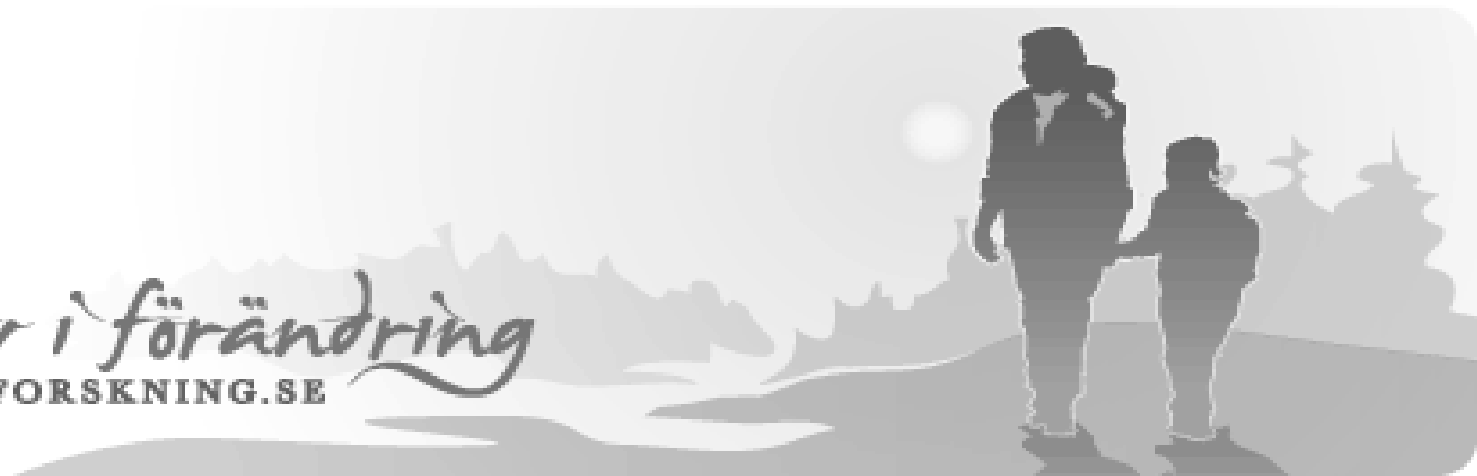
Destination development

Possibilities for individuals to engage in nature based activities (outdoor recreation and tourism)

Municipal planning and public spending does not and should not consider anecdotal evidence

What are the economic effects?

- Redistributive effect, job creation? Goal of regional development policies
- Profit? Goal for businesses
- Well being? Goal for individuals



Visitor=local outdoor recreation? Tourist=non local nature based attraction?

For businesses not interesting as long as people pay ...

- From a regional development perspective it is vital to distinguish between the two
- The inflow of capital has to be greater than the outflow and larger than the amount of money invested by the municipality or region in order for the effect to be positive.



Nature as attraction (in Sweden)

- Common good
- Right of public access
- Ubiquity
 - Tourism companies do not control their resource?
 - The land owners do not control their resource?
 - Municipalities do not control their resource (protected areas)?



Nature based attraction

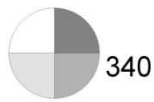







- Primary nature based attraction
- Secondary nature based attraction
- Important: if we want to distinguish between these they have to be researched in different ways

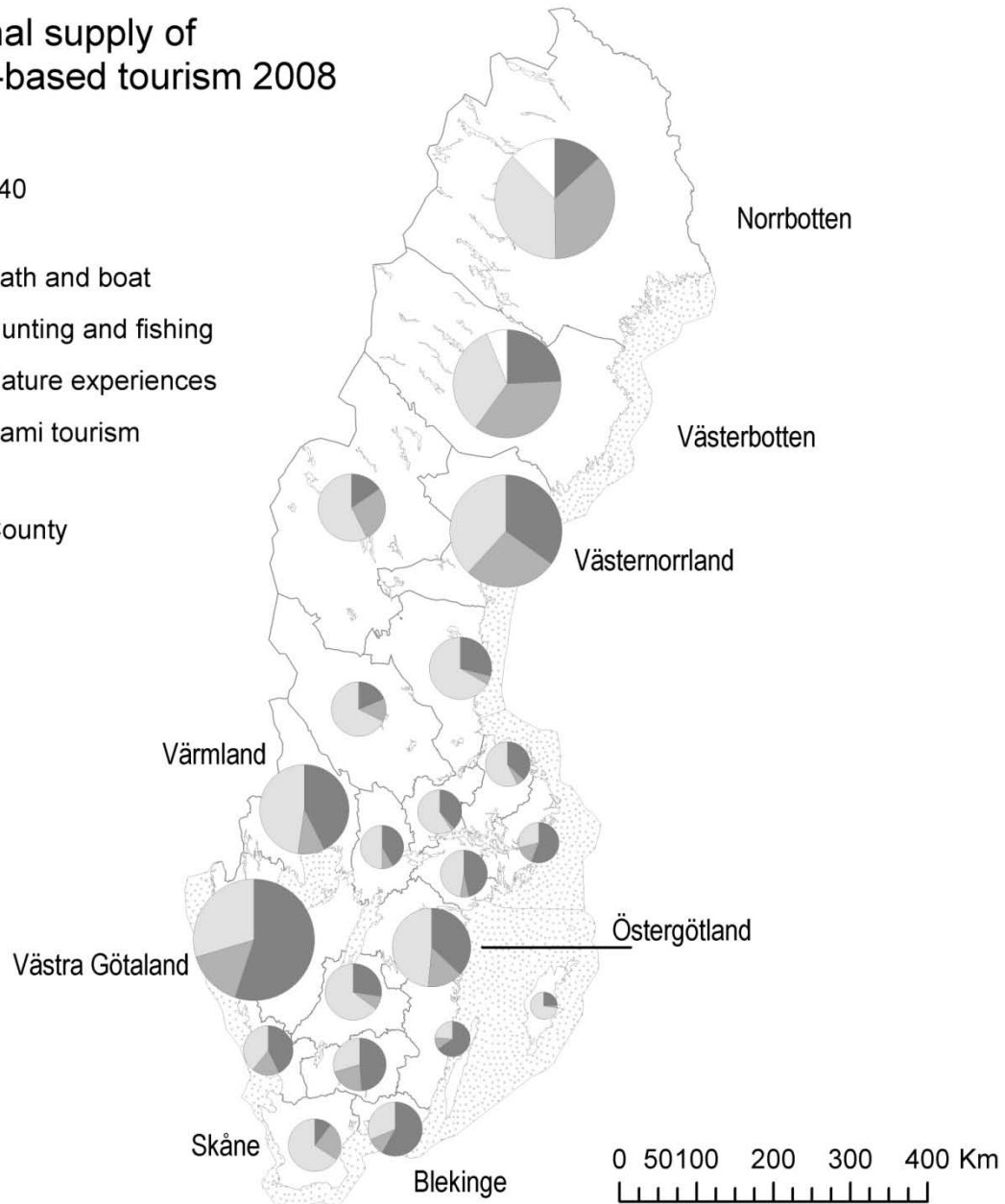
Primary nature based attraction

- Nature based tourism activities that are a primary attraction and that can be sold as a product
- Focus on commercial products - tourism companies package and sell nature as a commodity that tourists buy
 - Can be investigated through survey material
 - Mapping of supply through other sources
 - Ski tourism (sold ski passes, hotel rooms)

Regional supply of nature-based tourism 2008



-  Bath and boat
-  Hunting and fishing
-  Nature experiences
-  Sami tourism
-  County

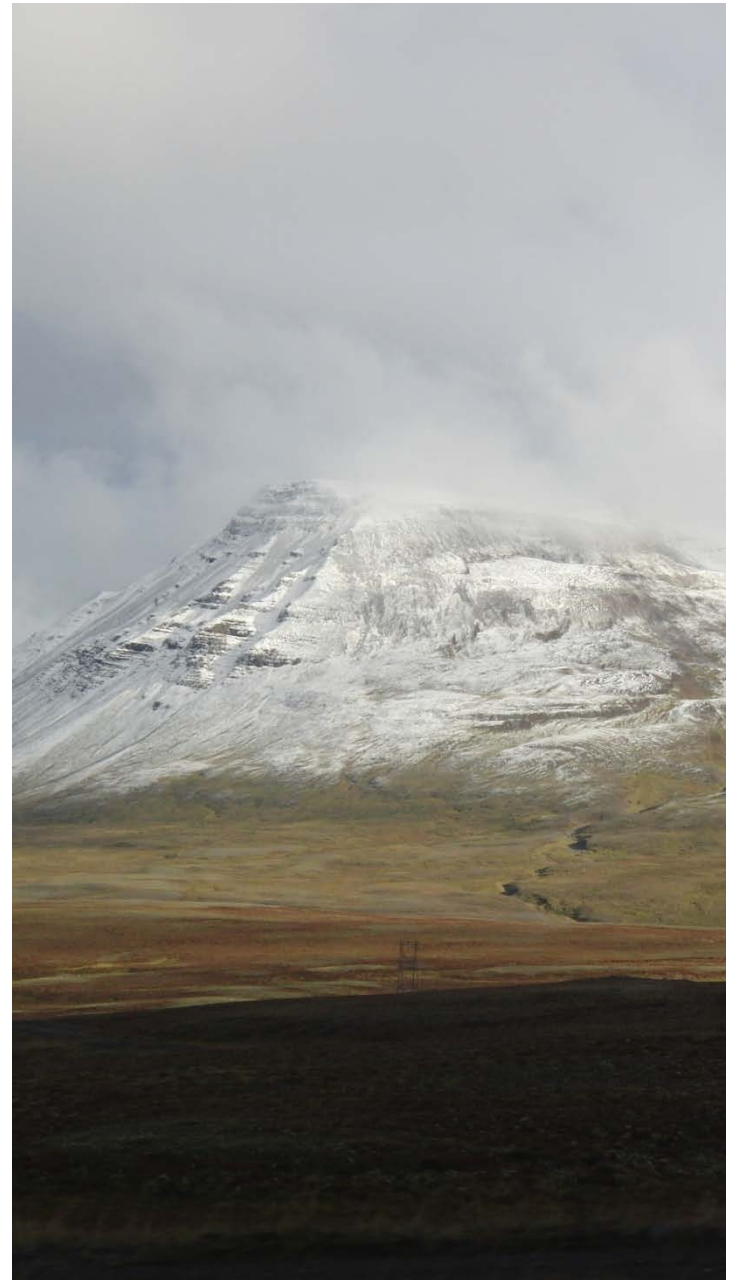


Secondary nature based attraction

- Tourism in areas high in natural amenities without it being the primary attraction
- Traditional nature based activities that cannot (yet) be packaged and sold
- Indirectly contributes to increased tourism in areas with high natural amenity values

How do we research it?

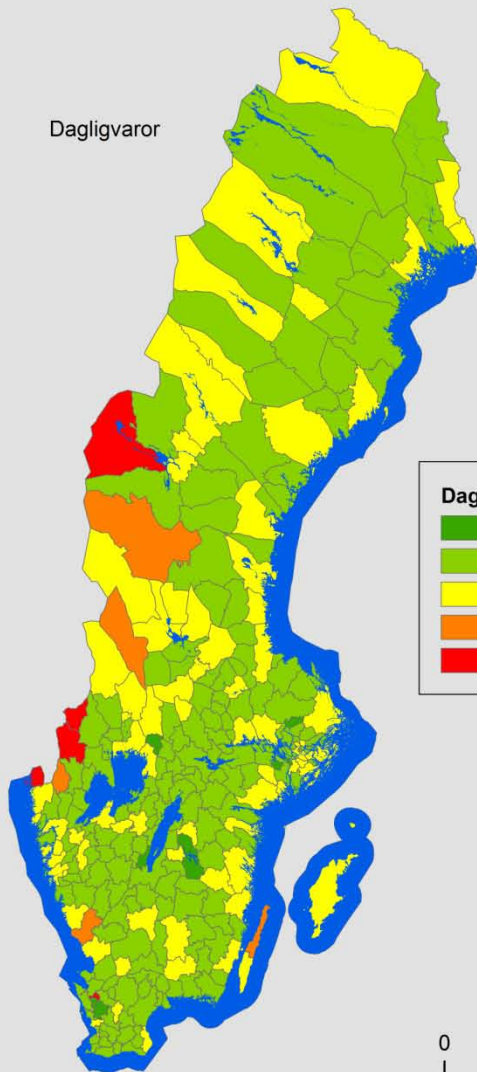
- Camping tourism
- Second home tourism
- ...



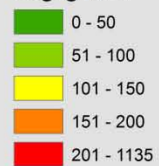
Handelsindex i Svenska kommuner 2008



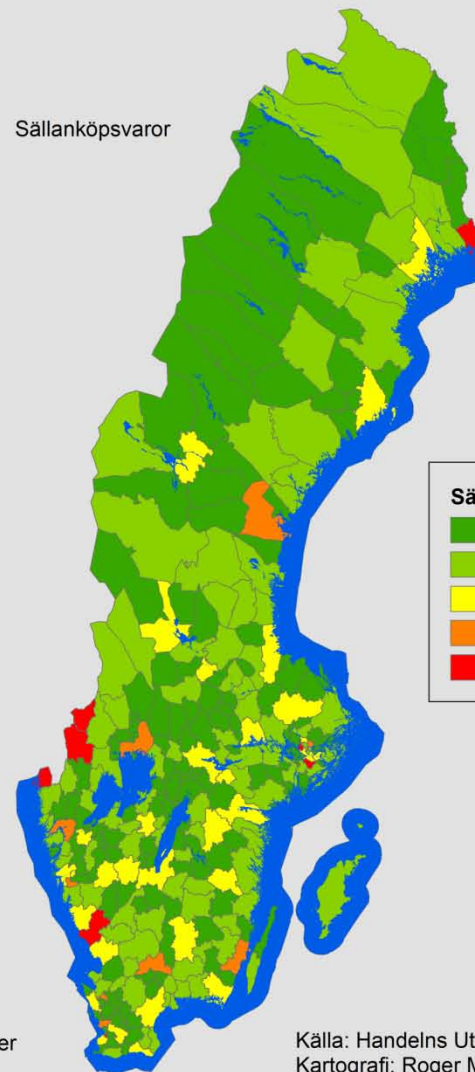
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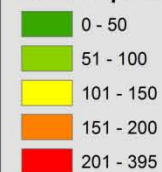
Dagligvaror



Sällanköpsvaror



Sällanköpsvaror



0 250 500 Kilometer

Källa: Handels Utredningsinstitut, 2009
Kartografi: Roger Marjavaara, 2010

Usefulness of categories?

- Possible to do research without appropriate material?
- What do we not count and what is counted several times? (Sport-, adventure-, winter-tourism)



The complete picture?

- A geographical approach
 - Delimiting according to natural amenities (index?) including population density
 - Allows for elaboration of models such as Tourism Economic Model, TSA etc. in a regional context.



Thanks for letting me share my thoughts!

