

The 14th Nordic Symposium in Tourism and Hospitality Research



Program

Akureyri - Iceland
September 22nd – 25th 2005



THE ICELANDIC TOURISM RESEARCH CENTRE

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The 14th Nordic Symposium in Tourism and Hospitality Research
Akureyri – Iceland, September 22nd – 25th 2005

Editors:

**Dr. Ingjaldur Hannibalsson and Helgi Gestsson in September 2005 for The
Icelandic Tourism Research Centre**

Cover photo: Dettifoss © Helgi Gestsson



THE ICELANDIC TOURISM RESEARCH CENTRE

Conference Chair

Ingjaldur Hannibalsson



Ingjaldur Hannibalsson is professor in Business Administration at the University of Iceland. His main subjects are operations management and international business. Dr. Hannibalsson has a B.Sc. in physics and mathematics from the University of Iceland and M.Sc. and Ph.D. in industrial engineering from Ohio State University. Dr. Hannibalsson has taught at the University of Iceland since 1978. He was a part time lecturer and later associate professor until 1993 when he became a full time associate professor and in 1997 he became professor.

Dr. Hannibalsson has been chairman of the Department of Business Administration at the University of Iceland. He has been chairman of the University council's finance committee since 1997 and chairman of the University council's facilities committee since 2003. He was Director of the Division of management and operations of the University 2001-2003. Dr. Hannibalsson has been chairman of the board of the Icelandic Tourism Research Center from its foundation in 1999.

Dr. Hannibalsson worked for 15 years in industry. He was manager of the Technical division of the Federation of Icelandic Industries, Director of the Technological Institute of Iceland, Director of Alafoss Ltd. (a textile firm) and Director of the Export Council of Iceland.

Current research interests are university management including financing and governance as well as international business.



Words from the Organizer

Welcome to Iceland and its northern capital Akureyri.

On behalf of the Icelandic Tourism Research Center I would like to welcome you all to the 14th Nordic Symposium in Tourism and Hospitality Research. We are very happy that the Symposium is now held in Iceland. Tourism research and higher education in tourism do not have a long history in Iceland. Iceland used to be a society that based its economy on natural resources, especially the fishing grounds and the energy resources, both hydro and geo-thermal. 50 years ago almost all the foreign currency earned by Iceland originated from the export of goods. In 2004 36% of the foreign currency earned came from the export of services, one third of that from tourism. I predict that the importance of services in our export will continue to increase proportionately. Within services tourism is one of the most important sectors. Tourism in Iceland is based on our nature and culture. It is important for our economy and in a globalizing world tourism plays an important role for the development of society. Therefore the emphasis of this Symposium is culture and society – nature and economy.

I hope that the symposium will be an enjoyable and effective venue for the participants. I would like to mention that we are planning to publish the presented papers electronically before the end of this year and I hope that most of the speakers at the symposium will submit their papers for that publication.

If not for the following institutions this 14th Symposium would not be held here in Akureyri this year. My sincerest thanks goes to Kaupfélag Eyfirðinga, Vaxtar-samningur Eyjafjarðar, The Icelandic Ministry of Communications, Icelandair, Iceland Express, Air Iceland, Friðrik V, Vífilfell, Höldur hf, Sérleyfisbílar Akureyrar, Hotel Kea and Aktravel.

It takes a lot of work to prepare an event like this and I would like to thank some of the people that made this possible. Thanks my fellow board members of the Icelandic Tourism Research Centre for both practical and specialized assistance; Gunnar Karlsson, Anna Dóra Sæþórsdóttir, Áslaug Alfreðsdóttir, Elías Gíslason, Guðrún Þóra Gunnarsdóttir and Hafdís Björg Hjálmarsdóttir.

I also would like to thank Þorleifur Þór Jónsson from The Icelandic Travel Industry Association for his assistance and our staff of the Icelandic Tourism Research Centre this summer Bergþóra Aradóttir, Kristín Sóley Björnsdóttir, Guðný Sæmundsdóttir and Jón Gestur Helgason.

Last but not least I would like to thank Helgi Gestsson the Director of the Icelandic Tourism Research Centre for leading all the preparations and making this event a reality.



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Finally some practical information.

As you will see when reading this book of abstracts, the conference will be held in different rooms on the ground floor of Hotel Kea and on the first floor at Ketilhúsið, opposite and two houses up the road from Hotel Kea. The opening reception, Key-note speeches and the marketing sessions will be held in Ketilhúsið, the other theme sessions in hotel KEA. For dinner on Friday the group will be driven from Hotel Kea to the University of Akureyri for a local dinner. The meeting on Saturday afternoon for the Nordic Academy for Tourism and Hospitality Research will be held in Ketilhúsið but the Conference dinner at Hotel KEA.

I hope you enjoy your stay in Iceland.

Dr. Ingjaldur Hannibalsson



THE ICELANDIC TOURISM RESEARCH CENTRE

Conference Program

Thursday September the 22nd 2005

16:00 – 18:30	Registration
18:30 – 18:45	Conference Opening
18:45 – 19:30	Keynote Speaker – Dr. Simon Milne, Professor of Tourism & Director of NZTRI, at the Faculty of Applied Humanities, Auckland University of Technology
19:30 – 21.00	Opening reception

Friday September the 23rd 2005

09:05 – 10:15	A Split keynote Speaker Session – Dr. Dirk Glaesser, Chief of Publications, World Tourism Organization and Dr. Stephen Ball, Chair of the Council for Hospitality Management Education, UK
10:15 – 10:45	Coffee break
10:45 – 12:45	Parallel paper sessions
12:45 – 14:00	Lunch
14:00 – 15:10	Keynote Speaker and Discussant – Key Note Speaker Ragnhildur Geirsdóttir, CEO of the FLGroup, and Professor Mike Danson, Economics & Enterprise University of Paisley, Scotland
15:10 – 15:40	Coffee break
15:40 – 17:40	Parallel paper sessions
19:00	Dinner at the University of Akureyri (UNAK) hosted by KEA Cooperative

Saturday September the 24th 2005

09:05 – 10:15	Keynote Speaker and Discussant – Key Note Speaker Dr. John Hull, a researcher from Intervale Associates in Canada and Ragnheidur Ólafsdóttir, Environmental Manager of Landsvirkjun (The National Power Company of Iceland)
10:15 – 10:45	Coffee break
10:45 – 12:45	Parallel paper sessions
12:45 – 14:00	Lunch
14:00 – 15:30	Parallel paper sessions
15:30 – 17:00	Coffee Break, workshop and other meetings
17:00 – 18:00	Nordic Academy for Tourism and Hospitality Research
19:30	Conference Dinner at Hotel KEA



List of Participants

Denmark

Anette Therkelsen	Associate Professor, Aalborg University
Ann Hartl	Center for regional- og turismeforskning
Berit C. Kaae	Senior Researcher, Ph.D. Center for Forest, Landscape and Planning, KVL Hørsholm
Bodil Stilling Blichfeldt	Assistant Professor, Ph.D. University of Southern Denmark
Can-Seng Ooi	Associate Professor, Copenhagen Business School
Gunnar Þór Jóhannesson	Roskilde UniversitetsCenter, Institut III for Geografi og Internationale Udviklingsstudier
Henrik Halkier	Tourism Research Unit, Aalborg University
Lise Lyck	Lektor, Center for Tourism and Culture Management, Copenhagen Business School
Per Åke Nilsson	Senior researcher, Centre for Regional and Tourism Research
Peter Kvistgaard	Assistant Professor, Ph.D. Aalborg University, Tourism Research Unit Centre for International Studies

Finland

Anne Holma	M.Sc. (Econ.), Doctoral candidate, Swedish School of Economics and Business Administration
Antti J Hahti	University of Lapland
Antti Honkanen	Principal Lecturer in Tourism, Vaasa Polytechnic
Håkan Ylénenpää	Luleå University of Technology
Henrik Virtanen	Vaasa Polytechnic
Ilkka Luoto	Researcher, Chydenius Institute, Kokkola University Consortium
Janne Ahtola	Head, Principal Lecturer in Tourism Research, Häme Polytechnic
John Westerholm	University of Helsinki
Katja Ristolainen	University of Joensuu Savonlinna Institute for Regional Development and Research
Leena Alakoski	Laurea Polytechnic
Mervi Johanna Hiltunen	MSSc. Finnish University Network for Tourism Studies, University of Joensuu
Monna Alatalo	Project Manager, Häme Polytechnic
Peter Björk	Swedish School of Economics and Business Administration
Raija Komppula	University of Joensuu



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Iceland

Anna D. Saethorsdóttir	Lecturer at the Department of Geology and Geography, University of Iceland
Anna Karlsdóttir	Associate professor, Tourism Studies and Human Geography, University of Iceland
Anna Vilborg Einarsdóttir	Leiðsöguskóli Íslands
Anne Maria Sparf	Umhverfiráðgjöf Íslands
Arnar Már Ólafsson	University of Akureyri
Ásgeir Jónsson	Assistant professor, Ph.D. Department of Economics, University of Iceland.
Áslaug Alfreðsdóttir	Hótel Ísafjörður and The Icelandic Tourism Research Centre
Bergþóra Aradóttir	M.A. degree in Geography and Tourism The Icelandic Tourism Research Centre
Guðrún Þ. Gunnarsdóttir	Rural Tourism Department Hólar University College
Guðmundur B. Eypórsson	Vesturferðir
Guðrún Helgadóttir	Hólar University College
Hafdís B. Hjálmarsdóttir	Lecturer at the Faculty of Business Administration, University of Akureyri
Helgi Gestsson	Lecturer at the Faculty of Business Administration, University of Akureyri Director of the Icelandic Tourism Research Centre
Hildigunnur Jörundsdóttir	Markaðsstofa Austurlands
Hildur Jónsdóttir	Farvegur ehf. - Open Road to Iceland
Ingibjörg Sigurðardóttir	Department of Rural Tourism Hólar University College
Ingjaldur Hannibalsson	Conference Chair and professor at the University of Iceland
Kjartan Bollason	M.A. Environmental Science Project Manager at Rural Tourism Department, Hólar University College
Kristín Sóley Björnsdóttir	Akureyri Museum
Oddný Þ. Óladóttir	Icelandic Tourist Board
Pétur Rafnsson	Formaður Ferðamálasamtaka Íslands
Ragnhildur Geirsdóttir	FL Group
Rögnvaldur Ólafsson	University of Iceland
Stefán Helgi Valsson	Lecturer at Leiðsöguskóli Íslands
Tryggvi Þórðarson	The University of Iceland Research Center in Hveragerði
Þorleifur Þór Jónsson	The Icelandic Travel Industry Association
Þorvarður Árnason	Hólar University College



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Norway

Åse Helene B. Dagsland	University of Stavanger
Birgitta Ericsson	Eastern Norway Research Institute (Østlandsforskning)
Carina A. Gauthier	Ph.D. student in Strategic Service Management, Norwegian School of Hotel Management, University of Stavanger
Carsten M. Syvertsen	Ph.D. Associate professor, Oslo School of Management
Håvard Ness	Associate Professor Department of Business Administration Buskerud University College
Henning Friberg	Oslo School of Management
Jan Vidar Haukeland	Institute of Transport Economics
Janne Hjelmtvedt	Oslo School of Management
Jens Kr. Steen Jacobsen	University of Stavanger Institute of Transport Economics
Kari Einarsen	Oslo School of Management
Karoline Daugstad	Centre for Rural Research, University Centre
Kjell Olsen	Associate professor, Finnmark College
Kirsti Lærdal	Researcher, Norwegian School of Hotel Management University of Stavanger
Ola Sletvold	Finnmark University College
Ole Skalpe	BL handelshöyskolen
Randi Bredvold	Assistant Professor Lillehammer University College
Reidar J. Mykletun	Associate Professor, Norwegian School of Management, University of Stavanger
Sander Sværi	Oslo School of Management
Siri Hopland	Oslo School of Management
Svein Larsen	University of Bergen, Department of Psychosocial Science, Stavanger University, Department Norwegian School of Hotel Management
Sølvi Lyngnes	The Norwegian School of Management BI
Tom Rosendahl	The Norwegian School of Management BI
Torvald Øgaard	Assistant Professor Norwegian School of Hotel Management Stavanger University
Trude Furunes	Norwegian School of Hotel Management, University of Stavanger



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Sweden

Anna Gudmundson Charlotte Malmgren Christine Lundberg Dieter K. Müller	The European Tourism Research Institute – ETOUR University of Lund Växjö University Department of Social and Economic Geography, Umeå University
Erika A. Cederholm	Department of Service Management Lund University
Gunilla Lönnbring Jan Henrik Nilsson	Karlstad Universitet Department of Service Management Lund University
Lena Eskilsson	Department of Service Management Lund University
Linda Lundmark	Department of Social and Economic Geography, Umeå University
Lotta Braunerhielm	Ph.D. student, Karlstad University Division for Social Science Department of Geography and Tourism University of Umeå
Kerstin Nilsson Laila Gibson Lena Mossberg Margareta Stömbäck Malin Zillinger	Tourec School of Economics Högskoleförbundet Östra Norrbotten Department of Social and Economic Geography, Umeå University and Mid Sweden University
Mats Nilson Mia Larson	Karlstads University Department of Business Administration, School of Business, Economics and Law, Göteborg University & Department of Service Management, Campus Helsingborg, Lund University
Peter Fredman	European Tourism Research Institute, ETOUR Mid Sweden University
Roger Marjavaara	Department of Social and Economic Geography Umeå University
Rosemarie Ankre	Blekinge Inst. Of Technology, European Tourism Research Institute and Mid-Sweden University
Sandra Wall	Doktorand i kulturgeografi (Ph.D Student Human Geography) Samhällsvetenskapliga Institutionen vid Mittuniversitetet. Kulturgeografiska institutionen vid Stockholms universitet
Sanja Vujicic	Department of Business Administration TOUREC, School of Economics and Commercial Law Gothenburg University
Sven – Erik Karlsson Szilvia Gyimóthy	Karlstad Universitet Service Management, University of Lund, Campus Helsingborg



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Thomas Blom Associate Professor in Human Geography Karlstad
University and Örebro University
Tommy Andersson Department of Business Administration,
School of Business, Economics and Law,
Göteborg University

Other countries

Claude Peloquin University of Québec
Dirk Glaesser World Tourism Organization
Kathryn Burnett Dicuil Institute of Island Studies and School of Media,
Language & Music, University of Paisley, Scotland
Nigel Halpern Centre for Civil Aviation,
London Metropolitan University, England
Ray Burnett Dicuil Institute of Island Studies, Scotland
Robert Kaspar Programme Director Tourism Management and Leisure
Industry IMC Fachhochschule Krems
University of Applied Sciences Krems
Simon Milne Director of NZTRI Auckland University of Technology
Stephen Ball Sheffield Hallam University



Program Thursday September 22nd 2005

18:45 – 19:30:

Keynote Speaker – Dr. Simon Milne, Professor of Tourism & Director of NZTRI, at the Faculty of Applied Humanities, Auckland University of Technology

Location : Ketilhús

Conference Chair: Dr. Ingjaldur Hannibalsson

Simon Milne, PhD

Professor of Tourism at the Auckland University of Technology and director of the New Zealand Tourism Research Institute

Title of presentation: Rural Tourism in New Zealand. Business, Community & Sustainable Development

Simon Milne is Professor of Tourism at the Auckland University of Technology and has directed the New Zealand Tourism Research Institute (www.nztri.org) since its inception in 1999. Simon completed his PhD in economic geography at Cambridge in 1989. He taught at McGill University, Montreal from 1989 until 1998 and established the McGill Tourism Research Group. Professor Milne has considerable international experience in local and regional economic impact assessment, the analysis and development of heritage tourism products, labour market analysis, small and medium enterprise performance, industry sector analysis, the formulation of tourism-related development strategies and the links between information technology, tourism and local economic development.

Professor Milne has conducted tourism research in the Caribbean (Grenada, Tobago and Cuba), Canada, Mexico, New Zealand, the South Pacific (Cook Islands, Tonga, Papua New Guinea, Vanuatu, Kiribati, Niue, Tuvalu, FSM, Marshall Islands, Samoa), Kenya, the Philippines, Vietnam and Russia. He has worked as a consultant for a range of New Zealand and international organizations. The former include the Department of Labour, MAF and FRST, the latter include the United Nations Development Program, UNESCAP, the World Tourism Organisation, the European Union, Luxembourg Development, CIDA, the Chilean Regional Development Agency (CORFO) and the Organisation of American States.



Program Friday September 23rd 2005

09:05 – 10:15

A Split keynote Speaker Session – Dr. Dirk Glaesser, Chief of Publications, World Tourism Organization and Dr. Stephen Ball, Chair of the Council for Hospitality Management Education, UK
Location : Ketilhús
Conference Chair : Dr. Ingjaldur Hannibalsson

10:45 – 12:45

1. Culture and society
Location: Vaðlaberg Hotel KEA
Session Chair: Kristín Sóley Björnsdóttir

2. Economy and Policy- Track 1
Location: Rósagarður Hótel KEA
Session chair: Þorleifur Þór Jónsson

3. Culture and Society/Economy and Policy – Track 2
Location: Stuðlaberg Hótel KEA
Session Chair: Arnar Már Ólafsson

4. Nature:
Location: Múlaberg Hótel KEA
Session Chair: Bergþóra Aradóttir

5. Marketing
Location: Ketilhús
Session Chair: Hafdís Björg Hjálmarsdóttir

14:00– 15:10

Keynote Speaker and Discussant – Key Note Speaker Ragnhildur Geirsdóttir, CEO of the FLGroup, and Professor Mike Danson, Economics & Enterprise University of Paisley, Scotland

15:40 – 17:40

1. Culture and society
Location: Vaðlaberg Hotel KEA
Session Chair: Kristín Sóley Björnsdóttir

2. Economy and Policy- Track 1
Location: Rósagarður Hótel KEA
Session chair: Þorleifur Þór Jónsson

3. Culture and Society/Economy and Policy – Track 2
Location: Stuðlaberg Hótel KEA
Session Chair: Arnar Már Ólafsson

4. Nature:
Location: Múlaberg Hótel KEA
Session Chair: Anna Dóra Sæþórsdóttir

5. Marketing
Location: Ketilhús
Session Chair: Hafdís Björg Hjálmarsdóttir



Keynote Speakers and discussants

Dr. Dirk Glaesser, PhD

Dr. Dirk Glaesser is Chief of Publications at the World Tourism Organization. He is responsible for the overall publishing programme of the organization. Some 100 new publications every year stand for an enormous information and knowledge output and make WTO one of the biggest publishers in tourism. He is also responsible for the WTOelibrary, a unique communication platform serving both members of the Organization as an information center and academic institutions as a virtual library.

Title of presentation: Research at the WTO and the WTOelibrary.

Dr. Glaesser was born in 1967, in Frankfurt (Germany). After studying Business Administration in Saarbrücken (Germany) and Cambridge (UK), he received his PhD from the University Lüneburg with magna cum laude. The topic of his thesis was “Crisis Management in the Tourism Industry”. In 2000, he was awarded the ITB Scientific Prize for his work on Crisis Management. Before joining the World Tourism Organization in 1997, Dr. Glaesser worked for the Dresdner Bank Head Office in Germany and trained as a Reserve Officer for the German Armed Forces in the Netherlands. Dr. Glaesser is a lecturer on crisis management and international tourism at several universities. He has published 5 books among them “Crisis Management in the Tourism Industry” (Butterworth-Heinemann, 2003) which has been translated into several languages.

Stephen Ball EdD, Mphil, BSc (Honours), MHCIMA, ILTM

Dr Stephen Ball is a Reader and Principal Lecturer in Hospitality Management and the Leader of the Centre for International Hospitality Management Research at Sheffield Hallam University in the UK. He is Chair of the Council for Hospitality Management Education (CHME), the subject body for hospitality management in the UK, and Visiting Fellow at two other UK universities

Title of presentation: Insights into Hospitality Management Education in the UK and the role of the Council for Hospitality Management Education (CHME)

Having graduated with a BSc in Geography from Manchester University in 1976 Stephen went on to successfully complete an Advanced Postgraduate Diploma in Hotel and Catering Administration. He had also previously worked in the brewing industry, retailing and pub retailing industries and the hotel industry. Between 1977-1982 he worked in National Health Service Catering Management in two London hospitals.

In 1982 he commenced lecturing at Huddersfield University before moving to Sheffield Hallam University in 1998. He has a wealth and diversity of management experience in Higher Education, has taught from HND to postgraduate level in the UK and abroad, and has supervised and examined PhD's. He has authored or edited



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four books (including Hospitality Operations: a Systems Approach, Food Supply Chain Management: Issues for the Hospitality and Retail Sectors and Fast Food Operations and Their Management), co-researched three editions of the British Hospitality Association's annual British Hospitality: Trends and Statistics and produced over 50 articles, book chapters and other publications. He has recently co-authored 'A Review of Hospitality Management Education in the UK' for CHME and is currently jointly writing a text entitled 'Contemporary Issues in Hospitality and Tourism in China and India: Today's Dragons and Tigers'. He has presented conference papers on many topics, ranging from the use of humour in hospitality to branding in hotels, in the UK, Canada, USA, Croatia, and Palestine and continues to teach in Hong Kong on Hospitality and Tourism masters and undergraduate distance learning courses. He has also worked in many other countries including China, Taiwan, Singapore, New Zealand, Switzerland, Dubai and USA. He has produced distance learning materials for worldwide use and has acted as consultant and designed and delivered executive development programmes for a number of UK and international hotel and catering organisations including Holiday Inns, Bass and Sodexo. He has published extensively on productivity in the hotel and food service industry and has a Master of Philosophy degree for his work on productivity management in fast-food chains which was based upon a case study of Wimpy International. He was awarded a Doctorate for his work on research leadership in Universities and his current teaching, research and writing interests relate to hospitality business development and entrepreneurship, productivity and operations management, leadership and education. He has organised conferences and seminars including the 12th annual CHME research conference for which he also edited the proceedings.

Stephen has just completed his first year as Chair of the Council for Hospitality Management Education during which the first Members Forum and the first CHME National Students' Conference were held and a new logo was launched. The Council, now in its 27th year, invited the Chairs of the Nordik Group and CAUTHE to this year's CHME Research and Teaching and Learning Conference in Bournemouth to give presentations about their associations. Stephen's presentation will do likewise analysing the role of CHME and providing a brief review of hospitality management in the UK.

Ragnhildur Geirsdóttir, CEO of FL Group

Ragnhildur was employed by Icelandair in 1999 as a project manager. She was appointed manager of the operations department in 2002 and director of operations for Icelandair in January 2003. Ragnhildur was appointed the CEO of FL Group June 1st 2005.

Title of presentation: On the applicability and utilization of tourism research



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Ragnhildur was born in Reykjavík October 9th 1971. She graduated with C.S. in engineering from the University of Iceland in 1995, with a M.S. degree in Industrial Engineering from the University of Wisconsin-Madison in 1996 and with a M.S degree in Operation Management from the same university in 1998.

Mike Danson, PhD

Dr. Mike Danson is a professor at the University of Paisley, Economics & Enterprise, in Scotland. Professor Danson is a specialist in regional economics and policy development, publishing widely in the area and acting as advisor to a wide range of local, regional, national and European governments, departments, agencies and other organisations. With a specific expertise in regional economic development, he is a recognised expert in regional development agencies and their programmes and policies.

Title of presentation: Turning research into information, advice and criticism: an interesting trip for a tourist

In the last 5 years, Professor Danson has been editor of 5 books, had 20 refereed articles published, contributed 20 chapters in books and presented nearly 50 conference papers. He has written on RDAs, employability, volunteering, Whisky, Gaelic and tourism and taxes. He has been the elected chair of the Regional Studies Association, elected to the committee of the Regional Science Association International: British & Irish Section, and committee member of the Scottish Economic Society.

He has been on the organising committees of over 60 national and international conferences since 1980. In recognition of these activities, he has been elected as the Treasurer and Vice Chair for Scotland of the Academy of Social Sciences.



Friday

Culture and Society – Track 1

Morning session

10:45 – 12:45

Sølvi Lyngnes & Ola Sletvold

Use of Viking resources in Nordic tourist attractions

Ray Burnett & Kathryn Burnett

Resources for cultural tourism in the Northern Periphery: a Scottish perspective on aspects of a shared heritage past and a common cultural present

Birgitta Ericsson

Tourism Impacts of Cultural Events in Small Towns in Norway

Lotta Braunerhielm

The place of cultural heritage – A case study of the production and consumption of a tourism destination in Grythyttan, Sweden

Afternoon session

15:40 – 17:40

Guðrún Helgadóttir

How do managers of cultural institutions relate to cultural tourism?

Kjell Olsen

Museums as tourist attractions

Anna Karlsdóttir

Staging tourism: the question of authenticity



Abstracts

Sølvi Lyngnes, The Norwegian School of Management, &
Ola Sletvold, Finnmark University College

Uses of Viking resources in Nordic tourist attractions

The Viking Age represents interesting resources for tourist attractions in several countries, both Nordic countries where the Vikings came from, and countries they traveled to and settled in. There are attractions based on objective sources, mainly archaeological findings, via theme parks where one can study and play the life of Vikings, to artifacts like helmets and swords and ships used during sports events, in logos and names for branding, and other representational purposes.

Norwegians have looked upon the life and history of Vikings as the prelude to the “glorious times” of Medieval Norway. The period has therefore been central in the nation building process in the 19th century and in the Norwegian national culture, and it is still part of the Norwegian identity. The Viking age seen from the outside was a Nordic phenomenon, but it had different lines of development in the respective countries. The uses of the age in tourist attractions today are probably contingent upon the pursuant history of the single countries since then. The different aspects of the Viking culture are being weighed unequally for attractive representation in today’s societies. Our hypothesis is that due to the central role of the Viking age in the building of the Norwegian nation the “greatness” of the Vikings are stronger accentuated in Norwegian attractions than in other Nordic countries. We will study whether one focuses on aspects of the society and culture of that age that represent values which today are seen as positive and that are welcomed in identity formation.

Today’s knowledge about the Viking age culture and society is normally themed in five aspects: “ættensamfunnet”, the judicial system, the Norse religion, travels and conquest, and other cultural representations. We will examine what elements from these aspects that are being put forward in the touristic representations and in what ways they appear in the market communication of the tourist attractions. The empirical focus is on attractions in Norway, where we have selected some of the most visited ones. To shed light on our main expectations we will compare these with attractions in Sweden and Iceland. Data will be based on primarily the printed marketing material and the internet presentations done by the attractions themselves. This is being supplied by interviews with producers and stakeholders at the attractions.



Ray Burnett, Dicuil Institute of Island Studies, Scotland

Kathryn Burnett, Dicuil Institute of Island Studies and School of Media, Language & Music, University of Paisley, Scotland

Resources for cultural tourism in the Northern Periphery: a Scottish perspective on aspects of a shared heritage past and a common cultural present

A common and persistent feature of the history of the sparsely populated and marginalised communities of the northern periphery of Europe and beyond is that a significant amount of the resources associated with their cultural heritage are held in cultural, academic and archival institutions far removed from the localities to which they relate. A concomitant consequence of peripherality is the limited professional expertise, the lack of cultural heritage infrastructure and the associated logistical and financial constraints inhibiting development. This historical legacy raises not only issues of access, but also of fractured, fragmented and deracinated cultural polities and deeper societal issues as to the ownership and control of cultural capital.

Based on ongoing research and current project initiatives within the northern periphery, this paper schematically outlines one possible approach to these issues specifically in relation to the resources for cultural tourism. The approach is based on recognition of the shared encounters within an overlapping historical past and the recurrence of common themes of a mutual felt experience within the practice of contemporary culture. It also draws on the notion of 'brokerage' and the potential of cultural digitisation and mobile heritage technology to facilitate a reclamation of managerial ownership of cultural capital, its production and interpretation by the marginalised cultures and communities of the periphery.

While the focus of the exemplars alluded to derive from a specifically Scottish perspective, their introduction seeks to illustrate how projects firmly rooted in specific peripheral localities and cultures can also incorporate as inherent objectives, methodologies and scope, an enhancing range of cultural themes, applied technologies and partnership participants. The cultural content of the projects extends across several pivotal moments in cultural heritage from the early medieval to the present and the reach of localities involved in both this shared cultural past and its present interpretation and promotion extends from the islands of Scotland, through Faroes, Iceland and Greenland to Nunavut and through northern Norway, Sweden and Finland to North West Russia.

The paper concludes by suggesting that transnational collaborative projects of applied research on the access and interpretation of the resources for cultural tourism within the northern periphery can contribute to the empowerment of community ownership of cultural capital. It suggests that through the inculcation of a reflexive critical awareness in relation to cultural production, representation and promotion, a valid contribution can be made to the development of a critical cultural tourism within the context of a critical sustainable development discourse.

Keywords: cultural tourism – Scotland – Nordic - Arctic – sustainable development discourse.



Birgitta Ericsson

Eastern Norway Research Institute (Østlandsforskning)

Tourism Impacts of Cultural Events in Small Towns in Norway

In recent days there has been an ever increasing (public) interest in staging different cultural events and festivals in order to increase tourist flows and/or tempt the tourists to spend more time – and money – and thus hamper competition from other regions.

In Halden, a border town in southern Norway, there have been produced an outdoor, night time opera performance in an historic authentic border fortress. All 7 500 tickets to the three performances were sold out months ahead, and tickets were eventually sold to the dress rehearsal as well. The libretto of the opera was based on the fortress' place in dramatic European historical war events in early 18th century.

The present question is to what extent this performance fit a tourism marketing strategy and the extent of local economic impacts of the event.

Mapping these effects pose a lot of methodical pitfalls. We have earlier made an investigation of three cultural festivals located in Lillehammer, an inland town about the size of Halden. This study revealed a possible “boosting” of local economic impacts up to twenty times the results of a conservative, realistic estimate.

The paper will address the methodological problems in measuring such impacts and a principal model for valuation.

Lotta Braunerhielm

Phd student, Karlstad University, Division for Social Science Department of Geography and Tourism

The place of cultural heritage –

A case-study of the production and consumption of a tourism destination in Grythyttan, Sweden.

This paper deals with place and cultural heritage in the production and consumption of a ‘place-destination’ in a geographical perspective. The purpose is to raise a question concerning the interest and the attractiveness to anchor a destination in the local place, the cultural heritage and the local identity in the tourism production and consumption of today.

In this paper I am focusing on the effects on a ‘cultural heritage place’ which has been transformed to a tourism destination. The place I am dealing with, Grythyttan, is a cultural-historical place, placed in the old coalmining area called Bergslagen in Sweden. The destination has around 80.000 visitors a year and is strongly being profiled as a destination for food, drink and meal with a centre for culinary art. This



strong profile is accepted by the locals and the cultural heritage sector but for them the identity of the place is associated with the history of coalmining and ironworks.

What has happened at the place is characteristic of our time, i.e. the commercialization of places and an adjustment to the tourism market. Places for tourism seeks to be attractive and unique. The tourism market also seeks for new niches for production of tourism destinations. Within this development the interest for culture and cultural heritage as a resource for tourism has increased. With this follows a concern and a critique from the cultural heritage sector towards the negative effects of commercialization.

My paper focuses on the meeting of tourism and cultural heritage. I will raise the importance of the transformation of a place to a tourism destination and the effects of the place, its cultural heritage and identity. I base this discussion on a study of Grythyttan focusing on the experience of the place of producers, consumers/visitors and locals. What is clear in this case is a distinction in-between the meaning and the experience of cultural heritage and the identity within 'the place' and 'the destination'. Producers are interested in a cultural heritage that could be transformed to a commercial product. Locals for example bring out the importance of preservation and informing next generations of the cultural heritage. Visitors are offering an experience of the meal destination but are not offering the story of 'the place'.

Guðrún Helgadóttir
Hólar University College

How do managers of cultural institutions relate to cultural tourism?

Culture is hard to define and hence cultural tourism can mean many things. Theatre trips, festival attendance, museum visits come to mind but some might argue that popular culture and daily life should be considered. Whether or not we adhere to a broad or a narrow definition of culture; high or low culture, arts or every day life, things or events it is clear that tourism and culture are intimately and intricately related (Robinson & Boniface, 1999).

There has been considerable effort by scholars of tourism to define cultural tourism, such as that people travel to cultural attractions away from home, in order to gain knowledge and experience to fulfil their cultural needs (Richards, 1996). However, as hosts at cultural attractions know, not every visitor is there to fulfil their cultural needs, on one hand there are those that do and on the other those that visit cultural attractions in the context of travel for other reasons (Smith (2003).

While it may be thorny to define culture and cultural tourists there is a practical definition of culture inherent in allocation of public funds to culture through cultural institutions. These institutions have an official mandate to preserve and present culture (Guðrún Helgadóttir, 2001). They are responsible for much of the cultural products available to tourists. It has been argued that tourism is one of the strongest cultural influences of our times (ICOMOS, 2005). It is therefore an interesting question of cultural policy to what extent cultural institutions define themselves as participants in tourism.



The presentation is based on an interview study with directors of cultural institutions and municipal officers in the Eyjafjörður area of North Iceland. In the interviews the participants were invited to share their views on culture as well as their definition and use of the concept Cultural tourism. Questions were asked about the destination image of Eyjafjörður and to what extent they believe cultural attractions define the destination. Furthermore they were asked about their relation to the tourism industry in the area, mainly in terms of marketing their products to tourists.

The findings indicate that the destination image is complicated and unclear, particularly the cultural aspect. The participants generally have a favourable attitude toward tourists as a target audience for their institutions although they have not been very actively involved with the tourism industry.

Kjell Olsen, Associate professor
Finnmark College

Museums as tourist attractions

This article analyses a museum as a tourist attraction. Museums are in danger of being heavily criticised when using exhibiting techniques that usually are regarded as belonging to the realm of amusement parks and entertainment. The same apply when their selection of objects for exhibits to much are founded on a potential tourist market. This attention to objects and exhibiting techniques often overshadows that many museums have adapted to a way of consumption that often are ascribed to tourism. Museums become involved in tourism systems, if they like it or not, and such an involvement necessitates certain ways of producing experiences. This way of producing experiences relates to certain ways of consumption of time usually found in tourism but increasingly also frames cultural consumption in everyday life. Rather than creating similarity in the culture exhibited tourism is one of several global forces that create a similarity in how culture is consumed.

Anna Karlsdóttir, Associate professor, human geography and tourism studies
University of Iceland

Religious icons and a plastic national costume! – Evaluation of the image making of a nation in a reopened national museum

Heritage tourism became one of the fastest growing tourism segments during the nineties. Earlier, tourism and cultural production were perceived distinctively whereas today varied cultural institutions are in active competition with other forms of leisure activities. In the last decade of 20th century increased numbers of historical events, historical sites and museums have been marketed with reference to heritage both in Iceland and elsewhere. The newly reopened national museum of Iceland, and its permanent exhibition “Making of a Nation” is analyzed with theoretical focus on what story is told and the aspects of authenticity. What challenges do curators face when making histories in museums, and what do visitors want to see and experience?



Friday

Economy and policy – Track 1

Morning Session

10:45 – 12:45

Mia Larson & Tommy Anderson & Donald Getz

Mapping festival stakeholders: Cases in Calgary, Canada and Sweden

Peter Björk & Henrik Virtanen

Hub-firms in tourism networks and co-operation facilitators

Anja Tuohino & Teppo Loikkanen & Katja Ristolainen

CET model for joint enterprise network analysis and development – a useful tool for collaborative SMTEs

Raija Komppula

Performance determinants in small and micro tourism businesses

Afternoon Session

15:40 – 17:40

Anne Holma

The dynamics of business relationships in business travel industry – a triadic approach

Ingibjörg Sigurdardóttir

The operating environment of equine tourism in Iceland

Per Åke Nilsson

Cruise tourism and the new tourist – Is it time for a new definition?

Reidar J. Mykletun

Patrons' responses to smoking bans in cafés, bars, nightclubs and restaurants in Norway



Abstracts

Donald Getz, University of Calgary

Tommy Andersson, Department of Business Administration, School of Business, Economics and Law, Göteborg University

Mia Larson, Department of Business Administration, School of Business, Economics and Law, Göteborg University & Department of Service Management, Campus Helsingborg, Lund University

Mapping Festival Stakeholders: Cases in Calgary, Canada and Sweden

This paper draws on resource dependency and stakeholder theories to examine the ways in which festival organizations secure necessary support and resources for long-term sustainability. Case studies of festivals in Canada and Sweden are analyzed within a framework that views the festival as being produced by a set of managed stakeholder relationships. The case studies illustrate specifically how a multiplicity of stakeholders engage in relationships with festivals that can be categorized as regulation, facilitation, co-production, supplier, collaborator, audience (consumer) and the impacted, and how key stakeholders take multiple roles affecting the festival organization. Practical implications are also drawn for festival and other event managers regarding the identification, evaluation and management of stakeholder relationships.

Key Words: sustainable festival organizations; stakeholder theory; resource dependency; Calgary, Canada; Sweden

Peter Björk* & Henrik Virtanen**

* Swedish School of Economics and Business Administration, Vaasa, Finland

** Vaasa Polytechnic, Vaasa, Finland

HUB-FIRMS IN TOURISM NETWORKS AND CO-OPERATION FACILITATORS

The success of tourism firms, particularly the small ones, can be aided by interaction with and the support of other actors. Studies have shown that networking and co-operation with other entrepreneurs in the same field rise as an important factor affecting success. Co-operation and networking can assist tourism firms to survive and compete with tourism firms in other regions. The formation process is encouraged by a realization that co-operation gives opportunity that might be unavailable to each of the partners, if they choose to stand-alone. In co-operation the partners pool resources. These resources may consist of e.g. services, knowledge, human capital, support and financing.

Tourism firms in tourism networks can be categorized according to their level of commitment, and the most active ones are in this article defined as hub-firms. All tourism firms in a network are important, but the hub-firms are in a class by



themselves. It is therefore justified to identify and understand how these firms co-operate in networks and interpret co-operation facilitators, i.e. how they interpret factors that help at the outset of co-operation and further facilitate the progress of the co-operation process. There are, as far as we know, no studies on how hub-firms managers/owners interpret co-operation facilitators.

This article has a focus on co-operation facilitators and the aim is to extend our understanding of their contents. Co-operation facilitators have previously been studied out of a tourism management perspective, as well as, out of a general tourism firm perspective. The purpose of this article is to analyze co-operation facilitators out of a tourism hub-firm perspective. The exploratory character of this study and the complexity of tourism networks support a choice of a qualitative research approach. Previously identified co-operation facilitators are used as a research framework. We are interested in how owners/managers of hub-firms interpret these co-operation facilitators. No restriction on the interpretation dimension is set in this study. We ask the owners/managers to write down on a blank A4-sheet all those firms they co-operate with. This map is then used as a springboard to discuss the co-operation facilitators.

The in-depth discussions with five identified hub-firms gave us data, which shows that hub-firms are very active network-builders and are working proactively when it comes to co-operation with different actors. Their networks are very large, and they consider all network partners as equally important. The network is seen as a mix of unique resources and competencies. The network creates a clear advantage, according to the hub-firms. Therefore they are very committed to networking and co-operation.

Keywords: tourism networks, co-operation, co-operation facilitators, hub-firms

Anja Tuohino, University of Joensuu
Savonlinna Institute for Regional Development and Research
Teppo Loikkanen, Savonlinna Innovation Center
Katja Ristolainen, University of Joensuu
Savonlinna Institute for Regional Development and Research

CET model for joint enterprise network analysis and development a useful tool for collaborative SMTEs

Centre of Expertise for Tourism (CET), together with its partners, fosters the development of viable and internationally competitive tourism in Finland. Main CET objectives include (1) managing value chains, (2) evaluating current trends and changes in socio-demographics and / or consumer behaviour and forecasting future opportunities, and (3) utilizing state of art information and communication technologies in tourism business. CET has build six national programs to realize these objectives. CET focuses on SMTE networks at the destination level.

The 'CET model for joint enterprise network analysis and development' forms the basis for the "Knowledge Management Program". The aim of the program is to search solutions, tailor tools and document best practices for SMTE enterprises and



their networks. This paper focuses on facilitating enterprise networks and knowledge transfer between the enterprises.

Four different enterprise networks in CET were studied and a common questionnaire was jointly developed to be applied in the interviews. The data for this paper has been collected through structured interviews, feedback discussions and long-term observation. The paper assesses and depicts the current status of one network, informational and operational gaps and overlaps in it, and the structure of the value chains imbedded. In addition, the future of the defined SMTE network in 2010 as seen by the entrepreneurs will be described. The network being studied in this paper is called the “*Saimaan Sydän ry*”, a decentralized nature tourism oriented network located in the lake district of Eastern Finland adjacent to Linnasaari and Kolovesi National Parks.

The questionnaire administered applied qualitative and quantitative criteria at the enterprise level focusing at customers, turnover, staff, seasonality and B2B versus B2C. Secondly, each entrepreneur using common guidelines depicted separately his / her business network. These networks were combined to depict the joint operational aggregate network. Thirdly, the present state and the future aspirations within the network, the common aims and values and the core values of the network as seen by the enterprises was assessed by using the SWOT –analysis.

The SaimaaSydän network was found to represent a functional collaborative network at the operational level. Much work still has to be done to integrate the network at the strategic level, e.g. defining common vision and business concepts, tailoring customer segments and rationalizing the core enterprises’ business roles.

Finally, the paper takes a critical stance, assessing the network analysis model and arguing that it is a useful tool to be developed further and applied in the broader tourism context, even cross-culturally. Despite the need to refine some questions, symbols and criteria, the enterprises perceived the model very useful for their revealing network dynamics and gaps in their knowledge transfer. The CET model also sets up a firm basis for assessing the potential of developing collaborative SMTE networks at the operational and strategic levels.

Keywords: collaborative SMTE networks, lake tourism, knowledge management, CET joint model,

Raija Komppula, Dr.

University of Joensuu, Department of Business and Economics, Finland

PERFORMANCE DETERMINANTS IN SMALL AND MICRO TOURISM BUSINESSES

The purpose of this study was to identify those factors that are supposed to be the most important in terms of success in tourism industry in North Karelia in Finland, and especially from the SME point of view. The measures used in the questionnaire were based on and adapted from Pasanen’s (1999, 2004) and Valos and Baker’s (1996) work. The respondents were asked to evaluate the importance of the given factors for the firm’s success in the field of industry (s)he represents and how highly



the respondent evaluated the company's expertise in each factor in their operations. Questionnaires were sent by mail to a total of 214 tourism businesses. The final response rate was 43 % (92 businesses). According to the analysis of the data, the respondents seem to emphasise the importance of customer orientation, good skills in leadership, internal marketing and a good reputation of the firm and the product. The impact of external advice (incubators, consultants, research organisations) was evaluated as the least important factor of success. So, it could be surmised that market orientation seems to play a key role in the performance of small and micro tourism firms. Customer orientation is also well mastered according to the businesses. Expansion to export markets would need most development, but this factor, on the other hand, has been evaluated as a less important success factor than most other factors. The greatest development needs within the tourism industry would be in the areas of price and accessibility and customer orientation. The results of this study indicate that there are no statistically significant differences in the views held by slowly or fast growing tourism businesses regarding the importance of the success factors. The same factors are considered important and less important in both slowly and fast growing businesses. Neither were there any statistically significant differences in these businesses as to the expertise in these success factors.

Anne Holma, M.Sc.(Econ.), Doctoral candidate

CERS – Center for Relationship Marketing and Service Management

Swedish School of Economics and Business Administration

THE DYNAMICS OF BUSINESS RELATIONSHIPS IN BUSINESS TRAVEL INDUSTRY A TRIADIC APPROACH

This is the first stage of a wider research process with the overall purpose to increase understanding of the dynamics of business triads, and their change processes. An explorative pilot study is conducted, where the unit of analysis is the distribution triad consisting of the corporate client, service supplier and business travel agency. Change in the client companies' purchasing policy, and changes in the service suppliers' marketing policy are the major critical events leading to reorientation periods with impacts on the nature of the triadic relationships, regarding power distribution, control and roles in the triad.

Keywords: Business triad, distribution, business travel, ARA-model, change process.



Ingibjörg Sigurðardóttir

Ferðamálaeild/Department of Rural Tourism, Hólaskóli, Háskólinn á Hólum

The Operating Environment of Equine Tourism in Iceland

The tourism industry has been growing rapidly in the last few years. Leisure activity is an important part of tourism. Equine tourism has become an important part of leisure activity in Iceland as well as in many other countries. The first horse rental in Iceland was incorporated around 1970. Since then, this branch of industry has been developing. Equine tourism includes horserentals and riding tours, as well as horseshows, riding shows, riding contests, service for groups travelling on their own horses, historical exhibitions and making and selling souvenirs.

Good knowledge about external and internal factors of business environment of companies in equine tourism is important to increase profitability of the businesses. This branch of industry has not been a subject of research in Iceland until lately. The Rural Tourism Department of Hólar University College in north of Iceland has had the role to fill this gap. For the last three years the school has been leading a research program that also includes giving education and feedback to managers and staff in the business.

Most of the businesses are small and did start as a family business. The main motivation for founding a business in this sector turned out to be:

- To increase income from businesses such as farming, horse breeding or training
- Better capacity utilization, for example from buildings, land or horses
- Diversification of business opportunities as traditional farming declines
- To utilize a personal hobby as a business opportunity

All these motivations are part of making economic benefit from equine tourism in rural areas.

Most of the businesses are firmly established and offer a variety of products, but the business skills, the awareness and emphasis on cost and values in many aspects of the business operation seem to be limited.

This branch of industry is still young in Iceland and law and regulations in the business are yet quite undeveloped and the permit system is not working properly and need to be updated to reflect this.

Statistics about equine tourism in Iceland is in most cases not available. That makes research and strategic planning in the business more difficult. Research of customer behaviour in the business is important to make marketing and market segmentation more efficient. First results from a customer survey, made by The Rural Tourism Department of Hólar University College, indicate that most of the customers in horserental and longer riding tours are very satisfied with the service they get. Most of the guests in longer riding tours stay for average of 7 nights, that indicates the importance of this business for economic development in rural areas in Iceland.



Per Åke Nilsson

Senior researcher, Centre for regional and tourism research
Nexö

**Cruise tourism and the new tourist –
Is it time for a new definition?**

The concept of the "new tourist" was launched by Auliana Poon over a decade ago. The "new" tourist was described as an independent, flexible, and demanding individual with a high capacity of arranging travel him/herself and with a desire to have an impact on the process of the tour. Cruise tourism is an all inclusive tourism where few of these characteristics, formulated by Auliana Poon, are adaptable. Lately, some operators, especially ferry operators, have found, however, a way to combine all inclusive with individuality, at least to some degree. This paper is an attempt to discuss if it is possible to combine the "new" tourist of Auliana Poon with the "old" tourist type of travel, significant for cruise tourism. The discussion is based upon findings from the Norwegian Coastal Express (Hurtigruten) and the ferry companies sailing the route Stockholm – Helsinki.

Reidar J. Mykletun

Norwegian School of Hotel Management
University of Stavanger

**Patrons' responses to smoking bans in cafés, bars,
restaurants and nightclubs in Norway**

Second after Ireland Norway introduced a total smoking ban in the restaurant industry on June 1st, 2004. Workforce health issues were the main argument for the ban, accompanied by a desire to reduce cigarette smoking in general and also to prevent youngsters from starting smoking. The population counted at that time 25 % female daily smokers and 27 % male daily smokers. The ban was highly controversial, although it was warned throughout an increasingly stronger demand on smoking restrictions in general as well as in the hospitality business. Neither were the restrictions welcomed by the restaurant patrons before their enforcement in 2004.

Results from a pre- and post implementation study of the effect of the smoking ban on restaurant patrons' perceptions is presented. Today, 67 % of the respondents are positive to the smoking restrictions, representing a dramatic increase of 25 percent point as compared to before the restrictions were enforced. The greatest changes in attitudes are to be found among the smokers. Moreover, the respondents believe that the smoking ban will contribute to a change in attitudes towards smoking in general. Moreover, there is a slight tendency towards a decrease in restaurant patrons' average age after the ban, indicating that the elderly, and also wealthier guests, stay at home where they can continue smoking. The proportion of smokers among the restaurant guests is reduced from 42 % to 32 %, and the number of occasional smokers has increased from 19 % to 22 %. Moreover, among the



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restaurant patrons, the attitudes towards allowing smoking in their own homes have decreased. The ban has not changed the frequencies of patronages to cafes, bars, pubs and restaurants in general, but the guests arrive later and stay shorter, visit more places, and 16 % report that they spend less money. Nightclubs have lost patronages. In general, patrons stay longer at home drinking before going out, and the alcohol consumption may have increased after the ban. As expected, smokers and non-smokers hold different views on the smoking ban, and the smokers feel that the pleasure of visiting restaurants is significantly reduced after the ban, while the non-smokers hold a different opinion. The restaurants have made some efforts to accommodate for the smokers. Interestingly, the non-smoking patrons appreciate fewer problems with smell of smoke from hair and cloths after visiting a restaurant, and also reduced problems with sore throat accompanied by an appreciation of less pollution in the air, however, this is not the view of the smokers. However, other disgusting human odours have appeared as a problem when not hidden under the fog of cigarette smoke.



Friday

Economy and policy – Track 2

Morning Session

10:45 – 12:45

Ásgeir Jónsson

The impact of tourism in the Icelandic rural areas

Nigel Halpern

Airport marketing as a means of exploiting the potential for tourism in Europe's northern periphery

Svein Larsen & Wibecke Brun & Torvald Øgaard & Leif Selstad

It's safer at home" – Subjective food-risk judgement in tourists

Carsten Syvertsen

How to achieve economic growth in Montenegro using social capital and intellectual capital as tools; Preliminary findings from the Igalo Spa Centre

15:40 – 17:40

Ole Skalpe

The CEO gender pay gap in the tourism industry. Evidence from Norway

Lena Mossberg

Storytelling and concept development in hospitality and tourism



Abstracts

Ásgeir Jónsson completed his Ph.D. in Economics from Indiana University in May 2001 and is currently employed as an assistant professor in the Department of Economics at the University of Iceland. Ásgeir has work experience in the financial markets as well as consultant to the Icelandic government on regional economic development. He has written extensively on issues related to international finance, monetary economics and spatial economics.

The impact of tourism in the Icelandic rural areas

Tourism has been on the rise in Iceland as is evident from the 6-10% annual increase of foreign visits for the past decade. However, even though most foreign visitors cite the nature of Iceland as their main reason for their visit it is still evident that most of their spending occurs in the city of Reykjavik (70%) or within 1 hour driving range from the capital and the international airport (80-90%). This has created some doubts that tourism will actually spur regional development outside capital area as has often been anticipated. The aim of this study is to chart the regional economic impact of tourism on Iceland, employing the available regional and economy wide data with a special emphasis on the region of Eyjafjörður in which Iceland's second largest city is located. The main goal is to estimate structural relationships between each night spent by a foreign visitor and its local impact on employment and income depending on the level of urbanization and distance from the main transport systems, and thus creating a framework for the assessment of the effect of public infrastructure projects, regional development funds in association with the tourist industry.

First results will be available in September with numerical estimates on the regional impact of each hotel night spent by a foreign visitor by regions.

Nigel Halpern

Centre for Civil Aviation, London Metropolitan University

Airport marketing as a means of exploiting the potential for tourism in Europe's northern periphery

Europe's northern periphery has a relatively good distribution of airports that were developed for military or regional development purposes. Before deregulation, the focus of these airports was on providing a public service to the many small and isolated communities by linking them to the main transportation networks. Airports were dominated by the hub connection of a national airline and/or minimal services by small aircraft with high fares. Most airports were publicly-owned and operated by their national or regional government and were largely empty, loss-making and heavily subsidised. Monopolistic conditions in the airline industry meant that there was minimal competition between airports and there was a lack of incentive to reduce costs and improve efficiency. As a result, airport marketing was something of



an oxymoron and was limited to passive approaches such as the publication of an airport timetable.

Airport marketing has since evolved and has been driven by changes in the business environment such as changes in travel behaviour and motivations, general economic growth and structural changes in the European airline industry. These changes have accelerated the growth of tourism and the opportunity for airports in Europe's northern periphery to compete in destination markets based on both packaged and independent travel arrangements. However, changes in the business environment have also meant that the decisions of airlines are increasingly dictated by unpredictable and rapidly changing market forces rather than public service considerations. This means that airports wanting to compete in destination markets must adopt more market-driven management practices and must become more proactive in their approach to marketing. This includes the adaptation of their marketing mix.

The airport marketing mix is a tactical toolkit that airports control and use to exploit market trends and meet the needs and wants of their airline customers. This paper uses a number of case studies to illustrate how the marketing mix has been used by airports to exploit the potential for tourism in Europe's northern periphery. The findings of this paper conclude that in order to compete in destination markets, airports must understand the facilitation requirements of their target markets, offer price incentives, support travel planning, and develop promotional campaigns through strategic partnerships. This paper also concludes that whilst the airport marketing mix is effective in exploiting market trends, it does not prove demand or guarantee success. Therefore, airports must also provide market intelligence and collaborate with local tourism and regional development agencies.

Keywords: Airport marketing; Tourism development; Europe's northern periphery

Svein Larsen^{1,2} **Wibecke Brun**¹, **Torvald Øgaard**² & **Leif Selstad**³

¹University of Bergen, Department of Psychosocial Science, Christiesgate 12, N-5015 Bergen, ² Stavanger University, Department Norwegian School of Hotel Management, N-4036 Stavanger,

³ Finnmark College, N-9500 Alta

“It's safer at home”

5. Subjective food-risk judgements in tourists

Risk sources in contemporary tourism vary over a long array of phenomena ranging from the risk of terror attacks (particularly since the Sept 11th attacks and the launching of the so called “War on terror”) to salient food related risk sources (such as Creutzfeldt-Jacobs Disease (CJD), commonly known as “Mad Cow Disease”), Salmonella, Scrapey disease or even genetically modified food).

In this study we addressed the pervasiveness of tourists' judgements of such food related risks. Some 1880 individual tourists (from 48 different nations) answered a questionnaire pertaining to food risk issues. We expected that food risks would be judged to be lower in ones own home country than abroad.



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Our results indicate that risks linked to food are indeed perceived to be higher abroad than at home, no matter where the respondents' home is. In addition, travel experience has a stronger negative correlation to food risk judgements abroad, than to food risk judgements at home. Moreover, our results indicate that there are cultural differences in risk judgements concerning food.

Carsten M. Syvertsen, Ph.D, Associate professor
Oslo School of Management

How to achieve economic growth in Montenegro using social capital and intellectual capital as tools-preliminary findings from the Igalo Centre

We use the Igalo Centre in Montenegro in order to link knowledge processes and knowledge outputs. We ask how it is possible for the Igalo Centre to achieve economic growth. The Igalo Centre needs to attract foreign clients and investors. For this purpose we use theories of social capital and intellectual capital in order to create a conceptual model that use different kinds of knowledge at the individual (intellectual capital) and the collective level (social capital). We ask how knowledge is created and exploited, for the purpose of creating value-creating activities, describing the Igalo centre as a professional service firm. Our main conclusions are summarized in a dynamic model where different types of knowledge can be used to promote productive output. The first is to transform individual tacit knowledge into explicit knowledge-in-action directed towards organizational objectives and productivity. The second is to transform individual knowledge-in-action and collective tacit knowledge into configured knowledge, the type of knowledge directly related to the production of output, i.e. towards customers. At the end of the article we show how the dynamic conceptual model can be used for the purpose of taking practical steps within the Igloo Centre building our reasoning a system dynamics point of view.

Key words: value creation, intellectual capital, social capital, knowledge exploration and knowledge exploration.



Ole Skalpe, BI Handelshøyskolen, Oslo, Norway

**The CEO gender pay gap in the tourism industry
Evidence from Norway**

This article compares the gender pay gap among chief executive officers (CEOs) in tourism and manufacturing firms. The study holds that the high representation of female employment in the tourism industry does not reduce the discrimination of female managers in the wage-setting processes. The initial gender compensation differential is larger in the tourism sector than among manufacturing firms. However, this difference is erased by the control variables. It is documented that female managers in the tourism industry have a stronger tendency to run smaller firms than their female colleagues in the manufacturing sector. The analyses support the literature suggesting that tourism employment is gendered in nature. It is evident that the proposed sex segregation of employment in the tourism industry also applies to the top managers.

Keywords: Leadership compensation, gender.

Lena Mossberg

Tourec, School of Economics.

Storytelling and concept development in hospitality and tourism

Joe Farelli, Arn, Kapten Klassen and Galvin Green are all well-known men in Sweden. However, none of them have ever existed in reality. The stories about the men are all fictive but we can meet Joe Farelli in his restaurant in Göteborg, Arn on a tour in west Sweden, Kapten Klassen at Stora Hotellet in Fjällbacka and Galvid Green when we shop golf clothes. All the companies have got a lot of attention in media but also among customers and other interest groups. Also, quite a lot of money has been earned due the stories. Why? This is about storytelling, one of the latest trends in marketing.

The aim of this project is to discuss concepts, theories, models and practical implications related to storytelling and concept development. The discussion is based on a manuscript for a new marketing book. The book is going to be published in the beginning of October 2005 by Studentlitteratur in Sweden.



Friday

Nature

Morning Session

10:45 – 12:45

Leena Alakoski

Customer value of nature-based activities

Anna D. Saethorsdottir Usefulness of the purist scale when planning Nature tourism

Jan Vidar Haukeland

Tourist perspectives on overgrown landscapes in rural areas

Rosemarie Ankre & Lars Emmelin

Planning for a Mosaic of Values in a Discontinuous Landscape – Planning for recreation in the Luleå Archipelago, Sweden

Afternoon Session

15:40 – 17:40

Anne Maria Sparf

Choosing right – evaluating and comparing eco-tools

Kjartan Bollason

Nature based tourism product development – Experience from the Westfjords of Iceland

Tryggvi Þórðarson & Bergþóra Aradóttir

Hot bathing springs – A resource in Icelandic tourism

Erika Andersson Cederholm & Johan Hultman

Tourists and global environmental change: a possible scenario in relation to nature and authenticity



Abstracts

Leena Alakoski
Laurea Polytechnic

Customer Perceived Value of Nature-based Activities in Tourism

The research examines the problems of perceived value of customers who purchase nature-based outdoor activities for guests or staff e.g. after a conference day. It applies the theories of services marketing and consumer behavior into tourism research. In a service company value concept is used in different connections: economic value added, organizational values, key-account values as well as customer perceived value. The research context consists of nature-based tourism companies and the research framework consists of factors related to expected value of purchasing customers. The research concentrates in the factors customers perceive valuable in these services. The research dilemmas define value factors and clarify the concept of customer perceived values. The research structure can be divided into three different parts: theoretical examination, empirical study with factor analysis as well as a discussion according to the goals of the pilot study. The research can be characterized as a pilot and case study.

The customer sets goals in order to achieve value, he observes and evaluates services. The benefit should be in relation to sacrifice. The theory is based on the definition according to which value can be characterized as interactive, relativistic preference experience of satisfaction in connection with the service process. The framework is created with the help of six dimensions which are benefits in purchase situation, content of product, product quality and price, satisfaction with the product, product experience and nature environment. The factors related to these six dimensions are thought to effect the development of customer perceived value.

There were six explorative factors obtained as a result of the study: professionalism and quality, learning, surprises and amusement, social intercourse, experiencing the natural scenery as well as struggling and overcoming oneself. When connected to value typology the factors reflect values related to excellence, play, aesthetics and esteem. When examined by different demographics like work experience or reason for purchase, there are some differences in the data. A subject, an object as well as interaction of these two are connected with the examination of customer perceived values. The development of values can be perceived as a time dimension: expectations, evaluations of the present situation as well as past experiences. The examination can be done from the consumer's as well as from the customer relationship's point of view. Demographics effect perceived value. Customer perceived values are like attitudes, dynamic and changing. They are seen as future competitive advantage and they are meaningful in service development.



Anna Dora Saethorsdottir, lecturer at the Department of Geology and Geography
University of Iceland

Usefulness of the Purist Scale when planning Nature Tourism

Nature is the most important resource for tourism in Iceland. Nature tourists have different expectations to the environment depending on what kind of experience they seek. Some seek the unspoiled nature and appreciate solitude, for others good service and good facilities are an important part of the trip.

The aim of this study was to evaluate the usefulness of the Purist Scale when planning nature tourism. The Purist Scale has been used when protected areas have been planned for tourism in the United States and Scandinavia. This research is the first attempt to use the model in Icelandic context.

On the Purist Scale the so-called purists are at one end of the scale. They prefer to travel with primitive facilities in an unspoiled environment, highly appreciate solitude and dislike restrictions on their behaviour. Urbanists are at the other end of the scale. They appreciate services and facilities and welcome other visitors in the area they are travelling in. Neutralists occupy the middle of the scale and do not have as strong opinions on those themes.

In the research over two thousands questionnaires were handed out in six different nature destinations in Iceland. According to the model tourists were divided into market segments and statistical tests were run to find if there is a difference in experience between the groups. In order to obtain a deeper understanding of the meaning behind the answers given in the qualitative study interviews were taken with twelve visitors. There each variable in the Purist Scale model was looked into and evaluated if tourists meaning behind the answers were the same as the model assumes. This was then used to evaluate the usefulness of the model in planning nature tourism in Iceland or if cultural and site specific factors are too dominant for the model to work in Iceland. The results show that the model is very usable in Iceland although some minor adjustments need to be made to it.

Jan Vidar Haukeland
Institute of Transport Economics

Tourist perspectives on overgrown landscapes in rural areas

The rural areas in Norway are in a profound process of change as the number of farms is being reduced over time. First and foremost farming is given up in areas with extensive agriculture and dairy farms, and as a result the amount of e.g. goats is heavily declining. The dramatic decreases of farming activities and animals grazing in open air lead to overgrowth in cultural and natural landscapes and this is a process that is also probably accelerated by other processes like climatic changes, increased pollution of rainwater etc. This may cause changes in the ways rural landscapes are perceived by tourists, and such alterations may also inflict on the tourists' assessments of the countryside's cultural and natural assets.



On the basis of empirical data the paper scrutinizes how the tourists perceive various landscape elements and it discusses the probable consequences of overgrown landscapes. It is argued that the marginal areas of agriculture (fjords and mountains) are the most significant resource base for tourism in the Norwegian context. The tourists take a very strong interest in the natural scenery and the rural cultural features may also signify the character and the distinctiveness of the landscape. A responsible management is therefore needed to prevent overgrowth and to protect and visualise the cultural and natural landscapes in rural areas.

Rosemarie Ankre & Lars Emmelin

Blekinge Inst. Of Technology, European Tourism Research Institute
and Mid-Sweden University, Östersund.

**Planning for a Mosaic of Values in a
Discontinuous Landscape
Planning for Recreation in the Luleå Archipelago, Sweden**

The coastal areas' physical environment and their activities have a great power of attraction on visitors which encourage further development of tourism and recreation. At the same time, these areas consist of vulnerable nature and culture which cause conflicts of land and water use. Zoning is generally used as a planning instrument to handle land use conflicts where a gradient from the urban to wilderness allows the planner to provide a spectrum of recreation opportunities. In recreation planning in Sweden, zoning systems such as the recreation opportunity spectrum model are being applied in wilderness areas.

However, the archipelagos consist of discontinuous landscapes which challenge a zoning logic. This paper explores the potential of geographical zoning in coastal areas where the continuum of spectrum is replaced by mosaic.

In 2003, a questionnaire survey to visitors was conducted in the Luleå archipelago, Sweden. Based on the results, this paper will identify conflicts in coastal areas in relation to place attachment and the spatialization of the visitor characteristics. The application of zoning as a mosaic instead of spectrum is explored by investigating the correlation of place attachment and the visitors' geographical dispersion and location in the archipelago. The adoption of the ROS-concept Water Recreation Opportunity Spectrum (WROS) is examined.

Keywords: Conflict, zoning, archipelago and place attachment.



Anne Maria Sparf, Umhverfisstofnun, Reykjavík, Iceland

Choosing right – Evaluating and comparing eco-tools

In February 2005, a new methodology to evaluate environmental management tools was introduced. The goal was to enable an analysis of the suitability of such tools for application by small and medium-sized enterprises (SMEs), with emphasis on the tools (especially eco-labels) available in the Nordic tourism industry. The new methodology will help consultants, governments and municipalities as well as individual companies to choose between various existing tools, in addition to allowing comparisons to be made between tools. The methodology can also be used as a framework or guidelines in developing new environmental management tools for SMEs.

Since the majority of tourism companies are relatively small, the methodology is based on the special needs and characteristics of SMEs. This is why any EMS solution or eco-label scheme must be inexpensive, simple to use, while still providing adequate support functions. In addition, they should also be effective in improving the environmental performance of the company/organization in question as well as increasing their competitiveness through reduced costs and improved environmental image.

Currently, ten tools have been evaluated using this system. Emphasis was on tools that are available for the Nordic tourism industry, although other interesting tools were also included. Recommendations are given based on the results: The Green Globe 21 eco-label scheme is recommended for all Nordic tourism sectors as a tool to improve environmental performance. In addition, the Eco-lighthouse approach is recommended for SMEs in other industries. The Nordic Swan or alternatively the EU Flower is recommended for larger hotels, and the TourBench benchmarking system for all sizes of accommodation services preferably hand-in-hand with an eco-label scheme. Any new tools would ideally integrate the needs of SMEs to environmental benchmarking methodologies. New tools would benefit from a similar approach as is used in the British Green Tourism Business Scheme.

Project details: Anne Maria Sparf (2005). Comparing Environmental Performance – Environmental Benchmarking for SMEs in the Nordic Tourism Industry. MS thesis in Environmental Sciences at the University of Iceland.

Keywords: eco-labels, environmental management, environmental performance, EU Flower, Green Globe 21, Green Tourism Business Scheme, Nordic Swan, small and medium-sized enterprises (SMEs), tourism



Kjartan Bollason, M.A. Environmental Science
Project Manager at Rural Tourism Department, Holar University College

Nature based tourism product development – Experience from the Westfjords of Iceland

Nature based tourism is a new tourism sector which has experienced significant growth in recent years. Connection with nature is the main attraction for visitors and this sector can support both conservation and employment. Nature based tourism (NBT) can be broadly defined as tourism where the main focus is on nature and on experiencing nature first hand. Nature based tourism is thus a form of tourism that encourages 'interacting' with nature, with emphasis on disseminating knowledge about local culture and history in an authentic setting within a sustainable framework.

In the Westfjords of Iceland a NPP (Northern Periphery Project) project on nature based tourism was started in the beginning of 2004 and will last until 2006. Participating in that project are local development agencies and companies from northern Norway, northern Sweden, the Highlands and Islands of Scotland and the Westfjords. The project's aim is to integrate all of the NBT objectives into tourism product development among companies in those regions. The aims are; increase market knowledge of the companies joining NBT, integrate product development and strengthen the quality and environmental attributes of NBT-products as well as to develop a better network.

The paper will discuss how small companies (usually with 1-2 employees) can benefit by participating in the project and at the same time how the environment benefits. The paper looks at how companies participate in product development, how new knowledge is diffused to them and how project managers learn from companies and how the process benefits the outcome of the project, e.g. by getting information on Best Practice. Methods used in the project involve 1-2 day regional seminars or workshops, 2-3 day transnational workshops where companies from all the regions meet, attending conferences and using on-site visit to get to know the businesses in their own surroundings.

The paper argues that the most effective ways are on-site visit and workshops where the companies meet together and participate in activities which enable them to discuss and learn about new ways of doing business. Learning by doing is thus the most effective way, especially for businesses that have limited amount of time. The process thus involves capacity building and how that is delivered in the most effective manner. Networking, both between companies inside a region and between regions and between project managers/lecturers and companies, is thus a key element when it comes to achieving results for companies, regions and the project in its entirety.



Tryggvi Þórðarson

Cand. Real. In limnology

The University of Iceland, Research Center in Hveragerði

Bergþóra Aradóttir

M.A. degree in geography and tourism

The Icelandic Tourism Research Center

**Hot bathing springs
-A recourse in Icelandic tourism-**

Hot springs have been used for bathing in Iceland for as long as there have been people in the country. Many natural bathing springs are also believed from antiquity to have healing powers, some because they were blessed by the bishop Guðmundur the kind (1203-1237), others because of reputation or tales. Bathing in hot spring water is also generally considered beneficial for the health. Today many of the older bathing springs have disappeared, some by natural causes and others because of the exploitation of the geothermal energy resource. At the same time the number of modern thermal baths that use geothermal water have increased. There are however still many natural hot bathing springs left. These springs can play a big part in the marketing of the Icelandic nature in tourism. When doing so it is important to have good information about the springs and their properties.

In this lecture, a survey of Icelandic hot natural bathing springs and thermal baths will be introduced. The aim of the survey was to collect in one place all relevant basic data about the baths and at the same time analyze their chemistry and natural bacteriological species composition. The survey was carried out in 2003 and 2004 and covered almost all generally known natural bathing springs and thermal baths in Iceland.

In connection with the gathering of information about natural hot springs an opinion study was carried out among the locals. By this, valuable additional information was obtained, because the utilization of natural resources, like the hot springs, is hard unless the locals are consulted and show a positive attitude towards tourism. Tourism can affect locals and their community in various ways and in time raise a very negative attitude towards tourists. Murphy (1988) believes that for the locals to develop a positive attitude towards tourism it is necessary for them to be involved and to be able to influence how it develops.



Erika Andersson Cederholm

Department of Service Management, Lund University

Johan Hultman

Tourists and global environmental change: a possible scenario in relation to nature and authenticity

The aim of this paper is to discuss global environmental change (GEC) through the social construction of nature and notions of authenticity. We will discuss the social construction of nature in a specific context, namely that of different kinds of nature based tourism. The argument will revolve around what we perceive as a shift in focus from the image of nature as *thing* to nature as *experience*, also expressed as a shift from nature as *place* to nature as *globalised locality*. We will sketch a development from “traditional” nature tourism practices and rhetoric to the formation of another cultural economy of nature in order to discuss possible effects of GEC on tourist phenomenologies. By structuring our analysis around three aspects of authenticity, we will argue that different nature tourism operators stress the non-essentialist, experiential image of nature, where the destination per se seems to have a secondary role. We further suggest that the non-essentialist and therefore fluid concept of authenticity in tourist experiences might be adaptable to perceptions of change on a global scale. We aim to interpret GEC, although encompassing potentially devastating processes in a great number of ways, as also being able to be incorporated in common discourses of tourist experiences.



Friday

Marketing

Morning Session

10:45 – 12:45

Guðrún Þóra Gunnarsdóttir

Rural destination marketing: A case study from North Iceland

Ms Monna Alatalo & Mr Janne Ahtola

Micro-sized tourism businesses in joint marketing and product development process

Bodil Stilling Blichfeldt & Anna Lund Jepsen

Having nothing better to do: Why people spend their vacations at a nearby caravan site

Anette Therkelsen

Holiday decision making in families – strategies and outcomes

Afternoon Session

15:40 – 17:40

Malin Zillinger

A spatial approach on tourists' travel routes and activities

Peter Björk

Web sites features and emotional response – an analysis of tour operator's web sites

Sølvi Lyngnes & Tom Rosendahl

Norwegian tourist attractions market communication – what and how

Jens Kr. Steen Jacobsen

Skiers' Sense of Snow. Holiday Attribute Preferences of Alpine Skiers



Guðrún Þóra Gunnarsdóttir
Rural Tourism Department
Holar University College

Rural Destination Marketing: A Case Study from North Iceland

More and more destinations are entering the tourism scene worldwide and, as a result, each faces increasing competition everyday. There is a demand for new tourism products as demonstrated by increasing numbers of international tourist arrivals worldwide. Matching demand and supply is however, not a simple matter so the need for effective marketing is a critical issue for all those who are involved in tourism destination development.

Higher volume of tourists does not necessarily mean an even distribution through all regions within a country. Nor do tourists show up in the countryside simply because there is a local desire for tourism development. Rural areas face many obstacles on the path towards becoming an established tourism destination. A successful articulation of the rural product to target markets is vital in order to enhance the rural destination, but marketing often suffers from a great confusion as to what to communicate and how. Destination marketing requires good knowledge of the market as well as a good understanding of the supply that is offered. In Iceland there is an apparent need for more structured regional marketing but little research has been done on regional and rural tourism in Iceland.

The study describes how a rural tourism region in North Iceland is perceived as a tourism destination in order to understand its potential for development. This research is centred on regional tourism destination marketing both in a national and global context and explores how a rural locality can be viably articulated to target markets.

Ms Monna Alatalo, Project Manager &
Mr Janne Ahtola, Head, Principal Lecturer in Tourism Research
HAMK Traves – Development Centre for Tourism
Häme Polytechnic, University of Applied Sciences

Micro-sized tourism businesses in joint marketing and Product- development process Case: SaunaRing

The purpose of this paper is to describe the process of which seven micro-sized part-time tourism companies have been participating since January 2004. These companies are all located in the small region of Häme in Southern Finland. This area is a fairly new area to promote its tourist services and at first seems to lack its very own destination identity. According to survey by the Ministry of Forest and Agriculture, there are 63 businesses listed in the rural tourism sector. Activity



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services sector lists 33 in the entire area (the regions of Kanta-Häme and Päijät-Häme, pop. 165000 and 200000) of the Häme Employment and Economic Development Centre in 2002. Despite, the regional tourism industry has a lot of expectations; to compensate for the loss of jobs and income by the traditional industry as well as for the ever decreasing feasibility of agriculture, . Quite a few entrepreneurs have also seen it as a chance to get out of the treadmill and make themselves more rewarding an income by doing what seems to be a goldmine in Winter Wonderland – Lapland. That is guided outdoor programmes and theme meals.

The Häme Region has an excellent location, less than two hours from major economic centers such as Helsinki, Turku and Tampere. Yet it can boast of nature trails in picturesque enough scenery, which even motivated one of Finland's internationally acknowledged painters, Mr. Albert Edelfeldt to immortalize in his work. Mansions, castles, countryside, new enthusiastic people, a few established tourism companies with old brands such as "Aulanko Park" in Hämeenlinna and thrive to develop, along with substantial finances by the EU and the provincial government have made tourism to promise well. How does this all look like from a point of view of a micro-sized tourism company?

Within tourism industry there have been few subjects that have been as much marketed and discussed as merchandising services. Should all aspects of a tourism product be merchandised? What steps should be taken after the product is thought to be "good to go"? Have we ended up with too many merchandised products as a result? Is there such thing as too much – as the world tourism markets hardly lack anything. Or is this the true nature of the economics – good enough, well marketed and lucky products always make it no matter how hard the competition? In that case who can determine which products have what it takes to make it? The European Funding (EAGGF – European Agricultural Guidance and Guarantee Fund) season will be closed at the end of February 2006. What will have we accomplished in the rural tourism sector with our seven micro-sized companies by then?

The co-operation has lead from a scratch to a product manual, joint marketing efforts and incredibly well functioning team of seven entrepreneurs. What have been the steps and what can we still expect to come out of this?

Key words: merchandising services, joint process, micro sized tourism businesses



Bodil Stilling Blichfeldt, Assistant Professor, Ph. D.

University of Southern Denmark, Department of Environmental and Business Economics

Anna Lund Jepsen, Assistant Professor, Ph. D.

University of Southern Denmark, Department of Environmental and Business Economics

**Having nothing better to do:
Why people spend their vacations at a nearby caravan site**

Consumer scientists tend to emphasize peoples' needs for memorable, out of the ordinary experiences as a key reason underlying their choice of vacation. Nonetheless, some people choose vacations that, from the outside, appear *not* to incorporate doing 'extra-ordinary' things. The aim of our study is to understand more about *why* people choose vacations that do not appear to contain experiences out of the ordinary. Further, the study aims at providing a small tourist enterprise (a caravan site) with advice regarding how their marketing efforts should align with tourists' reasons to choose this type of summer vacation. Thus, we point to ways in which a small enterprise's marketing might be improved by means of research that deepens understanding of tourists' underlying values.

The study was done at a Danish caravan site in the form of unstructured observations and 31 in-depth interviews including 61 individuals. Findings suggest that the key reason for choosing this type of vacation is that it offers tourists many opportunities to 'do' things *whilst* they feel no obligation to do so. Informants seemingly like to immerse themselves in life at the caravan site – a life freed from tasks as well as from pressures to experience as, for instance, visiting attractions. Consequently, mostly they end up *not* taking advantage of the opportunities for experiencing. Additionally, informants emphasize that they choose this kind of vacation because it allows the family to be close together. Yet, activities for the children are deemed valuable because they keep them busy while allowing adults to be passive. The same way, the possibility to change sites during the vacation is emphasized as an important reason for choice of this kind of vacation and yet, informants mostly stay at the same (nearby) site during the entire vacation.

In conclusion, the findings of our study indicate that individuals choose to stay at a nearby caravan site because it offers *opportunities* for making 'good' use of important spare time (*i.e.* engaging in experiences) knowing that it will be perfectly all-right, once immersed in life at the caravan site, to spend the vacation experiencing nothing out of the ordinary – and that this is an experience in itself. As a result of this finding, we suggest how small and medium sized tourism enterprises (e.g. caravan sites) could improve marketing efforts by means of research clarifying the experience as it is perceived by their customers.

Keywords: Experiences, attractions, tourism, consumer behaviour, consumer choice, marketing



Anette Therkelsen, Associate Professor
Aalborg University, Denmark

Holiday Decision Making in Families – Strategies and Outcomes.

Many of us know from personal experience that the family holiday is characterised by negotiations, occasional conflicts and compromises both before and during the holiday, and that children seem to be gaining more and more influence on the final choices. The scholarly debate on family decision making in relations to holidays is increasing these years, however, the often conflicting interests and resulting negotiations taking place between father, mother and child have not received much attention. General consumer theory is, on the other hand, increasingly focusing on children as consumers and as influencers on parental choice and this concurs with the radical change of status that the child is experiencing in families these years: from being perceived as an ignorant and passive entity, to being perceived as a well-informed and active member of the family.

This paper aims at understanding the holiday decision making in families by exploring the roles that each family member takes upon him- or herself or may be given, the issues that are negotiated and those that are not, and strategies that are used to accommodate varying interests and reach a decision. Drawing in particular on the five family decision making strategies suggested by Lee & Collins (2000), the paper shows that the usage of different strategies is to some extent dependent on the stage of life cycle that the individual family is at, but also other factors may be useful in explaining families' holiday decision making.

Empirically, the paper is based on qualitative interviews and a quantitative questionnaire study with German and Danish families including all the members of the households which took place in the spring/summer 2003.

Malin Zillinger

Department of Social and Economic Geography, Umeå University and Mid Sweden University

A Spatial Approach on Tourists' Travel Routes and Activities

Tourism studies are often concentrated on a single tourist destination. In order to receive information about the development of the destination, the method of counting guest nights is often used. A lot of research has been done on the mobility of both national and international travellers. Concerning the tourists, there is knowledge on where they stay and which means of transport are used to travel. At some attractions, usually where the visitors have to pay an entrance fee, the number of tourists is known.

However, this knowledge is rather punctual. Data on the links between different places, where guest nights are counted, hardly exists. Concerning tourists' travel routes, neither scientists nor entrepreneurs know where tourists stayed the night before or where they will travel next, what daily travel distance is comfortable for the



tourists or if there are specific patterns what travel itineraries are concerned. Additionally, we lack knowledge on how tourists structure their holiday. Which activities do they take part in, and on which time during the day are certain activities extra popular?

The above issues on travel routes and activities have been approached in a research project performed in 2004. The study focussed on German tourists, which constitute one of the most important visitor groups in Sweden. Those visitors who went to Sweden by car could take part in the study. The respondents wrote a travel diary and drew their daily itineraries on a map. Thus, information on travel routes, travel distances, activities and choice of roads could be collected. The presentation will contain preliminary results of this study. It can be shown that different, reappearing travel patterns exist. In addition, a certain travel rhythm could be identified.

Peter Björk

Swedish School of Economics and Business Administration
Marketing department
Vasa, FINLAND

WEB SITES FEATURES AND EMOTIONAL RESPONSE
an analysis of tour operator's Web sites

Emotional response to Web site features is an unexplored research area. Most Web site quality research has had a utilitarian focus. In those studies where emotions have been of interest, their mediation effects have been studied, i.e. the O-R dimension of the S-O-R-model of Mehrabian and Russell (1974). The purpose of this paper is to identify and analyze emotion influencing Web site features. The S dimension of the S-O-R-model is thereby put in focus.

We expand existing theoretization in two ways. The set of emotional response dimensions is larger than normally used. Emotion influencing Web site features have in previous studies been predefined. The exploratory approach used in this study does not have this limitation.

Eight emotional response dimensions were first identified in this study based on a literature review. People planning to buy a charter tour were identified and put in front of an Internet connected computer. The respondents were asked to visit the Web sites of two pre-selected charter tour operators, Aurinkomatkat and Apollo. Emotional responses and emotion influencing Web site features were analyzed. An interview guide consisting of two parts was developed and tested in this study. Emotional responses were first measured where after reasons for the reactions were analyzed.

The preliminary results from the pre-test show, not unexpectedly, the difficulty of measuring emotional responses. There are two challenges, first the complexity of the identified emotional response dimensions. It seems most appropriate to explain the emotional response dimensions by short case descriptions. Second, the isolation



problem of identified causal effects. The identified emotional reactions are not always dependent on just one Web site feature, but a combination. The way Web site features interact does partly blur the casual effects sought in this study.

Key words: Web site quality, Web site design, emotions, marketing, tourism marketing

Sølvi Lyngnes and Tom Rosendahl

Norwegian School of Management BI

Norwegian tourist attractions market communication – what and how

The main motive for visiting Norway is the Norwegian nature. It is fjords and mountains, waterfalls and spectacular stretches of road. The nature is for enjoyment, conquest and recreation. Visitor centres are built based on glaciers, unspoiled nature, and animals. This is all marketed and branded, internationally as well as nationally.

Far less attention is given to the culture based attractions. Material from “Innovasjon Norge” (2004) shows almost four million visitors to the ten most visited culture based attractions in Norway during the summer of 2004; this in spite of the fact that it is difficult to find any unified strategic backing and planning in the marketing of culture based attractions.

In this paper, we wish to look at how the attractions are communicated to the market and priority target groups, nationally as well as internationally. Does this start with a basis in an integrated communication strategy, and is this market presentation adapted to the target groups’ evaluation criteria? Can theoretical framework based on development of attractions combined with an integrated market communication theory (see Ottesen 2005), provide the tourist industry with strategic competition?

There is an ongoing discussion about what is attractive and what are attractions. In this paper, attractions are for the most part organisations that are institutionalized and commercialized and are juridical and economic units. They represent a certain number of employees and the organisations’ goal and tasks are to present culture also to tourists.

Those responsible for marketing in this type of organisations in Norway form the empirical setting for the paper. We use for the most part in-depth interviews methodically and carry out interviews with stakeholders from ten large Norwegian attractions. The informants (who are all responsible for marketing) will be asked about

- *What the product has to offer with regard to the target groups’ evaluation criteria*
- *Market communication and goals and objectives, message and strategy*
- *Cooperation with central actors within the tourism industry*



Jens Kr. Steen Jacobsen

University of Stavanger, Norway & Institute of Transport Economics, Norway

**Skiers' Sense of Snow
Holiday Attribute Preferences of Alpine Skiers**

Winter holidaymaking is an essential part of international European tourism but the skiers and their perceptions have not been much researched in academic contexts. Utilising data from the Norwegian Foreign Visitor Survey, this account presents factors influencing skiers' destination choices. The paper concentrates on foreign holidaymakers with an interest in alpine or downhill skiing, and it incorporates an examination of how these visitors regard various attributes in relation to their destination choice. The study encompasses three types of holiday aspects: ski attributes, price attributes, and facility/destination attributes. The destination choices are also analysed in relation to the skiers' skill levels and their previous ski holiday experiences.

Keywords: *Ski holiday, destination choice, holiday attribute*



Program Saturday September 24th

09:05 – 10:15

Keynote Speaker and Discussant – Key Note Speaker Dr. John Hull, a researcher from Intervale Associates in Canada and Ragnheidur Ólafsdóttir, Environmental Manager of Landsvirkjun (The National Power Company of Iceland)

Location: Ketilhús

Conference Chair: Dr. Ingjaldur Hannibalsson

10:45 – 12:45

1. Culture and society – Track 1

Location: Vaðlaberg Hotel KEA

Session Chair: Kristín Sóley Björnsdóttir

2. Economy and Policy - Track 1

Location: Rósagarður Hótel KEA

Session chair: Þorleifur Þór Jónsson

3. Culture and Society/Economy and Policy – Track 2

Location: Stuðlaberg Hótel KEA

Session Chair: Arnar Már Ólafsson

4. Education/Research

Location: Múlaberg Hotel KEA

Session Chair: Bergþóra Aradóttir

5. Marketing

Location: Ketilhús

Session Chair: Hafdís Björg Hjálmarsdóttir

14:00 – 15:30

1. Culture and society – Track 1

Location: Vaðlaberg Hotel KEA

Session Chair: Kristín Sóley Björnsdóttir

2. Economy and Policy – Track 1

Location: Rósagarður Hótel KEA

Session chair: Þorleifur Þór Jónsson

3. Culture and Society/Economy and Policy - Track 2

Location: Stuðlaberg Hótel KEA

Session Chair: Arnar Már Ólafsson

4. Nature:

Location: Múlaberg Hótel KEA

Session Chair: Anna Dóra Sæþórsdóttir

5. Marketing

Location: Ketilhús

Session Chair: Hafdís Björg Hjálmarsdóttir



Keynote Speaker and discussant

John Hull, PhD

Consultant and co-founder of Intervale Associates Inc, instructor at the Gros Morne Institute for Sustainable Tourism and Executive Director of the Atlantic Outdoor Adventure Partnership for Newfoundland and Labrador Canada.

Title of presentation: The Gros Morne Institute for Sustainable Tourism (GMIST). Opportunities and Challenges for the tourism industry in eastern Canada.

John Hull completed his Ph D. in tourism geography at McGill University, Montreal, Canada in 1998. He is co-founder of Intervale Associates, Inc. (<http://www.intervale.ca>) a consulting company based in eastern Canada whose mission is to conserve biodiversity, interpret heritage, and protect the integrity of rural livelihoods. At present John is the Project Director for the Cruise Association of Newfoundland and Labrador's Port Readiness Program. He is also consulting with Tourism Atlantic as an instructor for the Greening Your Business Program at the Gros Morne Institute for Sustainable Tourism and as the Executive Director of the Atlantic Outdoor Adventure Partnership for Newfoundland and Labrador. From 2002-2003, he served as Executive Director of the Viking Trail Tourism Association.

Internationally, John is participating in a number of European Union Interreg IIIB North Sea Projects including the Destination Viking Sagalands Project and the Northern Coastal Experience Project, both based in Iceland. He has also been a keynote speaker at the 2004 Nature-based Tourism Transnational Workshop in Norway. In addition, John is also a Research Fellow at the New Zealand Tourism Research Institute and has worked with the European Tourism Research Institute, UNESCO, the Nordic Council of Ministers, the Quebec-Labrador Foundation in the Middle East, and for the Canadian Field Studies Program in Africa. John has published over 20 articles in referred journals and edited books.

The presentation will provide an overview of GMIST programming and highlight the opportunities and challenges that are facing local operators and protected area managers in promoting sustainable tourism strategies in and adjacent to protected areas in eastern Canada.

Ragnheiður Ólafsdóttir, Environmental Manager, Landsvirkjun (the National Power Company of Iceland)

Title of presentation: Landsvirkjun and the Sustainability Initiative in East Iceland.



Saturday

Culture and society – Track 1

Morning Session

10:45 – 12:45

Antti Honkanen

Climbing the ladder: Past travel experience in childhood and cultural travel motivations

Karoline Daugstad

When the farmer becomes a provider of landscapes and rurality and the tourist wants a part of "authentic rural life": a story of insiders and outsiders in the Norwegian landscape

Ilkka Luoto

Places at the crossroads of fiction and non-fiction: Rural "theme villages" reviewed in Finland and Scotland

Peter Kvistgaard

MÖN 2004 - Results from a research project on socio-culturally sustainable tourism experiences

14:00 – 15:30

Trude Furunes & Reidar J. Mykletun

Locals' appreciation of tourism development in Bagamoyo, Tanzania

Gunnar Þór Jóhannesson

Tracing Tourism: Relational approach to tourism development

Berit C. Kaae

A model of resident coping with tourism impacts



Abstracts

Dr. Antti Honkanen

Principal Lecture in Tourism

Vaasa Polytechnic

Climbing the ladder: Past travel experience in childhood and cultural travel motivations

Cultural tourism is widely regarded as good and acceptable kind of tourism. When drawing up different kinds of strategies for tourism authorities mention cultural tourism as a desired tourism type almost without an exception. There is also a firm believe that the popularity of cultural tourism is increasing. The first research question of paper is how important cultural motivations are in trips among youth who live in Vaasa, a small city in Finland.

It has been supposed that the ageing and the growth of tourism experiences would be connected to the needs of tourism. The needs of tourism have usually been discussed using Maslow's hierarchy of needs (see Pearce, 1982; Pearce & Caltabiano 1983, Ryan 1997:28) in spite of its quite controversial position (Hudson 1999, 8; Witt & Wright 1992, 34-36). Pearce and Caltabiano (1983) connect person's experience in tourism to Maslow's hierarchy of needs. Theory is called *tourist's travel career*. In the beginning of the tourist's travel career the tourist will concentrate on the basic needs, such as on food, rest and sun. When a tourism experience increases, the tourist will move to higher needs of the hierarchy. The writers emphasise the variety of the motivations and stratified nature of them. The motivations of tourism become satisfied in certain order, in other words the growth of tourism experience affects motivations. It can be supposed that at the first stage of the tourist's travel career the tourist travels more probably to the beach destinations whereas at the later stage the tourist travels more probably to e.g. the city destinations where the culture supply is better.

The second research question is the past tourism experience and attitudes towards tourism affect travel habits and tourism motivations of youth. Does the youth who has travelled a lot in childhood have more culture oriented motivations than the less experienced youth who appreciates more beach tourism?

The analyses are based on survey among students of high schools and vocational institutions in Vaasa. The number of answers was 285. The topics of questions include e.g. travel styles, travel willingness, past destinations, desired destinations and background information of interviewees' family.

The youth at age 16-17 can be considered an interesting group because they have spent their childhood in the 1990's. Many tourism researchers have supposed that tourism has become more individual than earlier (e.g. Poo's 1994). Among the responders there are persons with different tourism experience during the childhood. Some of them have not travelled at all. On the other hand, there are responders who



have been mainly on the traditional resorts when the others have visited quite exotic destinations.

According to the results there is little effect of earlier experiences. However, the type of education institution, parent's background and gender are more important factors behind the attitudes towards cultural tourism.

Karoline Daugstad
Centre for Rural Research
University Centre

When the farmer becomes a provider of landscapes and rurality and the tourist wants a part of “authentic rural life”; A story of “insiders” and “outsiders” in the Norwegian landscape

Agriculture and tourism are tied together by destiny, facing the same challenges and with a potential for mutual benefit. This argument has been raised the last years by central actors in Norwegian tourism and by the Minister of Agriculture and Food. Agriculture is under heavy pressure towards further rationalisation and increased efficiency. Farms being closed down and agricultural land being abandoned leads to overgrowth and building decay. These changes are feared by farmers and the agricultural authorities, but also by the public and not least – by the tourism sector. This is where the argument of a shared destiny originates: If the agricultural activity continues to decrease, rural Norway will become a less attractive “tourist product”.

The rural tourism actors are associations and networks, established by the authorities as well as NGOs, and an increasing number of farmers developing various tourist products. In doing this, the farmer's position is no longer only situated *in* the landscape, working *on* the landscape as a *land-scaper*. The farmer also has to relate to the outside gaze in providing visitors a taste of the everyday life in rural Norway. A growing segment of tourists wants to move out of the traditional outsider's perspective just passing through a landscape and experiencing it by the eye only. The tourist wants to taste, feel and learn about landscape and rural life - a glimpse of the inside perspective.

This paper investigates the views on rurality(-ies) and landscapes of insiders and outsiders, and more specific – if these views are influenced by the changes towards new “rural products”. The question raised is: When farmers become producers and providers of inside qualities for outsiders, and the outsiders want to come inside of rurality – does this lead to a change in the perceptions of rurality and rural landscape? Will the views often ascribed to farmers as insiders and tourists as outsiders, be less clear-cut or even reversed?



Ilkka Luoto, Researcher, Chydenius Institute,
Kokkola University Consortium

**Places at the crossroads of fiction and non-fiction:
Rural 'theme villages' reviewed in Finland and Scotland**

Narrations, myths and symbolic ideas related to a certain place either raise or flatten the identity and value of that place. Stories are relayed for new generations by memory and today more often by the media, which has changed the idea of communication so that even small stories can get world wide publicity. However, even if the ideas of place and space have been promoted and circulated in a discursive sense in the media, it does not mean that the most interesting stories are developed purposely by media and between the walls of advertising offices. More likely, the most interesting stories are based on subjective experiences and legends which get their vitality from local resources, history, skills and the community of the place.

I have chosen for my research six villages from Finland and Scotland: Äkäslompolo, Fiskars, Tuuri, Drumadrochit, Dufftown and Baile mór. These villages have been selected because they are surrounded by interesting stories that have helped them to develop tourism and even tempt new people into the area.

Tentative conclusions can be made, and it seems to be that a story itself is enough to make a place more attractive or can even create a genuine spirit of place – *genius loci*. When people are selecting a target for traveling or place to live, places surrounded by captivating stories are more attractive than those places which don't have any stories to tell. If anything, places themselves don't have any stories to tell. They don't hold any narrative qualities, but people do.

An even bigger philosophical question is how much narrations and language are intertwined in our everyday world? How much reality is built on language? When using narrative approach, the question of authenticity becomes more of a subject of representation where reality is always re-created in the text. Words can not be compared to non-words, only to other words.

Rural theme villages can lead us to think of artificial tourist attractions or *disneyfication*, but in this paper the question is about well known narrations related to a certain village. These stories have started to live their own life, they have tickled the truth in a fascinating way, and with time fiction and non-fiction have become inseparable. When thinking of successful or regressive villages, perhaps we should start to study the stories, and the people who are carrying the stories more than the places themselves.



Assistant Professor **Peter Kvistgaard, Ph.D**
AALBORG UNIVERSITY, Tourism Research Unit, Centre for International Studies

Results from a research project on socio-culturally sustainable tourism experiences

During summer and autumn of 2004 a research project has been carried out on the island of Møn in Denmark with the aim of locating potential gaps between on the one hand the local population's and on the other hand the visiting tourists' attitudes towards tourism and wishes for future tourism experiences. Møn is a small island in Denmark with 11,000 inhabitants, and tourism is a major generator of income for the people on Møn.

Background

The research project is part of an InterReg-project between the island of Møn and the island of Fehmarn in Germany. The overall aim of the InterReg-project is to develop socio-culturally sustainable tourism experiences. In other words, new tourism experiences should be developed in accordance with local identity, history and culture, and they should be in line with the attitudes towards tourism and wishes towards new products of the local inhabitants.

Methods

The research project carried out on the island of Møn has three dimensions: One is a questionnaire sent to a representative number of local inhabitants in the autumn of 2004. 1,200 inhabitants received the survey, and 344 decided to respond (28.7%). The second dimension is a survey to the visiting tourist during the summer of 2004. All in all 1,654 tourists chose to fill in the questionnaires, which were handed out by 17 students from Aalborg University during two weeks in July and August. The third dimension is a mystery-shopping program that was carried out during the same two weeks in July and August. All in all 9 attractions were visited 28 times at different times under different weather conditions.

Focus of presentation

This presentation will focus on the first two dimensions and will especially focus on the gaps between the attitudes and wishes of the local inhabitants and the visiting tourists. One of the main questions was to find out if there was harmony between what the local inhabitants and the visiting tourists wanted in terms of experiences on the island of Møn – both in 2004 and in the future. Another question was to find out if the visiting tourist had actually had the holiday experiences that they wanted – a gap between the ideal holiday experiences on the island of Møn and the actual holiday experiences on the island of Møn.



Trude Furunes and Reidar J. Mykletun,
Norwegian School of Hotel Management
University of Stavanger

Locals' appreciation of tourism development in Bagamoyo, Tanzania

This paper looks at locals' appreciation of tourism development in Bagamoyo, Tanzania. Bagamoyo is a small coastal town in East Africa and the former final point of the Central Slave and Ivory Trade Route starting at Lake Tanganyika. From Bagamoyo slaves were shipped to Zanzibar and the rest of the world. Bagamoyo also was the capital of the former state German East Africa. Due to the history of this area, UNESCO is interested in Bagamoyo and the Central Slave Route becoming a World History Site. As known from other World Heritage Sites, visitor number will increase accordingly.

The scope of this paper is hence to look at local inhabitants' appreciations of tourism development in this area, and how this is affected by gender, level of education and religious affiliation.

Data were collected by interviewing 524 persons. A majority of the respondents reported positive attitudes towards tourism development. Resources like arts and crafts, and old buildings were regarded most important. While dance, music, storytelling and local food were regarded less attractive for tourism. The slave route and the slave history could be included as an attraction, however this caused more hesitation among the respondents. Gender, age, and previous experience with working in the industry seem to have a modest influence on the attitudes towards tourism development. Inhabitants in Bagamoyo are mainly descendants of former slaves or slave owners. This may create some tension around the issue of tourism development in the area.

Gunnar Þór Jóhannesson
Roskilde UniversitetsCenter
Institut III for Geografi og Internationale Udviklingsstudier

Tracing Tourism: Relational approach to tourism development

This paper discusses the potentials and implications of studying tourism development with a relational approach. It focuses on a specific orientation, actor-network theory and explores the way in which it may provide useful accounts of development trajectories of tourism. The paper contends that by tracing the relational practices underlying tourism, ANT can produce important insights into how heterogeneous actants play significant roles for the realization of tourism development projects.



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Relationalism is not a new ‘thing’ although the social sciences may be experiencing increased interest in that direction. Neither is it a single coherent theory. The paper therefore begins with brief clarifying discussion of central characteristics of relationalism as it has been used in the social sciences in general and in economic geography in particular. Building on that, it moves to discussion of actor-network theory (ANT) as a possible analytical framework of tourism development. ANT is based on relational materialism and it is argued that it can provide a nuanced understanding of tourism development, or the practices that lead to realization of tourism in certain localities. Lastly, the potentials and implications of using ANT are described and explored through an example of a particular tourism development project in Iceland.

Berit C. Kaae,

Senior Researcher, Ph.D.

Center for Forest, Landscape and Planning, KVL Hørsholm Kongevej 11 DK-2970
Hørsholm DENMARK

A model of resident coping with tourism impacts

The paper discusses the use of coping strategies among local residents aimed at reducing their feeling of impacts from tourism. It presents a review of the existing international knowledge on local resident reactions to tourism and their use of coping strategies. A number of theoretical models of tourism coping are reviewed and compared with the results of international empirical studies of resident use of coping strategies. The results of Danish empirical studies of personal coping strategies in destinations of differing tourism intensity are presented and discussed. Based on the theoretical and empirical results a new model of adjustment to tourism and use of coping strategies are presented and discussed in relation to the development and planning of tourism.



Saturday

Economy and Policy – Track 1

Morning Session

10:45 – 12:45

Áse Helene Bakkevig Dagsland & Reidar Mykletun & Ståle Einarsen
On becoming a professional in the hospitality industry

Torvald Øgaard

Are they really that different? Organizational Archetypes in the service industry

Anna Gudmundson

Results from a study of job characteristics amongst employees - in seasonal tourism businesses

Randi Bredvold

Job satisfaction in Tourism SMITEs

Afternoon Session

14:00 – 15:30

Christine Lundberg

Critical incidents in service encounters at a Swedish tourism shopping destination:
the employee perspective

Tommy Anderson

Restaurant accounting systems for the experience economy

Helgi Gestsson, Ingi Rúnar Eðvarðsson & Hafdís Björg Hjálmarsdóttir.

Management in the Icelandic travel industry



Abstracts

Åse Helene Bakkevig Dagsland¹, Reidar Mykletun¹, Ståle Einarsen²

¹ University of Stavanger, ² University of Bergen

On becoming a professional in the hospitality industry.

The hotel- and restaurant industry is characterized by high turnover, with an especially high turnover rate among chefs. Searching the reasons for this situation and finding actions for possible improvement is important for the industry, and also for the employees and future workforce. In this perspective, issues on the organizational socialization process and vocational training, are of great interest. Research has i.e. shown that met or unmet expectations in the early phase of the socialization to work process might influence the newcomer's decision on whether to stay or to leave.

This paper will present and discuss findings from a study on apprentices' expectations to and experiences and learning in their first meeting with the industry, in the "breaking in" period, and how these experiences relate to their expectations.

The data presented in this paper were collected both by survey, N = 96, and through semi-structured interviews carried out 5 – 7 months after they started as apprentices, N = 11. The informants, age 17 – 18 years, have just ended a 2-year vocational course in Higher Secondary, and started their first year of apprenticeship in the hotel- and restaurant industry. The rich information from the interviews, describing the development in the period, different situations and details, gives a strong foundation for understanding and interpreting the information given in the survey, and will be central in this paper.

The findings show that the apprentices have high expectations to the work and the apprenticeship, especially connected to own professional development, respect, care and inclusion in the group. Findings further indicate that the major group of the respondents seems to be relatively satisfied with their work career so far; they feel included in the work group, and feel that many of their expectations are fulfilled. The expectations that are not fulfilled, however, are all among the ones that are strongest and seem most important for the apprentices, connected to professional development, respect and individual care, to challenging and varied tasks, training and information about workplace. The findings also indicate that negative experience or low fulfilment of the expectations increase the risk of leaving the apprenticeship, and reduce the possibility of further work career in the industry.

The findings represent a great challenge, and show the importance of accentuating the positive aspects and the possible career paths in the industry, and also of discussing more openly the different career expectations during the apprenticeship.



Torvald Øgaard, Assistant Professor
The Norwegian School of Hotel Management, Stavanger University

**Are they really that different?
Organizational Archetypes in the service industry**

This study investigates how employees of hotels perceive the organizational environment of their workplace. Earlier research has demonstrated that organizational environment variables influence employees' job outcomes and the performance of organizations. An important environment variable is the organizational practice (Hofstede *et al.*, 1990). Practices are often construed with a number of dimensions (e.g., six dimensions of the Hofstede scale), and it is assumed that the scales may vary continuously and independently. This implies that an almost unlimited number of practice configurations are feasible. However, in the real world, it may be possible that only a limited number of archetypical configurations are viable and therefore dominant, in which case perceptions of practice dimensions can be grouped in larger homogenous groups. The study focuses on whether it is viable to construct a taxonomy of organizational environment perceptions. We start with individual employee perceptions of organizational practices and we address the following questions:

1. Do perceptions of organizational practice dimensions vary independently or is there a limited number of archetypical configurations of practices in the hospitality industry?
2. How do the practice configurations relate to critical job outcomes as job satisfaction, performance and commitment?

The sample included 734 employees of 54 different Norwegian hotels. Measures of practices were based on the original Hofstede measurements (Hofstede *et al.*, 1990; Singh *et al.*, 1996) while job outcomes were based on standardized measurement scales. In the analyses we first used exploratory factor analysis to validate the dimensionality of the Hofstede practices. Then we performed a cluster analysis with employees' score on each of the dimensions as inputs to generate the practice configurations. The configurations were then validated in a holdout sample, and next we analyzed how they were related to job outcomes.

The analyses demonstrated that in the present case, as few as three configurations explained as much as 60% of the variance in practice dimensions between the clusters. The clusters were also differentially related to job outcomes.

The implications for managers are that the sheer existence of the archetypes makes understanding and communicating about job environments much easier. Much further research is however needed before normative recommendations can be made.



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Anna Gudmundson, ETOUR, Sweden.

Results from a study of job characteristics amongst employees in seasonal tourism businesses

The tourism industry is strongly steered by seasonality in demand (e.g. Pearce, 1989; Butler, 1994). As a result of seasonal fluctuations, variations in labour demand create problems for employers as well as employees (Shaw et al, 1994). In the service sector, quality is closely related to employee performance. In an increasingly competitive environment, an essential feature of any successful organisation is motivated employees (Christensen Hughes, 1999).

Therefore Sasser et al (1976) suggest that management should focus on satisfying and motivating their personnel by regarding jobs as principal products and employees as an important customer. To ensure that the employment offered meets the needs of those employed, practices of marketing can be applied internally (Green et al, 1994). Thus, one of the most important challenges facing managers is the creation of a context within which employees feel motivated and will act in order to achieve the goals of the organisation (Christensen Hughes, 1999).

This challenge is not only complicated by the fact that employee work motivation varies between individuals (Christensen Hughes, 1999), but while employee motivation cannot be underestimated, it remains a component of a larger, more comprehensive picture. Managers need to be aware of key environmental factors impacting upon their business and workers (Lee-Ross, 1999b) such as demographic changes and a shrinking employment pool, the negative employment image of the tourism sector, changing expectations of work and an increasing diverse profile of employees (Baum et al, 1997).

This might result in labour and specific skill shortages and affect the recruitment and retention of qualified employees. The tourist industry must therefore take into consideration other alternatives than its traditional youth pool, especially when filling seasonal jobs. However, this creates the opportunity to create new working environments, which will fit changing needs and expectations of employees better (Baum et al, 1997).

This study is based upon field research carried out in the ski-resort of Åre, Sweden, making use of questionnaires. The study aims to identify workers' attitudes regarding their work to identify the motivation potential and job profile for various work aspects like e.g. task significance, autonomy and feedback from job. In addition the study aims to examine whether there is a relation between different individual factors and



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workers' attitudes regarding their work. This study will provide an empirical body of data, which will help to develop strategies for the maintenance and enhancement of the quality of work.

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Randi Bredvold

Assistant Professor, Lillehammer University College

Job satisfaction in Tourism SMITEs

The main subject of this work is to reveal job satisfaction among employees in small and medium sized tourism enterprises (SMITE). 101 employees were interviewed during spring 2001, all employed in businesses situated in rural regions in eastern part of Norway.

The results of the present survey differ from other works. Methods chosen and number of trades in the national surveys explain the significant diversity.

Adequate conditions affecting job satisfaction are focused. Our results show that the most important factors are the 'work itself' and the collaboration with colleagues. Job satisfaction is also influenced by working hours. An interesting moment is the importance of the leader in terms of job satisfaction. Service management literature focuses on the importance of the leader/owner concerning job satisfaction. We argue that this is partly true. The value of problem discussions and a good relation to leader is highly appreciated. However, praise and recognition for good work is less valued.

This work reveals some interesting research issues, for example how the interaction between leaders and employees are performed.



Christine Lundberg
Växjö University

**Critical Incidents in Service Encounters at a Swedish Tourism Shopping
Destination:**

The Employee Perspective

In the tourism industry, quality is closely related to employee performance in interaction situations with tourists (Lee-Ross, 1999). The interaction between customers and employees is usually referred to as the service encounter or 'moment-of-truth' and all of these contact situations are unique in character. A customer's expectation on these contact situations is a critical component in the overall evaluation of the service in question. It has been argued that there are two different qualities of a service: the quality of a so-called 'normal service', and the quality of the 'exception'. Contact situations that deviate from the so-called 'normal' are situations in which critical incidents arise (Edvardsson, 1992; Roos, 2002)

Critical incidents can be described as 'interaction incidents' which individuals experience and remember as extraordinary positive or negative in character. Individuals remember these incidents and are able to retell these as stories (Edvardsson & Roos 2001). The individual tends to use these critical incidents to review their expectations and attitudes towards the service provider. It is therefore of importance, as a service provider, to examine situations which could result in negative critical incidents to be able to enhance the quality of the service provided (Edvardsson 1992). In order to describe the service process and to create a detailed description of a critical incident, a method called Critical Incident Techniques (CIT) has been developed. By using this collection of techniques a researcher is able reach an understanding for situations resulting in positive and negative critical incidents (Edvardsson 1992; Edvardsson & Roos 2001).

Many of the studies conducted in the field of critical incidents in service encounters have focused on the external customer of the organisation (see e.g. Bitner & Booms, 1990; Kelly & Dawis, 1994; Hoffman, Kelly & Rotalsky, 1995; Lewis & Spyropoulos, 2001), while fewer have focused their attention on the "internal customer" (i.e. employees) (see e.g. Gremler, Bitner & Evans, 1994; 1995; Lewis & Clacher, 2001; Lorenzoni & Lewis, 2004).

Based on the above-presented line of reasoning, this study focuses on critical incidents in service encounters retold by employees at a tourism shopping destination in the southwest of Sweden called Gällstad, by using an internal marketing frame of reference. Central critical incidents in this study are when the respondents describe situations where variables such as information, knowledge and training can be interpreted as important for the respondent "to do a good job" (i.e. satisfactory encounters using an internal marketing/customer approach).



Tommy D. Andersson

School of Business, Economics and Law at Goteborg University

Restaurant accounting systems for the experience economy

People are different as are restaurants. By producing meal experiences with unique characteristics, restaurants cater for the needs of specific customer categories. From an economic point of view, this diverse supply of meal experiences is perfectly rational when the demand is equally diverse, but good and relevant information is crucial for efficiency. Restaurant managers need accounting systems that help them not only to understand the preferences and the needs of their customers but also to allocate resources in a way that makes it possible to efficiently produce the particular meal experiences that their customers expect. The major thrust of this presentation is to argue that traditional restaurant accounting systems are irrelevant for working efficiently with restaurants in the experience economy.

The focus of the discussion will be:

- i) an analysis of the value that customers attach to a meal experience and to the various aspects, or dimensions, of the meal experience;
- ii) a discussion of recent development of restaurant accounting systems in relation to recent accounting research;
- iii) an assessment of the implications on budgeting, management control and pricing if the traditional uniform system of accounts is adjusted to new ideas and alternative approaches to accounting.

A literature survey of how new accounting ideas are introduced into the hospitality industry is depressing and shows that ideas that have been discussed in the manufacturing industry for almost 20 years are unheard of in the hospitality industry. At the same time, research indicates that managers are highly concerned about customer satisfaction and it is evident that the development of accounting systems has not responded at all to this situation.

Against this background, the objective is to discuss how an accounting system can be constructed based on the value of customer experiences. The starting point is thus an analysis of the value of a meal experience followed by a discussion of how the accounting system can reflect the activities a restaurant must perform in order to generate memorable meal experiences. The meal experience is analysed and categorised into four parts: The food quality and quantity experience, the culinary experience, the service experience, and the aesthetic experience. These four dimensions are then used to construct an accounting system based on four major functional areas in a restaurant.

The implications of this approach are discussed in relation to expense budgeting, management control as well as cost-based pricing. This analysis is inspired by activity based costing but slightly different in the sense that the “final accounting unit” is the value of customer experiences in the restaurant and not the cost of a manufactured product.



Dr. Ingi Rúnar Eðvarðsson, professor at the Faculty of Business Administration at The University of Akureyri, UNAK, **Hafþís Björg Hjálmarsdóttir** and **Helgi Gestsson** lecturers at the Faculty of Business Administration at UNAK. Helgi is the director of The Icelandic Tourism Research Centre.

Management in the Icelandic Tourism Industry Preliminary findings

The Icelandic Tourism Centre in cooperation with the Faculty of Business Administration at UNAK and The Icelandic Travel Industry Association (ITIA) conducted from April to June of this year a survey on management practices in the tourism industry. CEOs of companies that are members of The Icelandic Travel Industry Association were asked 53 questions in an e-mail survey conducted by the University of Akureyri Research Institute. The questionnaire was sent to CEOs of 259 companies, 86 answered or 30.8%.

Just over half of the answers came from companies located in the capital area. Over 69 % of the companies that answered had fewer than 20 employees and 59% of the companies did not employ a university graduate. Of the CEOs almost 43% had a university degree. Yearly net sales of 22,9% of the companies were below ISK. 25 million, 39,7% between 26 – 100 million, 23,1% between 101 – 400 million and 6,4% over 700 million. Around 80% of the companies were private-limited companies and 10% limited companies while only 6,4% of the companies were privately owned.

Participants answered questions put forward by ITIA regarding governmental competition and the influence of non registered operations on the industry. The survey then centred on management of service quality, organizational structure and management styles, quality- and knowledge management and company strategy. The goal is to compare this to results from a survey on management practices in Iceland that was conducted last year by Dr. Ingi Rúnar Eðvarðsson, Helgi Gestsson and Ólafur Jakobsson, all at the Faculty of Business Administration at UNAK.



Saturday

Culture and Society/Economy and policy - Track 2

Morning Session

10:45 – 12:45

Roger Marjavaara

Second Home Development and Population Change in Attractive Rural Communities
– Evidence from Sweden

Mervi Johanna Hiltunen

Mobility patterns of second home owners - Travelling from Helsinki Region to the
Finnish Lakeland

Dieter K. Müller

Amenity Migration and Tourism Development in the Tärna Mountains, Sweden

Sven-Erik Karlsson & Gunnilla Lönnbring

Let's show them every day: On successful woman entrepreneurs in rural areas

Afternoon Session

14:00 – 15:30

Håvard Ness

Strategic marketing of destination and the role of internet network bridging ties

Szilvia Gyimóthy & Reidar J. Mykletun and Marita Veum

From Slow Food to Scary Food: the Ludic Turn in Gastronomic Tourism

Reidar J. Mykletun & Szilvia Gyimóthy.

Scary food: The renaissance of the sheep head meal in Norway



Abstracts

Roger Marjavaara

Department of Social and Economic Geography, Umeå University, Sweden

Second Home Development and Population Change in Attractive Rural Communities – Evidence from Sweden

The phenomenon of second homes is important for many in the Swedish society. This is confirmed by the high number of second homes and by statistics of overnight stays. However, this is not an uncontroversial topic. There is an evident conflict of interest between second homeowners and the permanent residents in host communities. It is often stated that second homes contribute to the increase of property prices and property taxes in attractive amenity rich rural communities, making it impossible for permanent residents to compete on the open housing market. Consequently, the presence of expensive and desirable second homes causes a depopulation trend in these areas. However, the opposite opinion states that the depopulation trend in rural communities is rather caused by the restructuring of the rural labour market. This study departs from this scientific and societal friction. The aim of this study is to analyze the interrelationship between second home development and population change in the most attractive second home destination in Sweden; the archipelago of Stockholm.

Keywords: Displacement, temporal migration, second homes, amenity landscapes, Stockholm archipelago.

Mervi Johanna Hiltunen, MSc

Finnish University Network for Tourism Studies, University of Joensuu

Mobility patterns of the second home owners – Travelling from Helsinki Region to the Finnish Lakeland

In the paper the physical mobility patterns related to second housing are discussed. The term second home is used as a general notion for rural recreational residences. The analysis is based on a survey which was addressed to the second home owners living in the capital region of Helsinki and possessing a second home in the Finnish Lakeland. The average travel distance to second home was 270 kilometres and travel time 3.5 hours.

At first some general characteristics and key figures on Finnish second housing and second home tourism are presented. Second home tourism is an expansive phenomenon in Finland and today as many as every sixth family owns a second home. It is estimated, however, that every second family has an access to some second home.



In the paper the influence of travel distance on the amount of the trips and on the use of the second home is discussed. A zoning model based on second home tourism at weekends is introduced. The majority of the second home owners are willing to travel to their second homes weekends when the travel distance is less than 250 kilometres and travel time not more than three hours. Second home owners can consequently be divided into two groups, namely into those who travel both weekends and on holidays and into those who mainly travel on holidays solely.

The use of the second home differs according to the family type. The travel patterns of the working and the retired second home owner households are compared. Finally the motives for travelling and the future modes of second home tourism are discussed.

Keywords: Second housing, physical mobility, weekend zone, travel motives

Dieter K. Müller

Department of Social and Economic Geography,
Umeå University, Sweden

**Amenity Migration and Tourism Development
in the Tärna Mountains, Sweden**

Tourism development is a widely considered remedy for areas suffering from unemployment and out-migration. In particular, amenity-rich areas such as mountain areas not only managed to attract tourism but also in-migration. However, it is not really clear to what extent in-migrants are also involved in the tourism labor market. Moreover, whether tourism development has a positive impact on in-migration, population development and employment has not yet been subject to wider research. The purpose of this article is to analyze the involvement of in-migrants with the local tourism labor market in a peripheral mountain area. Evidence is taken from the Tärna parish in the Swedish part of the Scandinavian Mountain Range.

It is shown that many in-migrants do not take up employment in tourism directly after their arrival. After a year or so in the destination area, tourism offers a first job that is sometimes left already in the following year. Hence, tourism does not lure the majority of in-migrants to the area. The empirical evidence indicates that members of younger households, often from the neighboring municipalities or from urban centers within the county and the south of Sweden, respectively, have taken these jobs.

Hence, in-migration to Tärna cannot be characterized as gentrification either. Successful middle-aged men and women changing a professional career in the urban centers for an alternate lifestyle in the mountains do not constitute the group of in-migrants, at least not formally. Young age, low incomes, limited education, and frequent employment changes instead point at another group with different motives.

The uncertain situation on the local labor market indicates that production-led motives are not the main reason for migrating to the mountain area. Hence, the amenities of the mountain region inviting a variety of outdoor-activities seem to be an important reason for relocating the place of residence into the periphery, at least temporarily. A vivid tourism sector is likely to contribute to create the necessary circumstances on the local labor market.



Sven – Erik Karlsson and Gunilla Lönnbring
Karlstad Universitet

Let's Show Them Every Day: On Successful Women Entrepreneurs in Rural Areas

- The Swedish rural area contains a good deal of factors that are beneficial to entrepreneurship. Entrepreneurship in such a context is not an endeavour against all odds; that is but the impression one might get from a clear-cut business perspective.
- If entrepreneurship is viewed as a social phenomenon and if the countryside is looked upon as a heterogeneous environment, structures that promote entrepreneurship will be made discernible. Examples of such structures are the traditional independent life mode, which is rooted in rural life, and the social and cultural capital of the rural context.
- The traditional representations of independence, which may be manifest in individuality and determination, in community and co-operation, in versatility and long-term thinking; and, also, in the relation between home and work place, are examples of traditional expression as well as a will of managing on one's own and assuming control of one's own labour: in short, being one's own.
- Woman entrepreneurship and rural structures may make a very good match if the social and cultural contexts of independence are emphasized.
- Entrepreneurship in rural areas is a means of preserving independent ideals, as the foundation of traditional rural ways of earning one's living is vanishing or changing. Women entrepreneurs build bridges between the traditional and the modern.
- The combination of determination and community is a beneficial factor for entrepreneurship.
- The family--with emphasis on the role of the husband --is described as an important support for entrepreneurship; more so than external network support.
- The support of the local population is crucial--if not to be taken for granted.
- Since the rationality of wage labour conflicts with the conditions of entrepreneurship, the relation with the employees is marked both by ideals of family camaraderie and by complications.
- Mainly, entrepreneurs operate within the manufacturing industry. In the case of women entrepreneurs, operating in this sector may be seen as a breach of tradition.
- The companies are, either, markedly specialized, or, geared towards a diversified production.
- Critical events have served as catalysts..
- The entrepreneurs give priority to spare time and make an effort to find forms of relaxation beyond work hours.
- From the initial stages onward, business activity will be based on clear, concrete, and measurable objectives.
- The image of entrepreneurship is one of heterogeneity and complexity --a good deal of factors interact in a process towards success or failure.



Håvard Ness, Associate Professor

Department of Business Administration, Buskerud University College

STRATEGIC MARKETING OF DESTINATIONS AND THE ROLE OF INTER-NETWORK BRIDGING TIES

Tourism in Norway has yet to become a mature and professionalized industry. One of the shared challenges between the destinations is to attract travellers, and it is currently considered important to develop the different destinations as brands in order to attract travellers to the local area. However, on the other hand the Norwegian market also has highly professionalized actors and well-developed destinations. Thus, it is important to develop an understanding of how marketing relationships may act as information brokers between professionalized and well-developed destinations and less professionalized and less developed destinations. In order to do this, destinations can be viewed as local interfirm networks, as there has been an interest in the role of networks in order to better understanding how value is created within and between firms. This paper explore the role of firms that act as broker between densely connected networks with few inter-network ties (i.e. few actors from one dense network have direct ties with actors from the other dense network). It is argued that bridging ties might promote imitation of efficient practices, innovation, firm survival, and contribute positively to firm performance.

Szilvia Gyimóthy,

Service Management, University of Lund, Campus Helsingborg,

Reidar J. Mykletun and Marita Veum

Norwegian School of Hotel Management, University of Stavanger

From Slow Food to Scary Food: the Ludic Turn in Gastronomic Tourism

As regional dishes and gastronomic heritage are increasingly consumed in order to mark and produce leisure identities and highlight social affiliations, the modes of consumption are currently undergoing a diversification process. The majority of rural culinary heritage has already been reinvented as “authentic” specialities, being markers of national and regional identity. The products may differ from each other, however the produced meanings remain the same. Regional culinary heritage (as long as it is targeted at an exclusive /connoisseur customer segment) is reduced into a few trite over-aesthetised connotations: countryside idyll, respect for traditions, slower pace of life and “back to the roots”-nostalgia. Slow food has become a mainstream proposition for many rural destinations in Europe, so that they may no longer guarantee a competitive edge in the future.



In this paper we will demonstrate the rise of new forms of gastronomic tourism consumption that is more associated with popular culture and inclusive communities. Culinary heritage may also be reinvented in a less orthodox manner, enabling interpretations that appeal to younger, thrill-seeking segments. We have found alternative commodification processes for regional culinary icons in Europe that are based on adventure, play and ludic negativism, rather than authenticity and respect for traditions. These developments may open up new positioning arguments and potentials for rural destination branding in the future.

Reidar J. Mykletun, Marita Veum

Norwegian School of Hotel Management, University of Stavanger

Szilvia Gyimothy, Service Management, University of Lund, Campus Helsingborg

**Scary food:
The Renaissance of the Sheep Head Meal in Norway**

Smalahove - the sheep-head meal was a common dish in some of the sheep farming regions in Norway. It appeared in several fashions, always salted, and with or without skin, smoked or not. The pure meat was also used in fine cooking. The dish disappeared in most areas in Norway, but one version was kept in use in the mountain areas of Voss. The Voss version of sheep head is prepared by burning the wool off the skin, then rinsing, salting, smoking and drying the head. It is then watered before cooked for 2-3 hours. The dish is served with half the head on the plate, cheek and eye facing up, and with potatoes and turnips. The meal was at the outset used as family and party meals, but taken up by the most prestigious hotel in the area and soon became ritualized with ceremonies and an autumn sheep head festival. The fashion spread with migrants from Voss inviting for sheep-head parties at their new home area. Special songs were made to accompany the meal, as were special beer and liqueur (the smalahoveakevitt) and other supply to use for laying and decorating the table. Supply of sheep head was provided by the farmer and entrepreneur Ivar Løne at Voss, who now produces sheep heads for 200.000 meals a year, of which 90 % is for party food. The new and increasing popularity of this traditional meal will be discussed in the paper, and is explained mainly along the ideas of the scary food concept, however also with the search for roots and identity. A necessary condition is also the combination of the availability of the sheep head in grocery shops, or from the producer, to a reasonable price, and simultaneous use of the meal in private functions as well as in commercial meals at fine hotels and restaurants.



Saturday

Nature

Afternoon Session

14:00 – 15:30

Linda Lundmark

The role of national parks and protected areas for labour market restructuring: From forest sector employment to tourism?

Sandra Wall

Hikers' Experiences and Stressed Reindeer: Interactions of back-country hikers with semi-domesticated reindeer

Peter Fredman

Tourism in the context of National Park Designation

Saturday

Education/Research

Morning Session

10:45 – 12:45

Terje Johansen & Svein Larsen

Is tourism really more difficult?

Stephen Ball

Hospitality Management Research Leadership in Universities

Carina A. Gauthier & Einar Marnburg

Knowledge management issues in the hospitality industry. What do we know?

Stefán Helgi Valsson

Adult education at the Icelandic Tourist Guide School: Students profile, their motivation to study and barriers to participation



Abstracts

Linda Lundmark

Department of Social and Economic Geography, Umeå University, Umeå, Sweden

The role of National Parks and Protected areas for labour market restructuring: From forest sector employment to tourism?

In this paper the relationship between protected areas and employment in 15 rural mountain municipalities in Sweden is analyzed. The development of national parks and other protected areas has been widely promoted because of its potential for regional development in peripheral and sparsely populated areas. The political discourse is that the economic and social benefits seen in national parks in the USA and the UK also will appear in the Swedish context in the form of an increased tourism related labour market.

The purpose of this article is to analyse the possibility of such a development in the light of both the policy visions of positive regional and local development and from the adversary point of view that protection of land is making it more difficult for these areas to prosper. The material used is a database covering all individuals from 1991 to 2001. Preliminary results show that there are other things that are connected to the development of a tourism labour market than the protected areas. The most important factors for the positive employment change in tourism are the population development and closeness to ski lifts.

Sandra Wall

Doktorand i kulturgeografi (Ph.D Student Human Geography) Samhällsvetenskapliga institutionen vid Mittuniversitetet. Kulturgeografiska institutionen vid Stockholms universitet

Hikers' Experiences and Stressed Reindeer: Interactions of back-country hikers with semi-domesticated reindeer

Studies of human use of nature resources in protected areas have become increasingly important. Researchers have in different ways been involved in studies about co-operation and conflicts between different interests in order to preserve nature values, cultural heritage or for economic development. The mountain area in Sweden is an important attraction for nature-based tourism. In the same area, the indigenous Sami people are engaged in reindeer herding. This project examines the interaction between these two interest groups.

Tourists' movements and activities were investigated through questionnaires to back-country hikers in the World Heritage Site Laponia in the northern Swedish mountains in the summer of 2003. The aim of the project is to describe and analyse the interaction between hikers and reindeer in summertime. The possibility to see reindeer while hiking is often of large importance to many



visitors while at the same time reindeer can be heavily stressed by human presence. However, human activities can result in reindeer avoiding certain areas. Data from the study show that the respondents found it very positive to experience reindeer during their hike, but the tourists also describe that the reindeer actually escaped from the area when they meet the tourists. Interaction as something attractive as well as interaction as a conflict between different interests is discussed.

Peter Fredman

European Tourism Research Institute, ETOUR, Mid Sweden University

Tourism in the Context of National Park Designation?

Many national parks around the world are significant tourist destinations. While increases in national park tourism provides business opportunities both in the parks and in adjacent communities, there are several economic, social and ecological aspects that need to be monitored in order to sustain high quality visitor experiences. This presentation reports findings from two different studies of visitors to Fulufjället National Park in Sweden – one year before and one year after national park designation respectively. Both studies used on site counters, self registration boxes and follow-up mailed questionnaires to collect visitor data. The purpose of the study is to monitor short term changes in tourism as a consequence of the national park designation in 2002. Results from the study show some significant changes in visitor numbers, characteristics, use patterns and economic impact. The number of visitors increased by almost 40 percent and about one in ten come to the area because of the national park as such.

Terje Johnansen

University of Stavanger, Norwegian School of Hotel Management

Svein Larsen

University of Stavanger, Norwegian School of Hotel Management
University of Bergen, Department of psychosocial Science.

Is tourism really more difficult?

Teaching of tourism is notoriously difficult because of the interdisciplinarity character of our field. Teaching this subject calls for expertise in various basic social sciences, including geography, history, sociology of tourism, economics and psychology.

In order to improve our introduction to the field for new students, a new curriculum including some of these fields was designed. We aimed at using expert teachers representing the various sciences (“Sociology of tourism”, “History of Tourism”, “Geography of tourism” and “Psychology of Tourism”) in order to overcome some of the problems of interdisciplinarity.



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Our research question concerns the success of this kind of class design for teaching of tourism. Our exam consisted of 4 questions where the students had to answer all four. If we view the individual grades obtained on these four independently judged exam-questions as reflecting and underlying “ability in tourism”, the scale reliability is adequate measured by Chronbach’s alpha. None the less, the grade obtained in the sub-discipline “sociology of tourism” indicated that this subject was much more difficult to understand by students than the other three subjects thought. Various explanations for this observation is presented.

Stephen Ball, EdD, Mphil, BSc (Honours), MHCIMA, ILTM. Reader and Principal Lecturer in Hospitality Management and the Leader of the Centre for International Hospitality Management Research

Sheffield Hallam University

Hospitality Management Research Leadership in Universities

Leadership has become of increasing importance in the development of policy and practice in higher educational settings. In universities leadership is a key issue and, at a time of major change, is increasingly regarded as beneficial to improved performance across all activities ranging from the leadership of universities and departments in general through to the specific leadership of teaching and research. This paper reports on part of a completed Doctorate of Education investigation which had the aim of developing a deeper understanding of the role of leadership as it relates to research by university academics.

The objectives of the study included:

- To examine the university and hospitality management education contexts and the concepts of research and leadership.
- To conceptualise and theorise leadership for university research.
- To investigate leadership in hospitality management research at the subject group level and to explore the leadership activities of recognised research leaders.
- To field test in the hospitality management research area the relevance of leadership to the conduct of research.

The primary research employed a qualitative research design and a case study strategy relating to two universities was adopted. Twenty semi-structured face-to-face interviews were conducted with a range of academics from heads of school to lecturers in a pre-1992 and a post-1992 university in the United Kingdom. The transcripts from these plus the review of documentary materials and the analysis of reflective notes formed the basis of the findings.

Detailed insights and examples of academic leadership in the universities were revealed and new ways of thinking about research leadership developed. A view of research leadership emerged which included that research leadership is important; the context of leadership is crucial; leadership is both formal and informal and varies



according to social systems; that it is dispersed; that self-leadership exists; that it is complex and possesses many relationship patterns and that it is concerned with the leadership of people and the leadership of the subject. One of the main conclusions is that the presence of formal research leaders in universities does not mean that the leadership of academics in research will occur. Furthermore, any leadership of university academics in research is often accidental. This implies that a planned approach to the leadership of academics in research requires attention being afforded to the role and practices of the formal research leader.

Carina A. Gauthier is a PhD student in Strategic Service Management at the Norwegian School of Hotel Management, University of Stavanger

Einar Marnburg is Associate Professor in Tourism Business Administration at the Norwegian School of Hotel Management, University of Stavanger.

Knowledge Management Issues in the Hospitality Industry. What do we know?

The aim of this paper is to present and discuss knowledge management (KM) research in the hospitality industry. During the past 15 years, knowledge management and organizational learning have received much attention due to the recognition of the importance of knowledge and knowledge development. Different research traditions have offered quite diverse perspectives on KM, emphasizing various management roles, objectives and views of dynamism of knowledge. Although knowledge management has gained much attention in many different industries during the past years, there have been few hospitality and tourism related practices and little research of these concepts. Seven empirical articles within the hospitality field were identified and reviewed. Findings from these articles, together with four anecdotal case articles, are presented in order to portray KM in the hospitality industry. The insight into knowledge processes is scarce and dim, which implies great research potential. In order to get a more precise research, it is recommended to employ research based on contextual frames. Also, research should be more aware of in what company objectives knowledge management is a part in order to make it meaningful beyond general normative formulations. There is a need to know more about the state of learning processes within the industry before speeding up the implementation process of knowledge management systems. Finally, a key explanation of how knowledge is created, used, shared and operationalized is found in managers' attitudes towards the knowledge of their subordinates.

Key words: Knowledge management, organizational learning, hospitality, review, research suggestions.



Stefán Helgi Valsson, Leiðsöguskóli Íslands, Kópavogi, Iceland.

Adult education at the Iceland Tourist Guide School: Student profile, their motivation to study, and barriers to participation

Implications:

The outcome of this empirical research is useful to developers of educational policy, curriculum designers, tourism policy makers, tourism training- and educational institutions, tourism trainers and lecturers. The need for adult education in Iceland has increased greatly in recent years. Educational offers have increased accordingly. Educational institutions in the greater-Reykjavík area have met increased demand by offering more varied courses, especially at tertiary level, and have adjusted their hours of instruction and other factors to the needs of adult students. In order to plan a successful adult educational programme, it is important to know who the students are in order to be able to respond to their needs.

Student profile:

Findings revealed that majority of the student population at the Iceland Tourist Guide School was female, lived in Reykjavík, were married- or living together and had Icelandic as their mother language. Most of the students are within the age-group 25-54, and more than half had university entrance exemption (stúdentsspróf). Interestingly, 27% of the students had university education, and 84% of the students had at some point taken part in professional advancement courses. The survey revealed that students at ITGS are much more likely to participate in general courses of education, office and language courses, professional advancement courses, computer courses and management- business or accounting courses - than the average person in Iceland.

Motivation to study:

Students at the Iceland Tourist Guide School are primarily motivated by their interest in gaining more knowledge about their own country. Secondly, they anticipate a new career and are preparing for it. Other important motivational factors students for the students at the Iceland Tourist Guide School for participating in adult education are: (1) former good experience with adult education, (2) believe they get education over and above what they could acquire by themselves, (3) can choose from a great variety of courses.

Barriers to participation:

Most of the survey findings on the students at the Iceland Tourist Guide School were predictable. For the most part, the empirical survey mirrored the results of comparable studies in the United States, Europe and in Iceland. The predominant barriers to adult education for the students at the Iceland Tourist Guide School are: (1) lack of time, (2) lack of money, (3) would like to spend more time with their families.



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Issues:

- Adult education requires time commitment, financial commitment, and personal quality of life sacrifice on behalf of the students. Financial reward of a new career, as is the case for students at the Icelandic Tourist Guide School, seems to be secondary motivation to study.
- Observation reveals that most students who graduate work as tourist guides during the first summer after graduation, and reveals that 10 out of 34 graduates from the class of 1995 still guide occasionally- or on a regular basis mostly during the summer high-season.
- The increase in adult education is commendable. However, a worrying factor is that professional improvement courses will increasingly be forced into people's private lives. Statistics reveal that more and more people do a part of their work from home. The boundary between work and home has been somewhat erased.
- Students with solid education are more likely to pursue professional improvement courses than those with little or no education. This trend is likely to widen the gap between those with education and those without.
- Existing literature suggests that exogenic factors such as; time, money and family are the most important factors affecting student's decision to study. Empirical data implies the same holds true for students studying to be tourist guides in Iceland.



Saturday

Marketing

Morning Session

10:45 – 12:45

Anette Therkelsen & Henrik Halkier

Negotiating Place Branding Umbrellas Images, functional diversity and organisational positioning in coordinated national tourism and business promotion.

Lena Eskilsson & Jan Henrik Nilsson

Creating cross border destinations. Interreg projects as tools for destination development

Thomas Blom

A five-aspect-meal model for the development of tourism and hospitality

Kirsti Laerdal & Morten Heide & Kjell Grønhaug

Atmosphere as a key dimension for destination development

Afternoon Session

14:00 – 15:30

Bodil Stilling Blichfeldt

Unmanageable destination images?

Can-Seng Ooi

Denmark through Chinese Eyes: Returning the imagination

Sanja Vujicic

Do you communicate photographic messages effectively? A study of advertisers' compositions of photographic messages and potential tourists' interpretations of photographic messages in tourist brochures



Abstracts

Anette Therkelsen & Henrik Halkier

Tourism Research Unit, Aalborg University

Negotiating Place Branding Umbrellas Images, functional diversity and organisational positioning in coordinated national tourism and business promotion.

Recent years have seen an increasing branding of place - localities, regions, nations - for a variety of different promotional purposes: attraction of tourists, attraction of foreign investors, attraction of new residents and students, or simply to increase the public profile vis-à-vis an external or indeed internal public. It is therefore hardly surprising that public policy-makers at the national level have emulated these practices by creating unified *umbrella brands* covering the vast range of external activities in which any country is engaged, because this would seem to offer not only economies of scale and fit the traditional notion of a distinct 'national core' of values, but also to entail the possibilities of synergy when a unified national image is consistently projected to the external world.

Whether such national branding initiatives involving both tourism and business interests are likely to be successful or advantageous is, however, less certain because the characteristics used to brand a particular place now have to serve many different purposes at the same time, and hence the production process is likely to result in a set of *negotiated images* which may be more or less relevant for each of the stakeholders in the umbrella brand, depending on interorganisational relations and dominant discursive patterns. Public bodies promoting tourism may for instance be unable to hold the ground vis-à-vis e.g. investment promotion agencies, making the umbrella detrimental from a touristic perspective.

While previous research explored the difficulties in creating a Danish umbrella brand in the fields of tourism and inward investment from an image perspective (Therkelsen & Halkier 2005), this paper explores the organisational context which produced the outcomes, including the branding strategies adopted by national-level agencies and the interorganisational positioning around specific umbrella branding initiatives. The paper seeks to identify the organisational conditions under which such initiatives are being developed – and should hence make it possible to assess the prospects of the emergence of a Danish brand that is more effective than their constituent parts and thereby become a useful tool for tourism and other activities.



Lena Eskilsson
Jan Henrik Nilsson
Department of Service Management
Lund University

**Creating cross-border destinations.
Interreg projects as tools for destination development**

Alongside the general post-war European integration process, institutionalized cooperation between public actors (local communities, regional authorities etc.) across national borders has become fairly common in Western Europe. Simultaneously, processes of regionalization and decentralization have taken place within in many formerly centralized states, e.g. Italy and Spain. These processes have been summarized under the label “Europe of the regions”.

In the Nordic countries, cross-border cooperation and region building advanced when Sweden and Finland became members of the EU in 1995. Cooperation projects could then take advantage of the frameworks already in place at the European level. With the later membership of Poland and the Baltic States new opportunities for cross-border cooperation occurred in northern Europe.

With a general transition from industrial to service economies, tourism has in many parts of Europe emerged as an interesting field within which cooperation across borders takes place. The process of developing cross-border tourist destinations partly takes place in the form of Interreg projects, co-financed by the EU.

In this paper, tourism development is studied as a tool for creating cross-border regions. The paper looks into how the aims of private and public actors are presented and performed, and how the cross-border destinations are marketed and presented to the general public. The study is limited to study cross-border tourism development within the framework of Interreg IIIB projects.

The analyses proceeds in two steps: First, a number of projects from all over northern Europe are studied using written applications and other public documentation. Based on the results of this study an in-depth analysis is undertaken where two different processes of cross-border destination development are compared: Helsingborg-Helsingör (Öresund Nord) and Haparanda-Tornio.

Thomas Blom, Dr and Associate Professor in Human Geography
Karlstad University and Örebro University, Sweden

A Five-Aspect-Meal Model for the Development of Tourism and Hospitality

There is today no specific model in the tourism and hospitality industry for conveying to the consumer the complete picture of the product one is intending to provide. The emphasis is often on such factors as seeing, being, doing and learning when attractions and experiences are discussed from a visitor perspective with the aim of



attempting to satisfy the expectations of the tourists and thereby provide them with a total experience. However, there is generally too much stress on the individual elements, which results in the loss of the overall perspective. The aim of this paper is therefore to apply the Five-Aspect-Meal Model that has been developed in the discipline of Culinary Arts and Meal Science and further elaborate it in relation to the tourism and hospitality industry where the focus is on the overall perspective and the importance of developing place and space as such.

Kirsti Lærdal

Researcher
Norwegian School of Hotel Management
University of Stavanger

Morten Heide

Research Professor
Norwegian School of Hotel Management
University of Stavanger

Kjell Grønhaug

Professor
Norwegian School of Business Administration

**Atmosphere as a Key Dimension
for Destination Development**

The importance of atmosphere for hotel guest satisfaction and thus their loyalty and willingness to positive word-of-mouth, has for long been recognized both among practitioners and researchers. Atmosphere is commonly used in hotel adverts, where the unique atmosphere of the hotel is frequently highlighted. In the hotel management literature, contributions regularly focus on how to improve the hotel atmosphere based on recommendations from hotel experts, architects and design consultants.

The purpose of this paper is to expand the focus from the individual hotel or hospitality entity to the atmosphere of the tourist destination. The paper explores how the physical features of the destination interact with social factors to create the particular destination atmosphere with a main focus on the role of local architecture as an atmosphere driver. Synergies and collaboration between various destination stakeholders are examined. How differing views on physical design may influence the destination development process are addressed as well.

The empirical part of the paper is based on case studies from Austria, New Zealand and Norway. Managerial and research implications are highlighted.

Keywords: Atmosphere, destination development, quality experience, local architecture, market image, sustainable advantage.



Bodil Stilling Blichfeldt, Assistant Professor, Ph.D.
Department of Environmental and Business Economics

Unmanageable Destination Images?

Increasingly places are enacted and managed as brands. A critical dimension of place branding is destination branding (*i.e.* the dimension of place branding that focuses on *tourists'* perceptions of places and henceforward, the images that places have). In practice, destination marketers increasingly emphasise enhancement of destination images by means of managing and marketing destinations as brands. As such, destination marketers have, actively, expanded branding theories beyond the range of phenomena, for which they were intended originally. Thus, it seems that the concept of branding has become so popular that it is adopted by and applied to areas, e.g. places, for which applicability of the concept is questionable. Especially, such applicability seems questionable due to the fact that 'new' phenomena (e.g. destinations) may be fundamentally different from the substantive domain, in relation to which branding as a theory has evolved. Consequently, it seems we have yet to elaborate on the analytical question:

Is it possible to *build* and/or *manage* destination images
and henceforward, destination brands?

This paper addresses this question by discussion of (1) the origins of branding theory and practice; (2) explication of differences between such origins and destinations; and (3) exemplification by means of resident-tourist interactions and lack of control over destination brands. The answer offered by this paper is that destination brands may *not* be as manageable as 'ordinary' brands – or at least, that destinations are so different from traditional brands that we have to accept that at least some dimensions of destination brands are unmanageable to an extent that questions taken-for-granted assumptions underlying traditional branding theory. Especially we argue that residents (and interactions with these residents) qualify as *core* elements of destination brands *whilst* residents are not – per se – 'manageable'. Furthermore, we argue that lack of clear ownership of destination brands adds to the problem of managing destinations as brands. Drawing on the discussion of – among other things – residents as core brand elements and lack of clear ownership of destination brands, we conclude that destination brands are, indeed, manageable to a lesser extent than brands, for management of which branding theory was intended at the outset. Consequently, the last section of the paper discusses what branding can(not) do for management of places.



Can-Seng Ooi

Associate Professor
Copenhagen Business School

Denmark through Chinese Eyes: Returning the Imagination

Images promoted for tourism often essentialize and caricaturize the destination. The images do not correspond accurately to empirical reality and reduce the varieties of landscape, culture and social forms in the destination into a series of simplified images that aims to please tourists and tourists-to-be. Consequently, some researchers have argued that tourism is a form of imperialism, as for example, Echtner & Prasad (2003) maintain “tourism marketing is one of the many forms of Third World representation that, in sometimes subtle but nonetheless serious ways, serves to maintain and reinforce colonial discourse and the power relations and ideology it fosters” (Echtner & Prasad 2003: 672). Cultures and new tourism products are also invented to reify such representations, as tourists actively seek out and affirm the images they have of the Other. In other words, tourists are placing demand on host societies; tourists do not only want to have simplified images presented to them, host societies have to transform themselves to match the expectations of the essentialized tourist imagination. The literature on tourism as a form of imperialism, however, focuses on how rich Western countries are dominating poorer developing countries.

The flow of tourists is no longer just from the North to the South. Not only are affluent countries promoting themselves as tourist destinations, tourists from less developed countries are also visiting rich countries. So, for instance, the tourism industry in Europe became abuzzed when many European countries attained the Approved Destination Status (ADS) from China. With a population of nearly 1.5 billion people, many European destinations want to attract Chinese nationals to their shores. Denmark is no exception. This paper shows how the expected arrival of thousands of Chinese tourists is generating excitement in the Danish tourism industry. The paper also discusses how Chinese tourists perceive Denmark. The flow of influence in tourism is not uni-directional, and there is a need to reconsider theories and concepts to the advent of tourists from the developing world. This paper aims to contribute empirically and theoretically to this discussion.

This paper is based on a study of Chinese tourists in Denmark. Data were also collected from tour guides leading Chinese tourists in Denmark, and interviews with the Scandinavian Tourist Board in Beijing, China.



Sanja Vujicic

Department of Business Administration

TOUREC, School of Economics and Commercial Law, Gothenburg University

Do You Communicate Photographic Messages Effectively?

A Study of Advertisers' Compositions of Photographic Messages and Potential Tourists' Interpretations of Photographic Messages in Tourist Brochures

The purpose with this presentation is to:

- describe the composition process of photographic messages in tourist brochures by public – and private producers,
- analyze the potential tourists' interpretations of the photographic messages in tourist brochures, and
- understand the effectiveness of photographic message communication in tourist brochures by comparison between advertisers' composed photographs and potential tourists' interpretations of photographs.

The review of previous research is on different communication models, advertising strategies, design of tourist brochures, photographic functions and techniques, travel motivation, effective advertising models and semiotics. Photographs contain codes like people, sea, buildings. When codes are combined, they become photographic messages that are highly related to *travel motives*, for instance escape your ordinary life, relaxation and enhancement of relationships. The photographic messages are presented into *photographic motifs* like nature, culture, activity, and interaction. The photographic motifs are the actual photographs that you see in the tourist brochures. Three studies have been constructed:

- The first study aim to describe how advertisers compose, choose and present photographic messages illustrated in tourist brochures.
- The second study aims to describe the seven potential tourists' interpretations of the advertisers' photographs through in-depth interviews.
- The third study is conducted among 740 potential tourists in Sweden, Germany, Switzerland, Great Britain, and Serbia – Montenegro.

The findings in this presentation are that advertisers have problems to combine transformative – and informative messages while composing photographic messages presented in photographic motifs. The advertisers have communicated the *photographic motifs* effectively, but the communication of *travel motives* is ineffective.

Keywords: Advertising Communication, Effective Advertising, Photographic Messages, Semiotics, Travel Motivation



Optional Excursion

Guided Tour to Lake Mývatn - Lunch included

Sunday September the 25th 2005

- 09:00 Departure from Akureyri (Hotel KEA)
A direct drive to Lake Mývatn District
- 10:15-11:15 Vogafjós: The Cow Shed Café
The first stop will be at Vogar Farm where Ólöf Þ. Hallgrímsdóttir, farmer and tourism entrepreneur, will welcome us. She will tell us about her tourism business and serve some homemade refreshments
- 11:30-12:00 Mývatn Nature Baths
A short visit to the newest large-scale addition to the district's tourism industry (opened on the 30th of June 2004). Mývatn Nature Baths's facilities include a 5000m² geothermal bathing pool and three natural steam baths. Stefán Gunnarsson, Executive Director, will give us a short presentation and a guided tour. Unfortunately there will not be time for bathing
- 12:15-12:45 Námaskarð - Hverir
We travel on for a view of Hverir, with its sizzling and bubbling sulphur mud pots. We make a very quick stop just to get a "quick smell" of the surroundings
- 13:00-14:15 Lunch at Hotel Reynihlíð
We will have lunch in Reykjahlíð Village. During lunch we will have a visit from Þorkell Lindberg Þórarinnsson, Director of the Northeast Iceland Nature Center, who will tell us a bit about the district's ecosystem and how tourism and the natural environment of Mývatn Lake are interconnected
- 14:30-15:00 Dimmuborgir
Before we leave Lake Mývatn District we stop at Dimmuborgir (Dark Castles), where towering lava formations characterize the landscape
- 15:40-16:10 Fosshóll - Goðafoss
On our way back to Akureyri we will stop at Fosshóll. Fosshóll is small service center including a market for local handicrafts. The service center is located in around 5 minutes walking distance from Goðafoss, which is one of Iceland's most beautiful waterfalls
- 17:00 Arrival to Akureyri We will make a stop at Akureyri airport on our way into town. Please note: Warm clothes, a waterproof overcoat and comfortable shoes are recommended



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Notebook



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