



ICELANDIC TOURISM  
RESEARCH CENTRE



# Tourism, People and Protected Areas in Polar Wilderness

## Book of Abstracts

5th Conference of the International Polar Tourism Research Network  
Raufarhöfn 29 August - 2 September 2016

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## Welcome to the fifth IPTRN conference and community workshop

It is my privilege and honour to invite you to the edge of the Arctic for the fifth conference of the International Polar Tourism Research Network and associated community workshops. This time round the theme is *Tourism, People and Protected Areas in Polar Wilderness* and as is the tradition of the IPTRN meetings, a community workshop on tourism development is held in tandem in collaboration with local tourism stakeholders.

Papers presented at the conference will explore how expectations towards tourism development in peripheral places can be managed to contribute to the cultural wellbeing of peripheral communities and/or enhance the protection of the environment. Tourism operations in the polar regions capitalize on the regions' assets, including their landscapes, wildlife and remoteness. The polar regions remain relatively untouched by human activity and can be regarded as sparsely or non-populated wilderness areas. This increasingly attracts people from around the world, which may increase awareness about the polar regions while at the same time potentially negatively affecting the regions' wilderness character. Through our community workshops and local engagements this conference will provide global tools and insights on how to manage tourism, people and protected areas in the sub-arctic wilderness of North East Iceland.

Your host,

A handwritten signature in blue ink that reads "Edward H. Huijbens". The signature is written in a cursive style with a large initial 'E'.

Prof. Edward H. Huijbens

University of Akureyri, Icelandic Tourism Research Centre

### **Acknowledgements**

Without the generous support and goodwill of the following this conference would not have taken place. Acknowledgements are due to The Canadian Embassy in Iceland; Norðurþing for hosting us; The University of Akureyri for accommodating us; Norðurhjari – Tourism Partnership; Rif Field Station and Northeast Iceland Development Agency for the travel planning and facilitating community workshops; the people at the Icelandic Tourism Research Centre for the planning and logistics. Then last but not least you for coming and adding your insights, experience and expertise to the conference.

## Conference Programme

Monday 29 August Conference Day (University of Akureyri (UNAK))	
09:00-10:00	Registration opens and coffee served (UNAK, Sólborg's Entrance Hall)
10:00-12:00	<p><b>Session I</b> (UNAK Sólborg, room N-102)</p> <p>The application of the wilderness concept in Antarctica and Svalbard: A comparison of the respective regulatory systems <i>Antje Neumann</i></p> <p>Comparative analysis of tourists', field scientists' and undergraduate students' perceptions of Antarctic landscapes <i>Javier Benayas, Ana Justel, Pablo Tejado, Tina Tin and Luis Pertierra</i></p> <p>The construction of the Antarctic landscape from the perspective of tourism. Images issued by tour operators and tourists' perceptions <i>Marisol Vereda</i></p> <p>Perceptions of wilderness and aesthetic value in Antarctica – a comparison of tourists, national Antarctic Program staff and non-visitors to Antarctica <i>Rupert Summerson</i></p> <p>How satellite-based AIS can support search and rescue operations in the Southern Ocean <i>Johnny Grøneng Aase</i></p>
12:10-13:00	Lunch (UNAK, Kaffi Hóll Cantine)
13:00-15:00	<p><b>Session II</b> (UNAK Sólborg, room N-102)</p> <p>Science and tourism practices: A cool combination? <i>Machiel Lamers and Linde van Bets</i></p> <p>Improving Environmental Education Outcomes Through Feelings of Connectedness to Nature <i>Michelle Harnett</i></p> <p>Research on the Fly: Insights from a field-based research course on the development of Varanger, Norway as a sustainable bird watching destination <i>Patrick Maher, Suzanne de la Barre and Outi Rantala</i></p> <p>Exploring the role of nature-based tourism and free-choice learning at ecologically sensitive destinations and replicated interpretive sites: Encouraging sustainable tourism and behaviour <i>Jill N.H. Bueddefeld</i></p> <p>The Role of Marketing in Sustainable Development of Polar Tourism <i>Eran Ketter</i></p> <p>The maturing of Polar Tourism as a 'field of study' <i>Emma J. Stewart, Daniela Liggett and Jackie Dawson</i></p>

15:10-15:30	<b>Coffee Break</b>
15:30-17:30	<p><b>Discussion forum</b> (UNAK Sólborg, room N-102)</p> <p>Developing collaborative tourism research in the Arctic – Perspectives, approaches, initiatives and questions</p> <p>Introduction by Sarah Marsh: Developing a Meaningful Tourism Research Programs in Canada's North</p> <p>This session invites local tourism stakeholders in the Akureyri region to an open dialogue with IPTRN researchers about meaningful research and tourism development in the Arctic and sub-Arctic. We have invited tourism stakeholders through the local DMO – Visit North Iceland – along with key innovative entrepreneurs in the region.</p> <p>Organizer and session chair: Suzanne de la Barre</p>
17:30	<p><b>Welcome reception</b> hosted by the Canadian Embassy in Iceland (UNAK, Borgir Entrance Hall)</p> <p><b>Dinner on own</b></p>

<b>Tuesday 30 August – Travel Day</b>	
08:00	<p>Departure from Akureyri (Conference bus leaves from Hotel KEA) Akureyri – Goðafoss – Húsavík</p>
12:00	Whale watching tour (optional in Húsavík)
15:30	<p>Departure from Húsavík Tjörnes – Ásbyrgi – Raufarhöfn</p>
19:00	Welcome reception hosted by Norðurþing municipality and dinner in Raufarhöfn

<b>Wednesday 31 August – Conference Day Raufarhöfn</b>	
08:00-10:00	<p><b>Session III</b> (Hnitbjörg community center)</p> <p>Preserving Ocean and Coastal Wilderness in the Arctic: Moving beyond Planning to Action <i>Bradley W. Barr</i></p> <p>Performing darkness and light: Guides, tourists and the Northern lights <i>Gunnar Þór Jóhannesson and Katrín Anna Lund</i></p> <p>#tourism: The Influence of Social Media on Visitor Experiences in Churchill, Canada <i>Katie Fowler</i></p> <p>“Can you tell me when the Northern Lights take place?” – Expectations and experiences of winter tourists in Southeast Iceland <i>Johannes T. Welling</i></p> <p>Place meanings as complex, contingent, and political. How dogs and mushers make Finnmark a Polar tourist destination <i>Brynhild Granås</i></p>
10:00-10:30	<b>Coffee Break</b>

10:30-12:10	<b>Session IV</b> (Hnitbjörg community center)
	<p>Natural resource ecosystem and inter-organizational arrangements – the case of the Arctic expedition cruise <i>Karin Wigger and Marta Bystrowska</i></p>
	<p>Expedition cruise tourism at Svalbard: self-regulation as driver for change <i>Linde van Bets</i></p>
	<p>Making Places: the role of Arctic cruise tourism operators in ‘creating’ tourism destinations and spaces <i>Marta Bystrowska and Jackie Dawson</i></p>
	<p>The role of climate-related information in Arctic expedition cruising: practices, needs and implications <i>Machiel Lamers, Paula Duske and Linde van Bets</i></p>
	<p>Exploring the management of tourism impacts on the New Zealand Sub-Antarctic Islands <i>Emma J. Stewart, Stephen Espiner, Daniela Liggett and Zac Taylor</i></p>
12:10-13:00	<b>Lunch</b> (Kaupfélagið)
13:00-15:00	<b>Session V</b> (Hnitbjörg community center)
	<p>Impact of experimental trampling in Icelandic ecosystems <i>Rannveig Ólafsdóttir and Micael Runnström</i></p>
	<p>Temporary closures of Antarctic tourist sites as a possible management tool to address the impacts on vegetation by trampling <i>Javier Benayas, Pablo Tejedo, Belén Albertos, Daniela Cajiao, Laura Muñoz, Francisco Lara, Ricardo Garillete and Luis R. Pertierra</i></p>
	<p>What influences have there been historically on tourism to the subantarctic islands, and what affects visits today? <i>Bernadette Hince</i></p>
	<p>Environmental impacts of tourism and the attractiveness of tourist destinations in arctic polar wilderness - A systemic approach <i>Rannveig Ólafsdóttir and Hörður V. Haraldsson</i></p>
15:00-21:30	<b>Field trip exploring tourism development in the region – dinner on the way</b>
	<p>A key theme of the IPTRN conference is community engagement. We are thus keen to involve you as polar tourism experts in the current affairs of tourism development of the region. This trip will introduce you to the local tourism stakeholders and their aspirations and challenges. The idea is that we engage, think and be ready to construct with them.</p>

<b>Thursday 1 September – Conference Day Raufarhöfn</b>	
08:00-10:00	<p><b>Session VI</b> (Hnitbjörg community center)</p> <p>Tourism or Extractive Industries? Some Remarks on Recent Struggle in the Swedish Pleasure Periphery <i>Dieter K. Müller</i></p> <p>Seeking Resilience through Tourism in Greenland: A Cautious Outlook in the Risky Era of Climate Change <i>Dimitri Ioannides, Pär Olausson and Evangelia Petridou</i></p> <p>Words, more words, and ... no action? Addressing Antarctic tourism issues within the Antarctic Treaty System <i>Daniela Liggett, Neil Gilbert and Emma J. Stewart</i></p> <p>Managing Tourism for Sustainable Local Development in Jokkmokk, Sweden <i>Patrick Brouder and Sandra Wall-Reinius</i></p> <p>Creative Yukon: Shifting Economies and Celebrating Cultures <i>Suzanne de la Barre</i></p>
10:00-10:30	<b>Coffee Break</b>
10:30-12:10	<p><b>Session VII</b> (Hnitbjörg community center)</p> <p>Local perceptions towards a proposed polar bear viewing project in the indigenous Cree community of Wemindji, northern Québec <i>Tariq Hossein</i></p> <p>Polar bears, climate change and cross-sector partnerships: a governance study <i>Jeremy Pearce</i></p> <p>Tourism as a complementary occupation: reindeer herder families and involvement in tourism? <i>Traian C Leu</i></p> <p>Not everything that counts can be counted <i>Magnús Haukur Ásgeirsson</i></p>
12:10-13:00	<b>Lunch (Kaupfélagið)</b>
13:00-17:00	<p style="text-align: center;"><b>Local visits and community workshop</b> (meeting point: Hnitbjörg community center)</p> <p>This is a continuation of the community engagement from the day before, but here the focus is on the village itself and then constructing ideas and input in collaboration with the local stakeholders. We will explore the village on foot in small groups and then convene for a workshop in Hnitbjörg community center.</p>
17:00-18:00	<b>Business meetings (IPTRN board)</b>
18:00	<b>Conference dinner at Hotel Northern Lights</b>

Friday 2 September – Travel Day	
09:00	Departure from Raufarhöfn (pick up from Hotel Northern Lights, Nest Guesthouse, Sólsetur Guesthouse and Klifahús) Þórshöfn – Bakkafjörður – Vopnafjörður – Hellisheiði eystri – Hérað Lunch enroute Today we travel to Egilsstaðir along the coast of NE Iceland. This is a coach tour with some stops, where we will explore some of the potential tourism development sites, some of which have other competing land-use claims relying on different visions for development with a changing Arctic.
18:00	Arrival Egilsstaðir, at EGS airport
<b>End of conference</b>	

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## Abstracts

### The application of the wilderness concept in Antarctica and Svalbard: A comparison of the respective regulatory systems

**Antje Neumann**

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The wilderness values of Antarctica receive explicit legal protection under the Environmental Protocol to the Antarctic Treaty. However, different opinions exist, on the one hand, as regards the precise meaning of the wilderness concept at the international and national level and, on the other hand, in respect to the question what consequences may arise from the legal obligation to protect Antarctica's wilderness values, in particular as regards tourism policy. Due to these divergences, the international debate has been stagnating for several years and no progress could be achieved towards the protection of respective values.

Against this background, a PhD-project on the relevance of a wilderness concept for managing tourist and other non-governmental activities in Antarctica will be presented. The project investigates the central research question: "To what extent can the concept of protecting Antarctic wilderness values constitute a basis for regulating tourism and other non-governmental activities in Antarctica, taking particular notice of experiences and 'lessons learnt' in other wilderness areas in the world?" At the conference, first results of one of the 'lessons to be learnt' case studies, conducted in relation to the wilderness of Svalbard, will be presented. They include, among others, the priorities set by the present regulatory system of Svalbard towards the wilderness characteristics of (1) a minimum size, (2) the absence of infrastructure, (3) the natural intactness, and (4) the provision of solitude. Furthermore, they elaborate on the preferences that are made in terms of selecting regulatory instruments, such as the designation of protected areas and the duty to conduct Environmental Impact Assessments. Despite ambitious political strategies and numerous regulatory efforts towards wilderness protection in Svalbard, preliminary results indicate that economic interests prevail over the interest of preserving "the area's distinctive natural wilderness".

## Comparative analysis of tourists', field scientists' and undergraduate students' perceptions of Antarctic landscapes

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Perception of the environment drives the attitudes towards its conservation. Most people tend to show a preference for landscapes where vegetation and water are key elements. The Biophilia hypothesis indicates the tendency of human to select habitats where they can have more chance of survival. In the case of Antarctica there is an absence of intrinsic features of its landscape that the general public would normally identify as preferential spaces, because of the scarce vegetation and the absence of good conditions for survival. Moreover the high risk nature of the site for survival as a cold desert would generate little attraction to a large fraction of the population and henceforth the perception is expected to be biased towards stereotypes of iconic wilderness. In this research, a collection of 15 photographs of various Antarctic landscapes was assembled. These scenes have different levels of human presence and biological or physical elements: ice formations, geo-forms, faunal colonies, flora or human activities, etc. Photographs were presented to 302 people (scientists, support staff and tourists in Antarctica as well as undergraduate students from tourism and environmental sciences' degrees in Spain). Each person sorted pictures into categories according to their own preferences for Antarctic landscapes. Factor analysis of the data shows three clearly differentiated factorial trends in landscape selections. A first trend identifies landscapes characterized by the presence of snow and ice. A second trend brings together the scenes with a greater presence of human elements such as vessels and research stations. Last trend identifies the presence of wildlife. Differences between groups show that tourists have significant preference for first and third component (ice and fauna), while undergraduate students and Antarctic support staff preferred the second one (i.e., containing human elements). The preferences of scientists lay in an intermediate positions between the preferences of the two other groups. Different preferences could reveal different views on Antarctic values' exploitation.

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## The construction of the Antarctic landscape from the perspective of tourism. Images issued by tour operators and tourists' perceptions

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Since the first voyages of exploration, the Antarctic landscape has been represented as a singular place associated with a pristine, remote and extraordinary wilderness. In the last three decades, partly inspired by those early expeditions, Antarctica has been identified as an important distant destination for tourism with a diverse offer based on its natural and historical resources, which motivates tourist flows to this desolate place.

This paper focuses on the idea of landscape as a social construct. In this respect, landscape is understood as a discourse through which different groups produce images that contribute to give it specific meaning.

More precisely, the aim of this paper is to study how the idea of Antarctic landscape is built. To do so, two perspectives were considered: on the one hand, the promotional materials issued by Antarctic tour operators and, on the other, the perceptions of Antarctic tourists about Antarctica.

The research comprised both a qualitative and quantitative methodological approach. For the former, brochures issued by tour operators were analysed taking into account visual and textual content. For the latter, surveys of shipborne Antarctic tourists were carried out in Ushuaia, Argentina, in order to explore the images of Antarctica they had in their minds. Data were collected during the 2013/2014 Austral summer season.

The results presented in this contribution show that a high number of the analysed brochures pay special attention to images related to ice and wildlife while most visitors give an important place to aesthetic values related to the dramatic landscape.

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## Perceptions of wilderness and aesthetic value in Antarctica – a comparison of tourists, national Antarctic Program staff and non-visitors to Antarctica

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The protection of the Antarctic environment is mandated by the Protocol on Environmental Protection to the Antarctic Treaty, the “Madrid Protocol”, which came into force in 1998. Among the values to be protected are the wilderness and aesthetic values. To date little progress has been made with implementation of protection for these values, largely for reasons of supposed subjectiveness and vagueness about what these values are and how they should be protected. These values have, however, been shown to be important factors in motivating tourists to visit Antarctica. In terms of annual visitor numbers, tourists outnumber national Antarctic program staff by roughly 9: 1 (based on figures from IAATO and COMNAP). Four communities with an interest in Antarctica are postulated: Antarctic professionals, tourists, the Antarctic tourism industry and interested members of the general public. If the perceptions of Antarctic landscapes vary between these groups; that would suggest that these values are indeed subjective. Alternatively, evidence that these values are universally held should remove an impediment to protection.

A large scale Internet survey of perceptions of wilderness and aesthetic values using images of Antarctic landscapes has been undertaken recently focussing on these four groups. Over 470 responses from 25 countries have been received. Initial results have suggested that there is no significant difference in perceptions of wilderness or aesthetic value between tourists and national Antarctic programs staff or between those who have visited Antarctica and those who have not. This paper will present the results of a detailed study into differences of perception between these groups and will include the results from a more recent (2015) survey conducted during a tourist voyage to Antarctica.

A better understanding of how people value Antarctic landscapes and the demonstration of a successful methodological approach to assess these values will improve the prospects for protection.

## How satellite-based AIS can support search and rescue operations in the Southern Ocean

### Johnny Grøneng Aase

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The purpose of this presentation and paper is to demonstrate how satellite-based Automatic Identification System (AIS) can be used to monitor tourist traffic in the Southern Ocean and as such support search and rescue (SAR) operations.

AIS is a system designed to improve safety at sea. All vessels over 300 tons and all passenger ships irrespective of size shall carry a transponder that sends static and dynamic information about the vessel to other ships and land stations. Examples of static information are the ships name, IMO- and MMSI-numbers, while the dynamic information is e.g. course, speed over ground and position. This information can be received by satellites in low Earth orbit. Norway has currently two such sensors in polar orbit. The first, AISat-1, was launched in July 2010. Data are recorded globally and downloaded over Svalbard every 100 minutes, and are immediately available for Norwegian authorities. More satellites are scheduled to be launched in 2016 and 2017.

I will present an overview of tourism in the Ross Sea and the Antarctic Peninsula derived from AIS satellite data for the years 2010 to mid-2016. A similar study has been done for waters north of Svalbard, along the north-eastern coast of Greenland and surrounding Franz Joseph Land. Satellite data was used to extract information about polar tourism, like periods when a strengthened SAR capability should be present, where the tourist vessels sailed and how many times they visited the three regions. I will present similar information from the Ross Sea and waters surrounding the Antarctic Peninsula. I will also develop case studies to show how information from AIS satellites can be used to support coordination of search and rescue operations in the Southern Ocean.

## Science and tourism practices: A cool combination?

### **Machiel Lamers**

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### **Linde van Bets**

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Polar tourism is increasingly diversifying. Some of the current drivers for this diversification include the manifestation of the shared economy of science and tourism, the emergence of public – private partnerships between polar science institutions and commercial tourism operators, and the popularisation of citizen science and transdisciplinary approaches in polar research. There are undoubtedly mutual benefits of combining science and tourism, however this does not mean that the production of joint expeditions are seamless and unproblematic. This paper is based on ethnographic research of the two authors of a joint science and tourism expedition to East-Svalbard, focusing on the question if and how the two practices of tourism and science co-exist, how they mutually affected each other, and what are the management implications of this combination. The analysis builds on the work of contemporary practice theorist Theodore Schatzki, who claims that social practices are embedded in material arrangements and organised by practical and general understandings, rules and teleoaffective structures (objectives).

The SEES expedition was framed as the largest Dutch research expedition to the Polar Regions and combined the work of around 50 multidisciplinary scientists, along with 50 paying tourists, various media representatives and other officials on a 10 day expedition cruise. Most participants, both tourists and scientists, were aware of the unique combination of science and tourism during this expedition, the differing stakes and objectives, and the flexibility this brought along. For instance, insurance rules complicated the involvement of tourists in scientific activities. As the expedition progressed, the participants adapted to the differing interests in the expedition. Adaptive and smart planning and clear communication are crucial factors, and can be seen as a connecting practice for effectively combining science and tourism.

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## Improving Environmental Education Outcomes Through Feelings of Connectedness to Nature

### Michelle Harnett

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Programs that engage and train citizens in scientific research, known as citizen science, aim primarily to expand the data collection capacity of researchers. Increased environmental degradation due to unsustainable human behaviour has prompted many citizen science projects to incorporate environmental education components into their programs to promote sustainable behaviour, primarily by raising awareness of environmental issues through information provision. Unfortunately, this model of conservation intervention has had limited success in affecting long-term sustainable behaviour change, resulting in wasteful consumption of the valuable resources that go into developing these educational programs. This presentation will report on preliminary results from masters' research that uses the well-established positive correlations between nature connectedness, wellbeing and sustainable behaviour to explore the relationships between participation in citizen science conservation interventions and participant's feelings of connectedness to nature, wellbeing and motivation for sustainable behaviour. Using convenience sampling, electronic surveys will be distributed to program coordinators for distribution to adult citizen science participants in projects located in the circumpolar north between July and August of 2016. This research will contribute to the broad body of literature focused on feelings of nature connectedness, wellbeing and sustainable behaviour by expanding it into the context of citizen science. It will also help inform development of a more effective and efficient model of citizen science conservation intervention and identify opportunities for tourism development in which sustainable behaviour is a goal.

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## **Research on the Fly: Insights from a field-based research course on the development of Varanger, Norway as a sustainable bird watching destination**

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**Suzanne de la Barre**

Vancouver Island University

**Outi Rantala**

University of Lapland

The University of the Arctic Thematic Network on Northern Tourism (TNNT) is based on the integration of teaching, primarily at the graduate level, alongside research. Since 2008, the TNNT has established collaborative relationships between many universities across the circumpolar North, and in 2015, seven universities (two from Canada, two from Finland, and one from each of Norway, Sweden and Iceland) were successful in receiving funds to proceed with joint programming on Northern tourism at the Masters level. Overall, the plan is to create a field-based course, two online courses and a collaborative supervision model, which add value to each institutions own programs.

This presentation will provide an overview of the TNNT Master's course model that is under development; its transdisciplinarity, proposed pedagogies, and approaches to education based on international fieldwork, blended learning and concerted collaboration. The presentation will also present direct insights from the delivery of the first course – a field-based research course scheduled immediately prior to the IPTRN5 in August 2016. The course will bring together up to 40 students, and 6 scholars to examine the development of Varanger, Norway as a sustainable bird watching destination. The students will engage with empirical research, stakeholder discussions and research dissemination over the course of one week in the area. Results shared for this presentation will take the form of narratives presented by both faculty and students, shared in a variety of digital means that integrate both tourism content and learning outcomes.

Although three scholars are identified as the authors of this abstract, it is our expectation that our students will play a pivotal role in presenting as a panel at IPTRN5. Student presenters have not yet been confirmed, but will be noted at the time of presentation.

## Exploring the role of nature-based tourism and free-choice learning at ecologically sensitive destinations and replicated interpretive sites: Encouraging sustainable tourism and behaviour

**Jill N. H. Bueddefeld**

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The purpose of this research is to explore how visitor's experiences at a replicated interpretive site and original site may impact individual environmental sustainability. Specifically, my research will be guided by the following research question: How do nature-based tourism and free-choice learning experiences impact learning, attitudes, and behaviours in relation to climate change and sustainability for both an original destination and a replicated interpretive site? This proposed research will be a qualitative study grounded in Constructivist Learning Theory and Transformative Learning Theory, and guided by the Contextual Model of Learning, which provides a framework for understanding free-choice learning experiences within personal, socio-cultural, and physical contexts. A comparative content analysis will examine the role of nature-based tourism and free-choice learning of visitors in two different geographic locations: Churchill, Manitoba (original site) and the Assiniboine Park Zoo's Journey to Churchill Exhibit (replicated site) in Winnipeg, Manitoba. Approximately 30 personal-meaning mapping interviews will be conducted (or until saturation is reached) with two groups of visitors to compare visitor experiences. One group will consist of visitors who have only visited the replicated site and the other group will consist of visitors who have also been to the original site. Interviews will be conducted for both groups pre- (Summer 2016) and post-visit (Winter 2016) to examine changes in learning, attitudes, and behaviours, as well as potential impacts of perceptions of place, authenticity, ambassadorial roles, and motivations. The between group analysis will examine the impact of place. While the within group analysis will examine effects of personal attributes, such as sense of place and motivation, on visitors' free-choice learning, attitudes, and behaviours. This paper will present preliminary results from the pre-visit interviews and research context itself – through the literature and previous research about nature-based and sustainable tourism, as well as learning for sustainable behavior change (environmental education and behaviour change).

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## The Role of Marketing in Sustainable Development of Polar Tourism

**Eran Ketter**

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Sustainable tourism is one of the leading approaches to tourism planning and development, and despite some criticism in recent years, is widely practiced. While the literature on sustainable tourism tends to focus on the ecological, socio-cultural and economic environments, it also tends to overlook business-oriented approaches and the use of marketing, forming a gap between marketing and sustainability. To examine this gap further, and possibly to bridge it, a qualitative study was conducted. Using the method of qualitative content analysis, 40 plans for regional sustainable tourism development were analyzed, with a focus on the interplay between sustainability and marketing. The findings of the study indicate that marketing can enhance the three pillars of sustainability, and can also support tourism development in protected areas of polar wilderness.

In this view, niche marketing tools can be used to attract highly-responsible audience segments (such as the ecotourism market, the adventure tourism market and the culture and heritage tourism market) that will have less effect on the natural and human environments. Below The Line (BTL) marketing techniques can be used to promote responsible interaction with the hosting community, reduce cultural impacts and promote economic linkage. Digital marketing and location-based mobile applications can be used for visitor management, reducing visitors' load and minimize irresponsible behaviors. Lastly, public relations techniques can be used to raise the importance of conserving the polar wilderness, in response to climate changes, economic pressures and human activities. With this in mind, marketing is an essential tool for developing polar tourism, promoting ecological, social-cultural and economic sustainability and encouraging development that will increase environmental protection and enhance the wellbeing of polar communities.

## The maturing of Polar Tourism as a 'field of study'

### Emma J. Stewart

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### Daniela Liggett

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### Jackie Dawson

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In alignment with the growth of polar travel over the last few decades, there has been an intensification of research activities related to various aspects of the polar tourism phenomenon. Through an extensive literature review of polar tourism journal articles (n=263), we analyse research efforts since the 1980s identifying (a) key research phases (from early descriptive works characterised by chronologies, basic statistical data and narratives about tourism operations to more recent empirically informed work with more nuanced methods of inquiry); (b) critical research outputs; (c) key research themes and their evolution over time (from an initial focus on understanding and documenting tourism patterns, tourism impacts, tourism policy/management strategies and tourism development issues to new research areas in polar tourism, including research into the implications of global change for polar tourism and the need to build robust governance structures); (d) the numbers and types of journals chosen to publish polar tourism research; (e) regional trends; and (f) the nature of research networks and collaborations. We discuss the factors that have either supported the emergence of this field of study (the International Polar Research Tourism Network, the International Polar Year, etc.) or hindered effective development (remoteness, access to tourists, etc.). We conclude that polar tourism scholarship has now matured to the point where research is characterised by being empirically based, theoretically situated, and increasingly connected to a wider disciplinary base than in the past. Finally, we identify future research areas, such as the need to understand new players and new markets, the influence of new technology and the politicisation of polar tourism.

## Developing a Meaningful Tourism Research Programs in Canada's North

### **Sarah Marsh**

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There are many stakeholders in Canada's northern tourism industry: businesses, industry associations, First Nations governments, municipalities, destination marketing organizations, the territorial government and the federal government. With so many diverse interests, it can be challenging to design a research program that measures the performance of the sector, provides insight about past and potential visitors and their travel habits, and identifies opportunities for market and experience development across the territory.

I work for the Department of Tourism and Culture with the Government of Yukon and our role is to provide information, programs and support to help businesses, organizations and communities make sound decisions related to tourism enhancement and development. While I do not profess to have the 'silver bullet' to address all stakeholders' interests, during this presentation, I will outline the importance of identifying needs, educating and enabling stakeholders, and working with partners to contribute to a meaningful tourism research program which can inform market and experience development.

Prior to working for the Government of Yukon, I worked for the Government of Northwest Territories conducting and providing tourism research in a similar capacity. With experiences in research for both territories, I plan to highlight some key initiatives that have enhanced the knowledge base for many tourism stakeholders.

## Preserving Ocean and Coastal Wilderness in the Arctic: Moving beyond Planning to Action

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The pressing need to preserve the wilderness values and qualities of the Arctic is widely acknowledged. As an ocean surrounded by many islands and extensive coastlines, the adjacent marine areas are also elements of this Arctic wilderness landscape and require attention to insure that they are preserved and managed effectively. For many, the Arctic represents the exemplar of wilderness around the world, yet progress toward providing actual preservation has been painstakingly slow. There are a number of multi-lateral and circumpolar planning processes ongoing that have the potential to contribute to addressing the preservation of wilderness in the maritime regions of the Arctic, but even the best plans accomplish little if they are not implemented. Planning can be an important step forward, but only if those plans generate the support and political will to become more than just potential “roadmaps.” The challenging work of actually achieving enduring preservation for marine wilderness in the Arctic has not yet even begun. Implementing any plan that might be developed for the Arctic involving the establishment of new or expanded protected areas requires considerable effort on the part of management agencies that are responsible for these programs, reallocating limited available staff time and resources and insuring effective engagement of local communities most affected by these actions. Successfully establishing marine and coastal protected areas often takes many years to complete. Precaution dictates action not be deferred until every question is asked and answered. An overview of the current state of knowledge with regard to Arctic marine wilderness is presented that offers the foundation for a proposed strategy that would actively engage the Arctic state marine protected areas and wilderness managers, working within existing relevant national authorities and programs, as a first step toward achieving tangible, coordinated preservation of ocean and coastal wilderness in the Arctic region.

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## Performing darkness and light: Guides, tourists and the Northern lights

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In recent years Northern light tours has become a major pillar of winter tourism for many places in the Arctic. Even though tours offering the experience of seeing the Northern lights are very variable they all have in common that the experience being sold is assembled through relational enactment of wide array of actors, human and more-than human. This paper explores some of the performances through which Northern light tours are accomplished with a focus on guides and their practices of guiding. Often the role of the guide is crucial for creating a positive experience not least when the undisciplined lights do not 'behave' as expected. Then the guide needs to be able to improvise and make the best out the present situation. This uncertainty is a challenge to companies selling tours as well as the guides themselves that need to endure trips with mixed results. While the process of co-creation has merely been studied as a social process (Jensen & Prebensen, 2015; Larsen & Meged, 2013) little research has been done on how guiding involves weaving together of heterogeneous elements and entities such as darkness and light. We argue that the guide's capacity to connect to relational qualities of darkness and light is of major importance for successful improvisation of Northern light tours. The paper starts with theoretical discussion on guiding as performed and co-created activity. It then describes the relational materialities of darkness and light before moving towards empirical accounts of Northern light tours with a focus on different tactics guides use in improvising the Northern light experience. Examples are based on fieldwork in Iceland, Northern Norway and Finnish Lapland.

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**#tourism: The Influence of Social Media on Visitor Experiences in Churchill, Canada****Katie Fowler**

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Social media has altered society in ways we could have never imagined. Social networking sites including Facebook, Twitter, and Instagram have shaped the way we interact with friends and family, organizations, and businesses. These sites have also influenced how we spend our leisure time. A major advantage of social media is it provides individuals with the ability to stay connected with friends and family and to share personal experiences through photos and status updates, including while on vacation. Because of this, social media can potentially serve as an additional medium for tourism suppliers to market and promote destinations, especially given its wide audience reach. This has led to an increased interest in better understanding the role of social media in tourism.

While there has been exponential growth of academic publications on social media and tourism in recent years, there is limited research that considers how viewing social media during the pre-trip phase (i.e., when dreaming about or planning the next trip) can influence the post-trip phase when a traveler is reflecting on their experience and whether or not the trip met their expectations. Further insight into this area could better inform destination marketing organizations, especially those involving Arctic communities where promotional efforts tend to focus on wilderness and scenery and underscore local cultural traits and way of life (Milne, Grekin, & Woodley, 1998). Therefore, my research work examines the influence of social media on visitor experiences in the Arctic tourist destination of Churchill, Canada, renowned for its mega fauna such as polar bears and beluga whales and for viewing the aurora borealis or the “northern lights”. My presentation will feature a discussion of the existing literature and preliminary findings on how visitors compare their travel experiences with their initial image of Churchill based on viewing social media content before traveling.

## **“Can you tell me when the Northern Lights take place?” – Expectations and experiences of winter tourists in Southeast Iceland**

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During the last five years Iceland has been facing an unusually strong increase in the number of international tourists. Although the large majority visits Iceland during summer months, a strong growth of visitors during the winter period (November – March) can be observed. Despite the increased popularity of Iceland as a tourist destination in the wintertime there is still a lack of basic understanding of winter tourism in (sub)polar regions in general and Iceland specifically. Therefore, this research examines winter tourism on-site in rural areas in Iceland and investigates the expectations, motivations and experiences of tourists that visit rural Iceland during the winter. The study area is the municipality of Hornafjörður in southeast Iceland, a rural part of Iceland (pop. 2150) that has developed from being agricultural to become an area where tourism activities both in summer and winter have become an important economic sector. The region has several popular natural tourist attractions, among them the famous glacier lake Jökulsárlón (71.000 visitors in the winter 2014/15). The study employs a mixed methods approach that included a visitor questionnaire (n=140) and semi structured interviews with tourists (n=16). The preliminary results show that experiencing a winter landscape or perceiving seasonal natural phenomena such as Northern Lights or glacier ice caves are the main motivators to visit this part of Iceland during the winter. Furthermore, this study shows that the representation of such natural phenomena (Northern Lights and glacier ice caves) at web sites and through social media play an important role in visitors' travel planning and experience, and that these pre-journey representations and stories can result in a mismatch between a priori expectations and actual on-site experiences by visitors.

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## Place meanings as complex, contingent, and political. How dogs and mushers make Finnmark a Polar tourist destination

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Since the 1970s, many Nordic periphery places riddled by out-migration and recession have witnessed a growth in tourism that has nurtured hopes for reversing negative trends by making tourism a new economic pillar. Tourism has been enrolled in public discourses on development marked by the post-industrial vocabulary of place development where places are to be attractive and competitive, branded and marketed, and understood as destinations for tourists. Over the years, many place image projects have been launched, with an optimism about the possibilities for developing place image strategically. However, the question of how place meanings actually evolve and hence when, how, or whether they can be managed, has been less problematized. So has the political aspects of such projects.

This paper argues for seeing place meanings as political and as contingent outcomes of complex processes. Through an empirical investigation from Finnmark, the paper explores how humans and dogs doing long distance dog-sledding, a new outdoor practice in Norway, have inflicted on the meaning of Finnmark in unintended and unpredictable ways, promoting the area as a “Polar” tourist destination and integrating it more closely into national grand narratives where it involves in current rearticulations of the Norwegian nature tradition. The growing popularity of the practice coincides in time and space with continuous colonization processes framed by a current national high north politics; dogs and mushers can be seen as convenient partners for different interested parties that engage in the contested landscapes of the north today. The analysis suggests for theoretical ways of grasping the socially intrinsic and power relevant about touristic processes through a meticulous use of Doreen Massey’s place theory as a method of study, while integrating theoretical elements from, amongst others, Donna Haraway and Anna Tsing, with the aim of handling more carefully the material and ecological about such process.

## Natural resource ecosystem and inter-organizational arrangements – the case of the Arctic expedition cruise

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### **Marta Bystrowska**

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Expedition cruise operators sell tourism experiences, which are co-created by tourists through the interaction with the landscape, wildlife and man-made attractions in cruise destinations. In order to respond and adapt to various changes, such as changing consumer preferences, new regulations and guidelines, technological advantages or changes in the natural environment, cruise operators acquire new and reconfigure existing natural and cultural resources. This paper aims to develop theory of organizing innovation processes in natural resource ecosystem. A resource dependence perspective highlights the mode of opportunity exploitation with a special emphasis on inter-organizational arrangements. A longitudinal study of nature-based tourism innovations in six Arctic destinations (Isafjordur, Stykkisholmur, Ilulissat, Sisimiut, Longyearbyen and Barentsburg) sheds light on how the cruise operator organize innovation processes to adjust to the ecosystem characteristics. In-depth interviews are conducted with the operator, crew, local attractions, local service providers and industry insiders. The data collection started in 2013 and is still in progress.

Tentative results show that entrepreneurial actions of the operator can lead to discontinuity in the interaction patterns within an ecosystem. Innovative inter-organizational arrangements may provide increased control and creative resource networks within the ecosystem. Availability of complementary services and cumulative organizational capital resources inside the ecosystem, resource stakeholder's capabilities, and mutual resource dependence, perceived power imbalance and expected value co-creation are crucial elements of the ecosystem characteristics influencing the mode of opportunity exploitation.

## Expedition cruise tourism at Svalbard: self-regulation as driver for change

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Cruise tourism development has stirred societal and academic debates about its environmental impact and under-regulation. Svalbard, a group of Norwegian islands in the Arctic Ocean, is such an area that experienced emerging popularity of expedition cruise tourism, next to impacts of global environmental change, oil and gas, fisheries and shipping. As such governance of cruise tourism is challenged by implementing several national and international state initiatives (such as the Pilot Act, Heavy Fuel Oil Act, and the Polar Code of IMO) as well as industry guidelines of the Association of Arctic Expedition Cruise Operators (AECO) in order to generate the desired effects. To study the multiplicity of actors involved and the interdependency with the marine ecosystem on which cruise tourism depends, we introduce the new concept of marine community which encompasses a user and policy community. Against this background, this paper studies how this marine community makes use of adaptive governance to regulate environmental impacts of expedition cruise tourism at Svalbard. Although co-existence of state and non-state actors is beneficial for adaptive governance in terms of increased access to accurate knowledge and information and conflict resolution and rule compliance based on social control and site-specific guidelines, it compromises adaptive governance at the same time. Svalbard is becoming over-administered by the accumulation of formal and informal rules which results in the policy community outgrowing the user community. As such growing distance between user and policy community compromises legitimacy of the policy community. This mistrust challenges the adaptive capacity and resilience of the marine community around expedition cruise tourism at Svalbard.

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## **Making Places: the role of Arctic cruise tourism operators in 'creating' tourism destinations and spaces**

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Arctic expedition cruise tourism is a quickly growing industry. Every year cruise vessels bring thousands of tourists to different destinations across the Arctic. Through a lens of social constructivism and network theory cruise operators can be seen as one of the main stakeholders, whose attitudes (knowledge, beliefs, expectations) and relations with others influence the actual creation and development of new tourism destinations.

This presentation investigates expedition cruise companies' attitudes towards the Arctic and the role of attitudes in shaping tourism spaces. In particular, it explores the processes of planning itineraries and operators' cooperation with other tourism actors, especially local communities, and how these interactions influence itinerary development. By examining these processes we are able to see how operators create tourism spaces. This presentation is based on a preliminary set of 12 semi-structured interviews with Arctic cruise operators (8), local stakeholders (3), and vessel captains (1). Additional interviews are planned for the full study.

Results of the study are focused on understanding spatial diversification of Arctic cruise tourism activities, including the identification of factors which influence decisions to go or not to go to different destinations such as Svalbard, Greenland, Canada and Arctic Russia. Findings indicate that natural attractions and legal, regulatory and related economic constraints seem to play the most important role in a destination decision-making. The presentation explores how cooperation patterns of operators with local communities contribute to creating new destinations and to the development of existing ones. It also shows that the desire to explore new places is rather limited as the market is competitive and it seems safer to commit to well-known and profitable destinations. At the same time, it is acknowledged that there is a need for improvements due to rising tourists' expectations and desire to keep the unique, exploratory character of Arctic cruising.

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## The role of climate-related information in Arctic expedition cruising: practices, needs and implications

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Climate change is making navigation in Arctic waters more unpredictable, for example when it comes to sea ice conditions, wind and waves. To enable responsible and safe expedition cruise practices a range of climate information sources and systems are currently available, and there is a continuing drive of public and private sector institutions to further develop higher resolution and instant environmental information services (e.g. SAON, YOPP). However, what and how information sources and systems are currently used by expedition cruise operators in various decision-making contexts (e.g. planning, operations) is not known, let alone what the climate information needs of operators are to continue satisfying customer expectations in a responsible and sustainable way in the future. Further, little is known about the climate information supply side, its actors, the production and distribution processes of this climate information.

Based on a series of interviews with relevant staff from expedition cruise operators and providers of climate related information services, as well as a review of literature and documentation, this paper will explore the role of climate related information and information systems in expedition cruise practices in the European Arctic and the climate information supply network. The aim is to obtain a sound understanding of which weather, climate and biophysical information sources and systems are used, why and how. Based on this analysis we argue that the increased transparency of economic sectors regarding biophysical and climatic conditions resulting from the development of these information systems seems to play a double role. While making the Arctic more controllable and predictable, it also enlarges the potential risks and hazards associated with increasing activity. Next to exploring these implications suggestions will be made for enhancing the effectiveness of climate information services provision.

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## Exploring the management of tourism impacts on the New Zealand Sub-Antarctic Islands

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Situated to the south of New Zealand in the Southern Ocean are the New Zealand Sub-Antarctic Islands comprising the Auckland, Campbell, Antipodes, Snares and Bounty Islands. These island groups are among the most remote and hostile within New Zealand's waters, yet they harbour some of the country's most unique biodiversity and contain some of the world's least modified landforms; a condition recognised in 1998 with the designation of World Heritage Area status. It is not surprising therefore that the islands have long appealed to visitors wishing to explore and understand the islands' rich natural and cultural environments. The first commercial cruise operations to the New Zealand Sub-Antarctic Islands were undertaken in the late 1960s, but at that time cruises to the islands were only sporadic. It took another decade for cruises to become a more regular activity in this region. Typically, fare-paying tourists arrive by sea in small to medium sized expedition-style cruise vessels, although in recent years, the number of small vessels such as yachts and sail boats has increased. However, there is only piecemeal data on visitor numbers (especially since the mid-1990s) and there is limited evidence regarding the range of possible impacts visitors may have, including direct and indirect impact on wildlife, soils, and vegetation. In this presentation we draw on a range of secondary sources (from the Department of Conservation, tour operators and other published works) to provide an overview of visitation to the islands, an assessment of tourist impacts and an outline of future options for managing tourism on the Sub-Antarctic Islands. While visitor numbers are small compared to other polar tourism destinations, improved understanding of visitation to the Sub-Antarctic Islands will help ensure that protection of conservation values remain paramount, and that appropriate policy frameworks and conservation management strategies are in place to permit responsible tourism to these remote polar islands.

## Impact of experimental trampling in Icelandic ecosystems

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Environmental impacts of recreational trampling have obtained considerable attention over more than half a century. It has been repeatedly shown that trampling damages vegetation, eliminates soil organic matter, compacts the soil and causes soil erosion. Hence, when stress from trampling exceeds an area's environmental carrying capacity it may result in irreversible land degradation. Still, the general understanding of the impacts from recreational trampling on Icelandic ecosystems is limited. Reflecting the need for experimental research to address the impact of recreational activities on Icelandic ecosystems, this study aims firstly to increase the knowledge and understanding of the use of field experimental plots for tourism impact studies. Secondly, to explore the resistance of Icelandic ecosystems to recreational trampling, by assessing the impact of diverse levels of use applied in three Icelandic ecosystems. The study concentrated on tourism trampling effects on the most common vegetation types in the study areas, i.e. grassland, moss-heath and moss. Variables tested in the field are soil moisture, soil compaction, soil surface profile, and vegetation cover. The results indicate moss-heath to be more vulnerable to trampling than grasslands as regards all variables. An interesting notion from this study is the difference in impact between tourists using hiking sticks and those who do not. Tourists without hiking sticks seem to have more impact on the development of the inner track making the soil surface profile deeper resulting in higher soil compaction. Thus, using sticks seems to divide the weight of the hiker with the sticks.

## Temporary closures of Antarctic tourist sites as a possible management tool to address the impacts on vegetation by trampling

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Intensive or inappropriate use of tourist footpaths can generate severe impacts in certain vulnerable environments. In 2012, Spanish and Ecuadorian researchers recorded in Barrientos Island (South Shetland archipelago, Antarctica) a serious damage on certain moss carpets as a result of repeated foot traffic beyond the limits of the official paths. This small island has numerous outstanding biological and geological features, being visited by around 5,000 tourists each year. However, never before such significant impacts were detected in this site. In view of this situation, the Committee for Environmental Protection proposed to place a moratorium on access to the central area of Barrientos Island from the 2012-13 austral summer campaign other than for reasons of scientific research and monitoring. In this work, we analyze the effectiveness of temporary access restrictions as a management action to promote the recovery of moss carpets affected by trampling within the bioregion known as the Maritime Antarctic. For this purpose, different pairs of photographs were obtained in a series of monitoring points both in February 2013 and 2016 (3 years later), following a Before-After-Control-Impact (BACI) design. Through the analysis of these images we describe the early stages of the recovery process, discussing how the initial level of impact can affect the recovery of the moss coverage. Photo-pairs are also used to assess whether a full recovery of the affected areas will be possible and how long it might be necessary to achieve this goal. The first results allow us to be positive about the recovery in most of the studied points, showing that the temporary closures may be an effective management measure in terrestrial Antarctic ecosystems. However, the time required for complete recovery may become important in those cases where the vegetation coverage has been completely eliminated.

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## What influences have there been historically on tourism to the subantarctic islands, and what affects visits today?

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The subantarctic islands are safe, beautiful and historically diverse. They are among the most difficult to reach places on earth, harder to get to than Antarctica itself. They are also among the least visited places on earth.

Of the subantarctic islands which are inhabited (and many are not), settlements are not so much peripheral as ephemeral. Notions of 'local communities' are frail, or simply do not apply. Essentially the appeal of the Southern Ocean islands lies in their natural and physical beauty, and in the absence of settlement.

Historically, attempts to colonise and otherwise make use of subantarctic islands have occurred for reasons ranging from tourism to the establishment of penal settlements, whaling colonies, nuclear testing grounds or seafood canneries.

A number of subantarctic islands, including Îles Kerguelen, have been considered as possible sites for tourism. Xavier Richert, the first administrator of Îles Kerguelen, proposed in the mid-1950s that tourists could eat the 'celebrated cabbage' of the islands and taste the giant mussels and lobster tails. Fifty years earlier, explorer Henrik Bull had been similarly optimistic, but tourism is still almost unknown there today.

Using diaries, published accounts, government archives and the author's own experiences, this paper asks what historical motivations there have been for visiting subantarctic islands, and what factors affect commercial tourism there today.

## Environmental impacts of tourism and the attractiveness of tourist destinations in arctic polar wilderness - A systemic approach

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Tourism's relationship with the environments in which tourism takes place involves numerous activities that can have an adverse environmental impact, gradually changing the way tourists experience a tourist destination, and subsequently the type of tourists who choose to visit a particular tourist destination. A holistic understanding of the causal relationship between the different impact factors is therefore of fundamental importance in order to sustain the fragile balance between tourism and the environment, and to manage a desirable attraction in each destination. This study uses a systemic approach to examine the impact of tourism destination exploitation upon the perceived attractiveness of a particular destination to different types of visitors using the purism scale. The major identified variables influencing the individual's perception and enthusiasm when visiting wilderness areas are the level of infrastructure and services provided at a site as well as the concentration of tourists. This highlights different categories of visitors' varying needs, attitudes, expectations and degrees of tolerance towards anthropogenic impact on the environment. The CLD analysis indicates that number of visitors is not a suitable indicator of evolution of a tourist destination since it is an "effect" variable that comes late in the causal chain. A more suitable indicator would be an index for attractiveness of a tourist destination that captures the evolution of the system and its sensitivity more clearly. The results demonstrate the critical importance of tourism destination planning and management to prevent environmental damage and to avoid a situation where all tourist destinations evolve in the same direction. Such development decreases the value each destination has for all other categories of tourist than the non-purists.

## Tourism or Extractive Industries? Some Remarks on Recent Struggle in the Swedish Pleasure Periphery

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Relatively little has been written on the geographical location of tourism since Walter Christaller's seminal work "Some considerations of tourism location in Europe: the peripheral regions-underdeveloped countries-recreation areas" in 1964. This neglect of location may come as surprise considering the great interest of not least communities in remote areas to develop tourism as response to decline in other industries. However, the idea that every locality could be developed into a tourism destination independent of location appears to be dominant, not least since the advent of Butler's tourism area life cycle model in 1980. Accordingly every place can be located somewhere on that development curve making a successful development a function of time rather than location.

In this paper focus is re-directed towards space and geographical explanations of tourism success and failure. Christaller's insight, that European peripheries are the places for tourists, is revisited and contested from the perspective of the northern European periphery. Not least inspired by the work of Jan Lundgren from the 1970s and onward, the paper argues that accessibility is a major factor for success that often is underrated in discourses of destination development. Moreover, other industrial development justifying the provision of accessibility entailed important steps for the development of northern tourism destinations. Hence, it is argued that extractive industries that often are considered a threat not least to nature-based tourism in the far North, instead are vital preconditions for the development of that and other tourism. This is done by reviewing the literature on location and tourism and secondary data sources on tourism development in primarily northern Sweden.

## Seeking Resilience through Tourism in Greenland: A Cautious Outlook in the Risky Era of Climate Change

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Despite the threats associated with climate change, many observers cautiously argue that the general upswing in ocean temperatures can positively influence polar regions, leading to economic diversification in a harsh environment. In the case of Greenland, hunting activities are negatively affected because of ice melting in coastal regions while concurrently conditions become favourable for activities like fishing or tourism.

Greenland constitutes an interesting case study of the effects of global climate change on polar regions given its increasing autonomy from Denmark (Home Rule). However, an emerging issue is whether the present growth-oriented development path with its emphasis on extractive activities in the island's interior and tourism especially in coastal areas constitutes a knee-jerk reaction. We focus on tourism though eventually parallel investigations should be conducted relating to the mining and related activities.

This research draws from preliminary on-site interviews to be conducted during May 2016 with government representatives, indigenous groups and other stakeholders in Greenland. Using an evolutionary economic geography (EEG) lens we argue that the tourism sector is regarded as a substitute to traditional activities (e.g., fishing and hunting). However, to fully comprehend the dynamics of this strategy, it is important to pursue a relational approach recognizing, for instance, historic forces and the political/institutional context. Effectively, the current growth rhetoric focuses overwhelmingly on exogenously-controlled interests (e.g., multinational tour operators and cruise companies) at the expense of indigenous businesses. Our argument is that though effectively what is happening in Greenland could be summarized as an adaptation to vulnerability imposed by climate change the overall resilience of a locally spun tourism sector is severely compromised by the current rhetoric.

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## Words, more words, and ... no action? Addressing Antarctic tourism issues within the Antarctic Treaty System

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Scholarly work on Antarctic tourism has hitherto offered little in terms of an in-depth exploration of the evolution of geopolitical discourse and processes around tourism. In this presentation, we will discuss political decision-making related to Antarctic tourism, with a particular emphasis on the Antarctic Treaty Consultative Parties' (ATCP) engagement with tourism at Antarctic Treaty Consultative Meetings (ATCMs). We will briefly explore the origins of the political debate around Antarctic tourism and the pathways it followed over the last 50 years and will identify distinct stages in the evolution of Antarctic tourism politics.

Purposefully drawing on hard evidence in the form of ATCM reports, as well as tourism-related Working Papers and Information Papers, we will outline the aspects of Antarctic tourism that have received significant political attention, along with regulatory agreements forged, but will also examine the tourism matters that were raised at ATCMs and the related regulatory options proposed that have not been taken further by the ATCPs. We will discuss these regulatory proposals that have not come to fruition with a focus on (a) exploring the motivations of the proponents at the time, and (b) analysing why the proposals failed.

An Antarctic Tourism Working Group was formed, with a dedicated portion of ATCM agendas earmarked for tourism discussions, resulting in recommendations, i.e. non-binding regulatory mechanisms, or "words of advice" to operators, tourists, or governments. A couple of pertinent action items were turned into binding measures (in 2004 and 2009), but neither of these measures has entered into force yet. Our analysis of words in the political discourse on Antarctic tourism and actions taken by policy makers will culminate in an assessment of the merit of action-ing history words, i.e. latent regulatory proposals made in the past, within the current regulatory and operation climate.

## Managing Tourism for Sustainable Local Development in Jokkmokk, Sweden

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Jokkmokk is a village of under 3000 residents in Arctic Sweden. Tourism development consists of nature-based tourism with a strong emphasis on winter tourism activities such as dog-sledding, cross-country skiing and experiences of nature and Samí culture, including the 400 year old annual Samí winter festival. The local destination management organisation (DMO), Destination Jokkmokk, consists of local government and entrepreneurs in a 50 member partnership. Not only tourism entrepreneurs are involved – many members are involved because they receive indirect economic benefits from tourism (e.g., the petrol station) and several members support the DMO due to community benefits of tourism that they see in the village. However, since the DMO was formed 5 years ago it has struggled with its own sustainability.

Destination Jokkmokk does not have explicit goals for sustainable local development. However, the empowerment of members as co-owners, who are representative of local stakeholders in a general sense, means that sustainable development is more likely to occur. The DMO was designed to redress imbalances found in the past by empowering entrepreneurs with the municipality playing a more passive role. However, this does not necessarily lead to an easily manageable framework for sustainable local development through tourism. The central question for this study is: who is setting the local sustainable development agenda and what is tourism's role in contributing to this agenda? This study builds on the quantitative survey of Destination Jokkmokk members presented at IPTRN IV (2014). The present interview-based study paints a more nuanced picture of stakeholder dissonance including persistent critique of the DMO, the municipality, and other tourism firms. However, there is a concerted effort to take ownership of local tourism development efforts with sustainable local development a central motivation.

## Creative Yukon: Shifting Economies and Celebrating Cultures

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At 482,223 km<sup>2</sup> and with a population of just over 37,000 people, Canada's Yukon Territory is a vast place, and home to relatively few people. It is a territory whose settler history and economic activity have largely been driven by its mining ambitions, and Canada's national interests. Cries of Gold! Gold! Gold! and other echoes of the Klondike gold rush of 1898 still resonate across the territory. First Nation self-government, increased territorial independence from federal entities, and globalization, all contribute to changes occurring in the territory. Similar to other places on the planet, the experience economy is having a significant impact on the development of the creative and cultural sectors, and has enriched place-making and place-marketing processes. There is a growing motivation to understand how these sectors and processes engage social innovation, increase community resilience, generate positive social change and cross-cultural engagement, and affect economic diversification. The creative and cultural sectors include music, dance, visual arts, storytelling, ceremonies, rituals and folklore, and provide a means for communities to enhance diverse place-based considerations. This presentation will examine if and how the cultural and creative sectors are attracting new residents (and retaining those already there!), expanding visitor markets, transforming resident quality of life, and repositioning the tourist experience to include culture in what has been a largely nature-based tourism destination. Findings and discussion are drawn from a literature review that examines the creative and cultural sector, including creative tourism, specifically in relation to its expression in Arctic and other peripheral regions. Data analysed includes an inventory of creative and cultural experiences on offer in Yukon, and recent cultural labour market studies.

## Local perceptions towards a proposed polar bear viewing project in the indigenous Cree community of Wemindji, northern Québec

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Impacts from tourism in remote areas, both positive and negative, have been widely documented in the literature. This paper will discuss a polar bear viewing project proposed for the indigenous Cree community of Wemindji, located on the eastern shore of James Bay, Northern Québec, Canada. This project is being developed by a regional Cree entity called Cree Outfitting and Tourism Association (COTA). With the proposed polar bear wildlife viewing venture visitors will board boats in Wemindji to view polar bears in their natural environment on the Twin Islands, located in the center of James bay, a mere 58 km off the Quebec mainland. Based on interviews with local hunters, entrepreneurs and elders, this study explores local perspectives towards the proposed venture. Firstly, I will provide a brief overview of the proposed tourism venture, followed by a discussion of community members' perception with regards to its potential socio-economic benefits i.e. direct and indirect employment and an opportunity to reawaken and showcase the Cree culture. Subsequently, I will explore concerns expressed by community members regarding the potential socio-cultural and environmental adverse impacts including erosion of cultural values, strain on natural resources and public security, which to an extent involves the encroachment of polar bears in the community. Ultimately, Crees seek economic development according to Cree values and ethics while maintaining their traditional way of life. The implications of these findings are significant not only to Wemindji, but also to other communities that are considering wildlife tourism in particular those interested in polar bear viewing.

## Polar bears, climate change and cross-sector partnerships: a governance study

**Jeremy Pearce**

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Climate change and the plight of polar bears (*Ursus maritimus*) are often argued to be inter-related. This issue is controversial, complex and challenging. It engages with different aspects of Arctic governance including international instruments such as The United Nations Convention on the Law of the Sea (UNCLOS) and the Kyoto Protocol, regional bodies like the Arctic Council and specific instruments including, the 1973 International Agreement on the Conservation of Polar Bears and Their Habitat and other regulatory measures from national authorities (from the eight sovereign Arctic States) (Jeffers, 2010). This broad Arctic governance forms the context within which local entities operate. This landscape has been criticised for being fragmented and lacking focused efficient decision-making processes for effective management (Clark et al, 2008). This research seeks to understand a specific cross sector partnership between a prominent commercial enterprise, operating in Churchill Canada, Frontiers North Adventures (FNA) and an NGO, Polar Bear International (PBI). It explores how this partnership co-exists within the broader legal, political and regulatory environment.

This case study involves a number of methods including: literature review, legal instrument review and semi-structured interviews (Flick, 2009). The respondents of the semi structured interviews have been selected using purposive sampling (Atlinay and Paraskevas 2008), (Bryman, 2014) and (Yin, 2011).

The paper outlines the unique characteristics of the FNA/PBI partnership with implications for polar tourism and Arctic governance.

## Tourism as a complementary occupation: reindeer herder families and involvement in tourism?

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Tourism is often seen as an important tool for economic development in peripheral Polar Regions, at the same time it is seen as competing for land use with longer standing and more established occupations. These conflicting views are widely found in northern Sweden as well. Here tourism is often seen as a practical alternative in a region that suffers from economic decline, outmigration and an aging population; at the same time tourism, in particular nature-based tourism that makes use of extensive tracts of land, is frequently seen as competing with other land-based occupations, for example with reindeer herding. Land-use conflicts between traditional reindeer herders and other industries are commonly cited in the existing literature. Most academic literature discusses tourism in northern Sweden in isolation and is only compared to other occupations when related to competition for scarce land resources. Literature from elsewhere however hints at tourism as a livelihood strategy instead and as a complementary activity to existing lifestyles. In such cases, involvement in tourism might be undertaken, either short or long term, by a family member for the purpose of supplying additional income to allow a traditional occupation to continue at the family level. Detailed data available from Statistics Sweden would allow for a quantitative investigation on the topic among reindeer herders in northern Sweden. With this in mind this study asks how common non-herding income is among reindeer herder families and when and where certain family members get involved in other occupations, particularly tourism? By answering these questions it is hoped that new insights are provided on tourism as a livelihood strategy in the Swedish north. Results show income from non-herding sources to be very common among herder families and the distribution of those receiving income from tourism are somewhat evenly dispersed throughout the reindeer herding area.

## Not everything that counts can be counted

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This paper explores service marketing and management literature in relation to small and micro sized firm in rural areas of the Arctic. This initial literature study will build a foundation for further research within the field and form the start of my PhD project, which focuses more broadly on service quality and service quality measurements in the context of small- and micro sized tourism companies in Iceland. I will conduct my research, using both quantitative and qualitative methods based on the CQL model. By identifying key factors that enhance service culture and influence service quality that can positively affect customer satisfaction and loyalty (Guðlaugsson & Eysteinnsson, 2011). This is a topic that has been little researched, in relations to small and micro sized firms within tourism in the Arctic. The value creation and bare existence of micro sized companies within tourism is vital to the industry as a whole. These companies originate from the pioneering people, the roots, the ones who care, and the ones that need to and will fight to keep guests coming back. At the same time, participation in service quality systems is a challenge for many such firms due to lack of resources and knowledge. By strengthening their foundation with better knowledge and focus on what matters in delivering quality service that can lead to customer satisfaction and loyalty, those companies might stand a better chance competing on the market; a better chance of survival. The aim of my PhD project is to provide valuable input and focus points at micro and macro level within the field, for further development of service quality.





## List of Participants

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## Practical Information

### Timing and presentation of papers

Each session accommodates up to five papers and questions/discussion. Each presentation should take approx. 15-20 minutes including time for a few questions. Please bring your presentation on a USB stick well in advance of your session. Printing presentations is difficult at the conference venue, so please make sure you have sorted your printing needs prior to arrival.

### Internet access

Eduroam wireless internet is available on the University of Akureyri campus. During our trips and at the conference venue in Raufarhöfn, the internet is limited although we have 3G mobile coverage for most of the route and the venue. Your accommodation provider might have internet access for you and best to consult them.

### Emergency contact details

The conference organisers can be contacted on their mobile phones:

- Eyrún Jenný Bjarnadóttir (+354 849 6733)
- Edward Huijbens (+354 847 4104)

The Icelandic emergency services number is 112

## Programme at a Glance

Time	Mon. 29 Aug.	Tue. 30 Aug.	Wed. 31 Aug.	Thu. 1 Sept.	Fri 2 Sept.
08:00					
08:30				<b>Session VI</b> Place: Hnitbjörg community center	
09:00	Registration and coffee Place: UNAK, Sólborg	<b>Joint bus ride to Raufarhöfn</b> Departure from Akureyri at 8:00 (Conference bus leaves from Hotel KEA)	<b>Session III</b> Place: Hnitbjörg community center	Coffee break 30 min. (10:00-10:30)	<b>Joint bus ride to Egilsstaðir</b> Departure from Raufarhöfn at 9:00 (pick up from Hotel Northern Lights, Nest Guesthouse, Sólsetur Guesthouse and Klifahúsi)
09:30					
10:00	<b>Session I</b> Place: UNAK, Sólborg room N-102		<b>Session IV</b> Place: Hnitbjörg community center	<b>Session VII</b> Place: Hnitbjörg community center	
11:00					
11:30					
12:00	Lunch break 50 min. (12:20-13:00)	<b>Whale watching tour (optional) in Húsavík</b> or exploring the town and its vicinity	Lunch break 50 min. (12:20-13:00)		
12:30					
13:00			<b>Session V</b> Place: Hnitbjörg community center	<b>Local visits and community workshop</b> Meeting point: Hnitbjörg community center	
13:30	<b>Session II</b> Place: UNAK, Sólborg room N-102				
14:00					
14:30	Coffee break 20 min				
15:00					
15:30	<b>Discussion forum</b> Place: UNAK, Sólborg room N-102	<b>Joint bus ride to Raufarhöfn</b> (Conference bus leaves from Húsavík 15:30)	<b>Field trip</b> Exploring tourism development in the region Dinner on the way (Conference bus leaves from Hnitbjörg community center 15:00)	<b>Business meetings (IPTRN board in Hnitbjörg)</b>	Arrival at EGS airport - End of conference
16:00					
16:30					
17:00					
17:30	Reception in UNAK Place: Borgir Entrance Hall				
18:00					
18:30					
19:00		Reception in Raufarhöfn and dinner		Conference dinner at Hotel Northern Lights	
19:30					



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August 2016