



# Sustainable tourism

Swedish experiences of nature and culture as  
tourism resources

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&  
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## Department of spatial planning, Blekinge Institute of Technology (BTH)

### Programmes:

- Tools for environmental assessment in strategic decision making

[www.sea-mist.se](http://www.sea-mist.se)

- Partners in AGORA Baltic network
- Zoning and opportunity spectrum planning



## Relevance of Swedish experiences?

- Sparsely populated country (19 p/sq km)
- Open air recreation important
- Coastal recreation important
- Right of public access
- Indigenous people (Sámi)
- Well developed spatial planning – but not for tourism





# Tourism in Sweden

- Little mass tourism
- "Nature" most important reason for major foreign groups
- Two urban regions dominate in revenues
- Importance of EU
- Great potential in development of Central & Eastern Europe

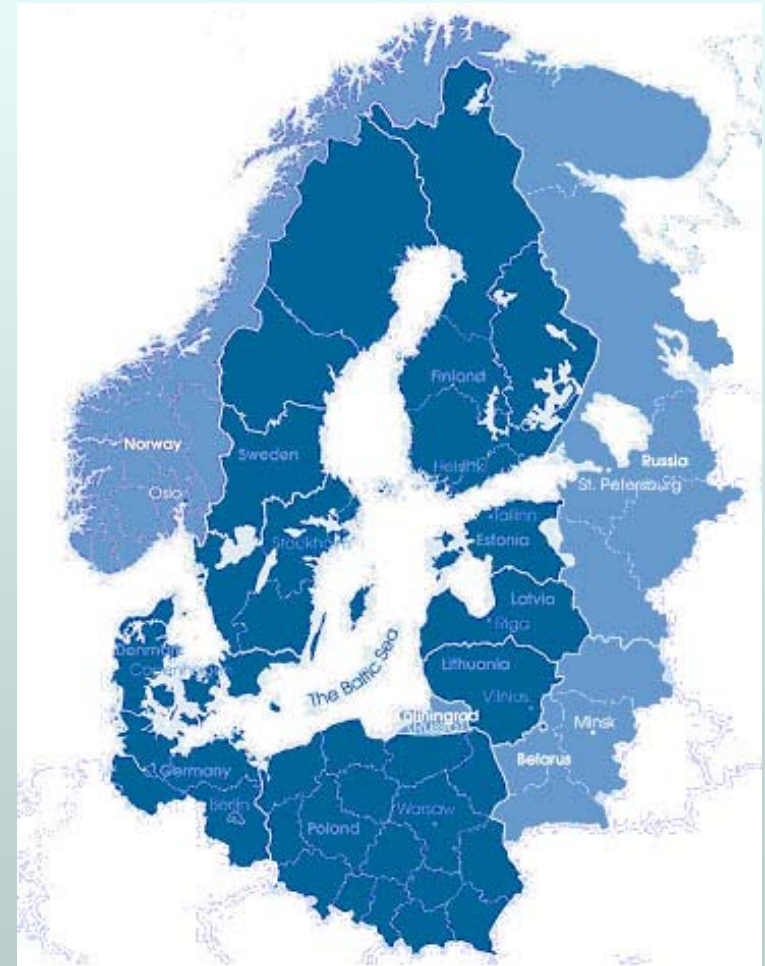
*-important for Blekinge!*



# AGORA – Network Sustainable Tourism Development in the Baltic Sea Region

Toolbox for planning sustainable tourism in the Baltic Sea region

BTH contribution to AGORA



# ETOUR Nature and culture tourism research programme

Director of research: Dr Peter Fredman

Visiting professor: Lars Emmelin

## Research areas:

- Mountain recreation and tourism
- Planning in for tourism in archipelagos
- Tourism in protected areas
- Nature conservation and tourism
- Indigenous peoples and tourism

[www.etour.se](http://www.etour.se)



ETOUR

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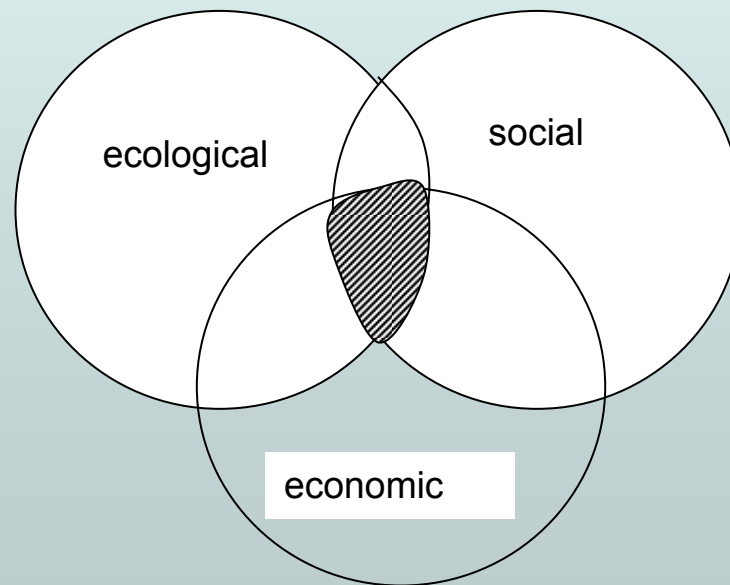


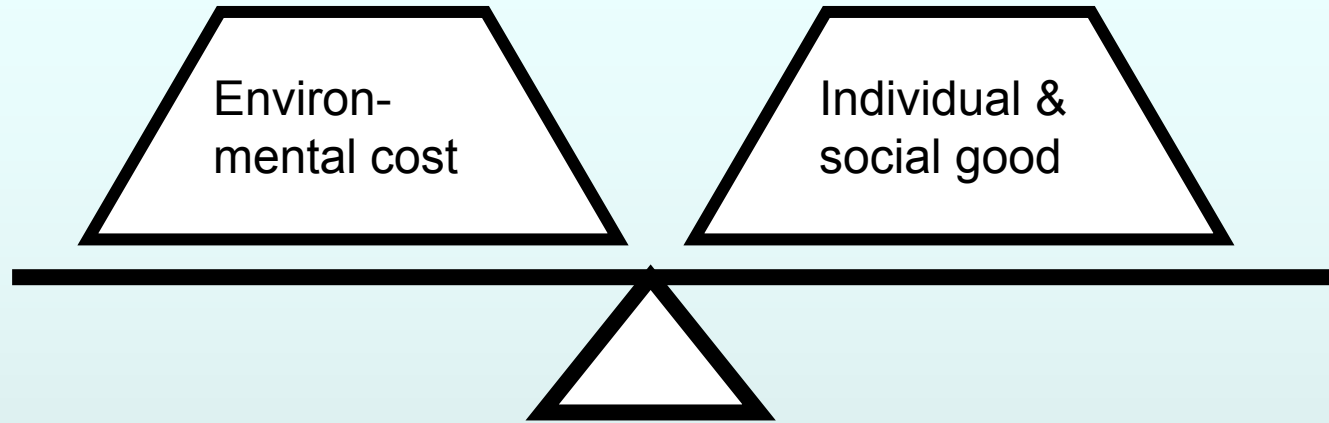
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# Sustainable tourism?

Sustainability is meeting the needs of present generations without compromising the needs of future generations.





#### TRANSPORT

pollution  
natural resource use  
energy use

#### LOCAL EFFECTS

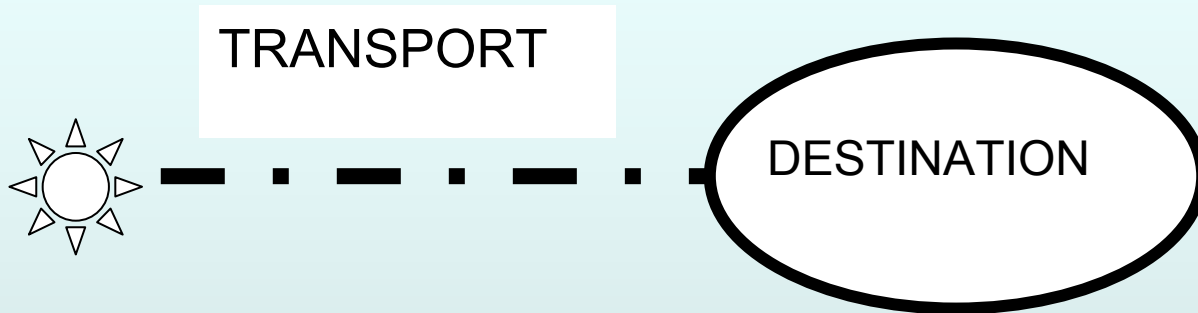
pollution  
crowding  
environmental  
degradation  
impact on local culture

#### RECREATION

LEARNING &  
UNDERSTANDING

FOREIGN REVENUE  
REGIONAL DEVELOPMENT  
LOCAL EMPLOYMENT

# Sustainability: include transport?



The problem of transport:

"Sustainable transport" = a system of transport that pays its full social and environmental costs

Options for tourism:

- Least polluting transport mode
- Increase length of stay (balance of environmental cost to good)
- Define as problem of other sectors



# Vertical integration by co-operation of small enterprises

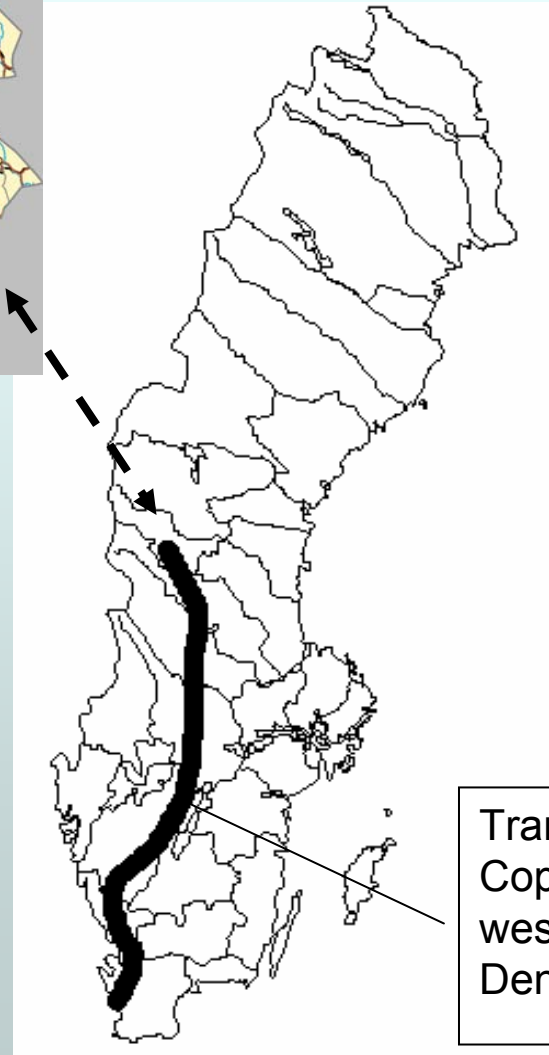


Top Sport – organiser,  
outfitter; canoes

Holte Bus – transporter

Tännäs Fishing Centre &  
Rogen Naturrum –  
equipment & information

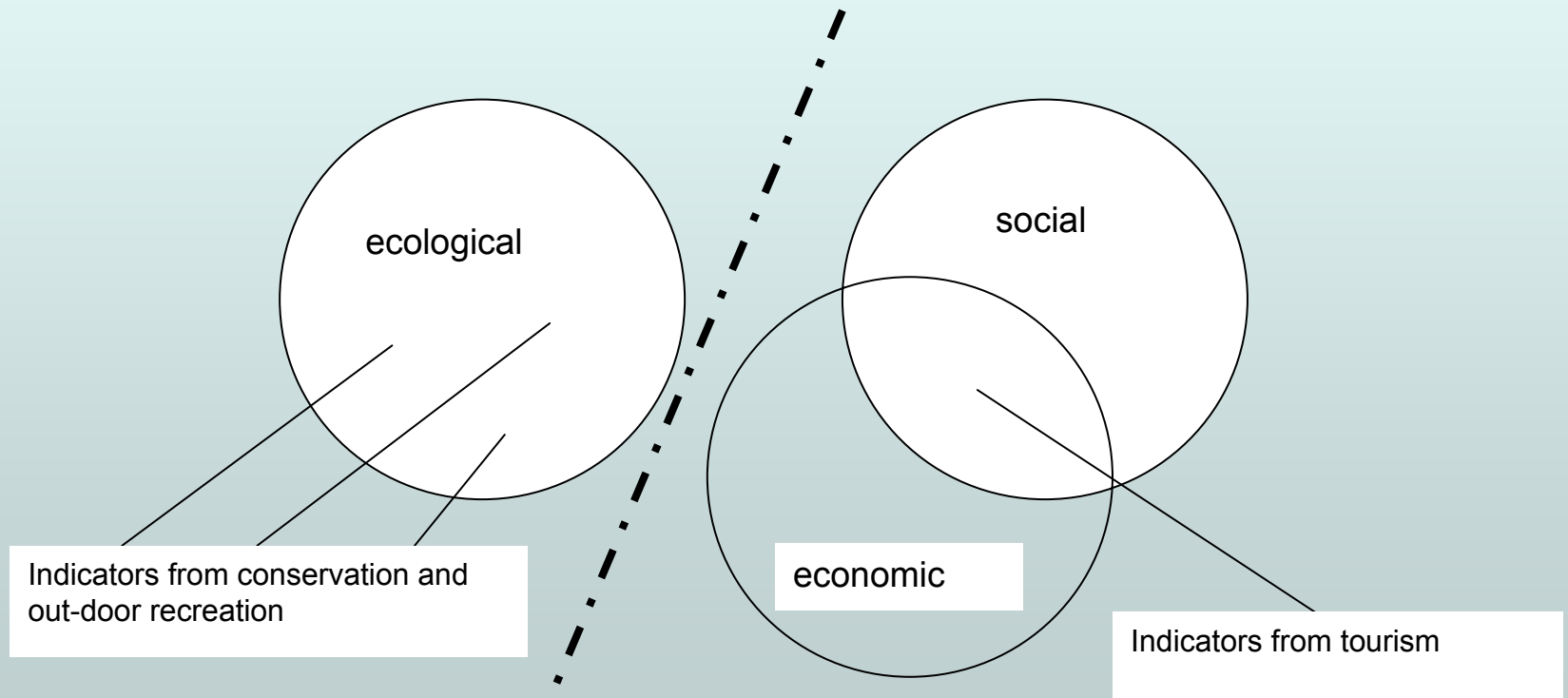
”Käringsjön” – local guide,  
camping etc



Transport from  
Copenhagen &  
western  
Denmark

# What we have to avoid

Determining sustainability sectorally



# Strategies for sustainability

- Integrate transport
- Increase destination diversity => hold tourists longer
- Environment friendly technologies
- Knowledge based management
- Tourism as motor in development
- Co-management & partnerships



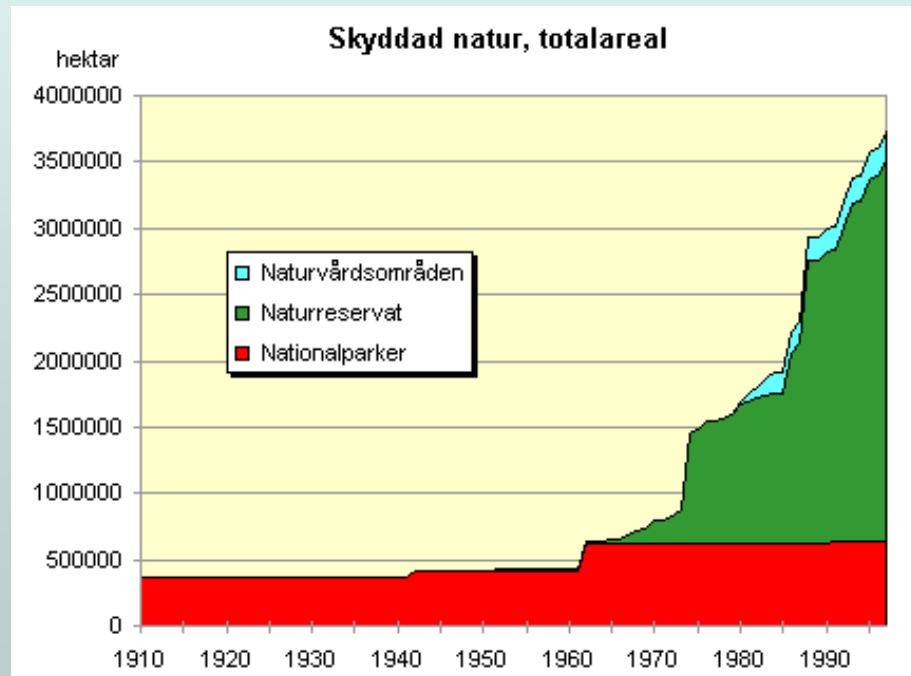
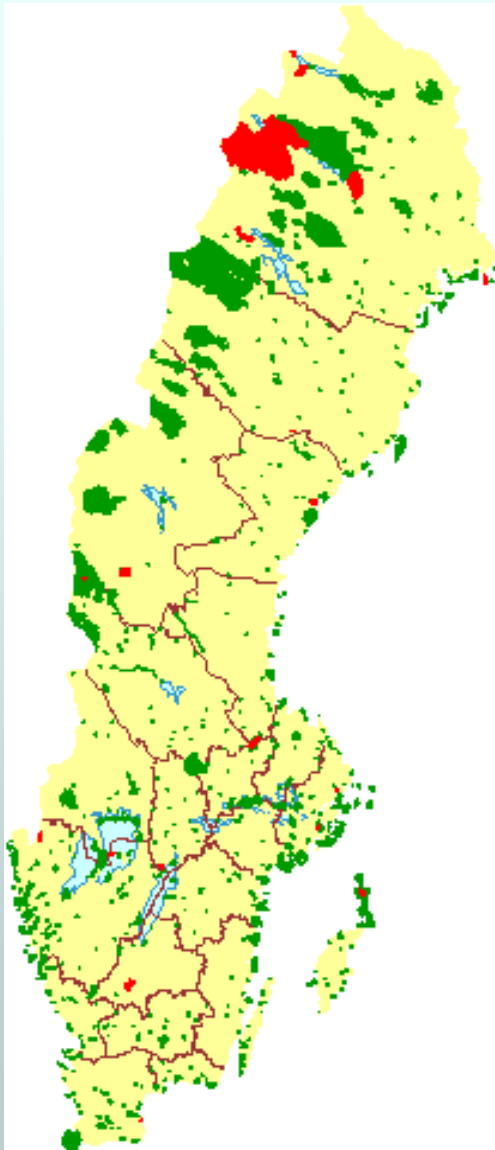
# Protected areas in Sweden

12 World Heritage

28 National Parks

2500 nature reserves

= a total of 8% of land area



# The new Swedish policy for protected areas

- Local participation
- Tourism development / business opportunities
- Recognition of social values / outdoor recreation
- Establishment – management – development

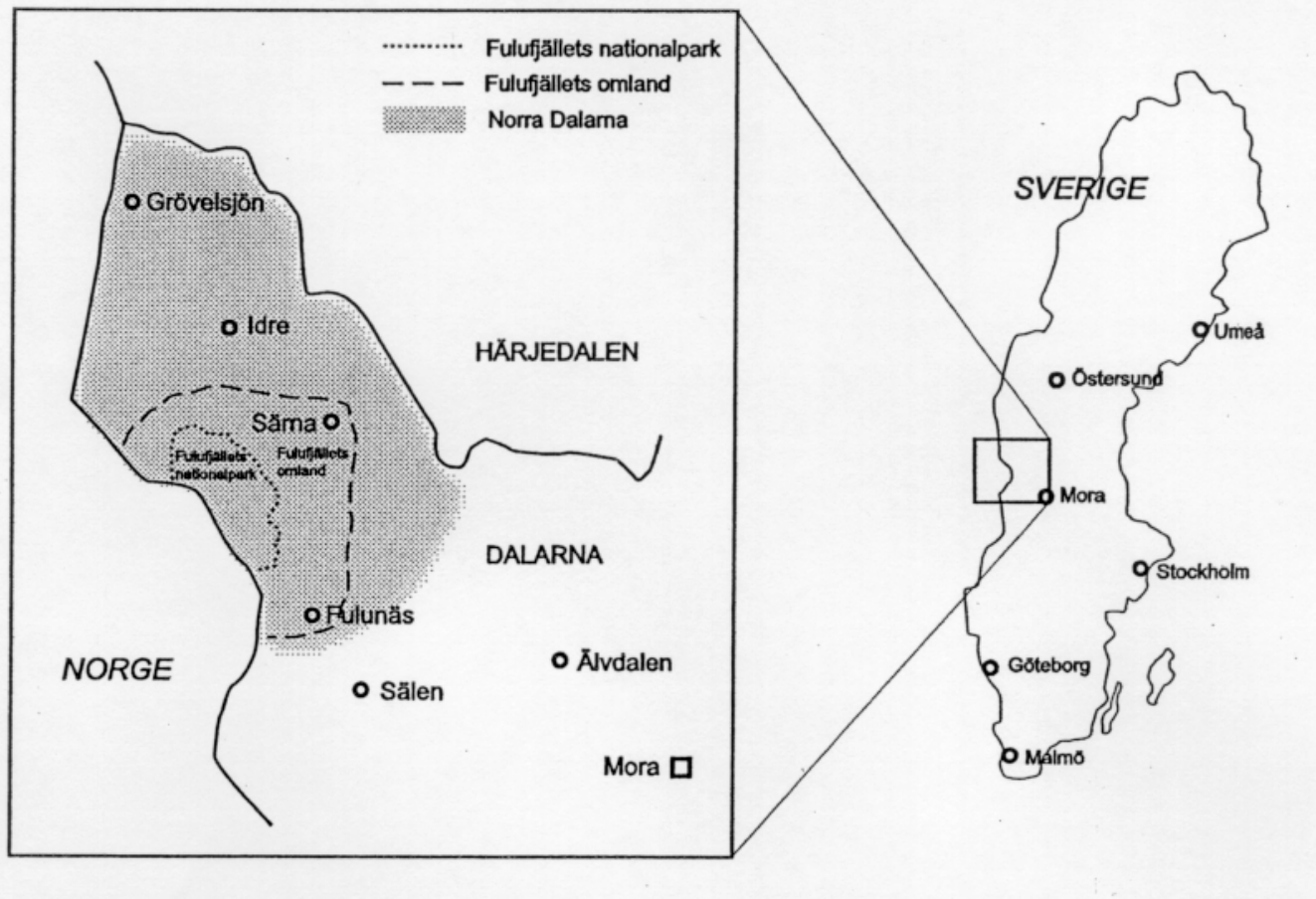
# Resolving a conflict between regional development & tourism

## Fulufjället National Park

Issues in the development of Fulufjället national park

- Local population
- Tourism development project
- PAN Park / village
- Zoning
- Visitor survey





# The ideal trip is to nature...

	Motives for travel	Motive for Ideal trip
Nature	2%	22%
Hunting, fishing,	3%	12%
Skiing	5%	15%
Friends and relatives	49%	7%

*Source: P Fredman, ETOUR, National survey*

# Knowledge based management: visitor data are needed for...

- Area management →
- Tourism development →
- Regional planning →

- Estimation of recreation demand and supply
- Avoid conflicts
- Spectrum of recreation opportunities
- Monitoring
- Infrastructure
- Social, economic and ecologic impact
- Management plan
- Etc.

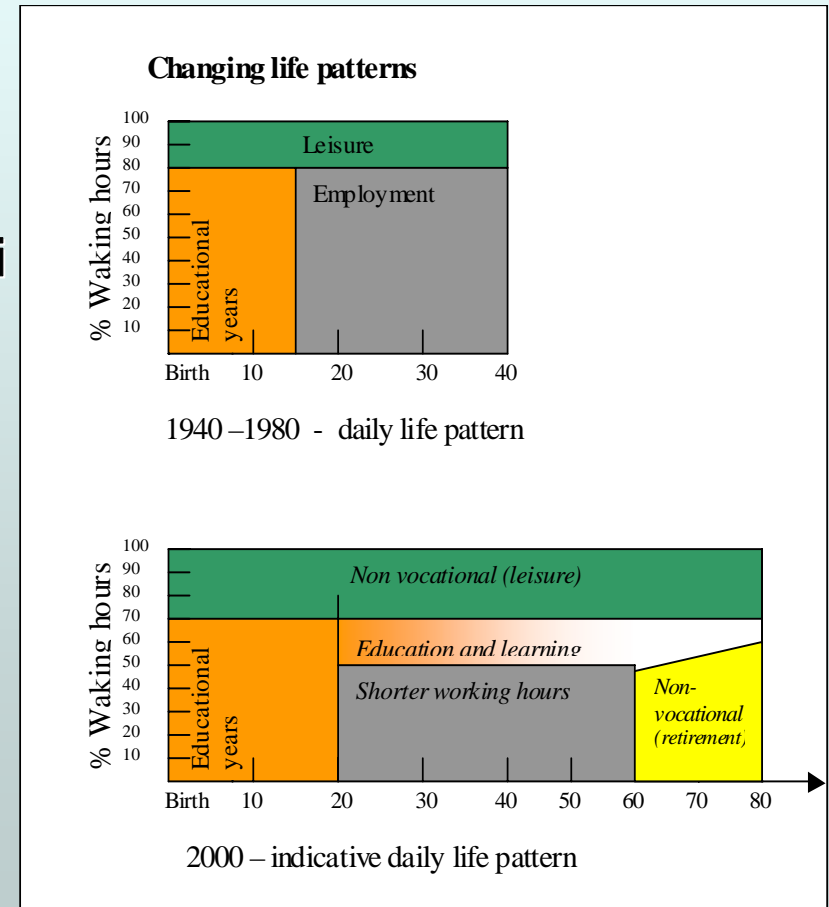
# Conclusions

- More visitors – Swedish, first time
- Urbanist oriented
- More positive attitudes towards national parks
- About 1 in 10 come because of the national park
- Some, but limited direct economic effect



# Life in the 21st century

- Labour market
- Education
- Structure of household
- Increase in car use
- The housewife has become the taxi parent
- Sustainability
- Segregation and internationalization
- The cultural life
- More leisure but much of it occupied
- Old age leisure and wealth



Modified from: A Stefan: "The New Urbanism Movement". Thesis BTH 2005

# Conflicts of interest in the Swedish archipelagos

Tourism and tourism development

Areas of national interest (nature, culture, recreation)

Conservation

Permanent population

Traditional and new industries



Recreation

# The potential of zoning - noise as the core of the ROS

## FACTORS

Natural ← Environmental conditions → Unnatural

Low density ← Social conditions → High-density

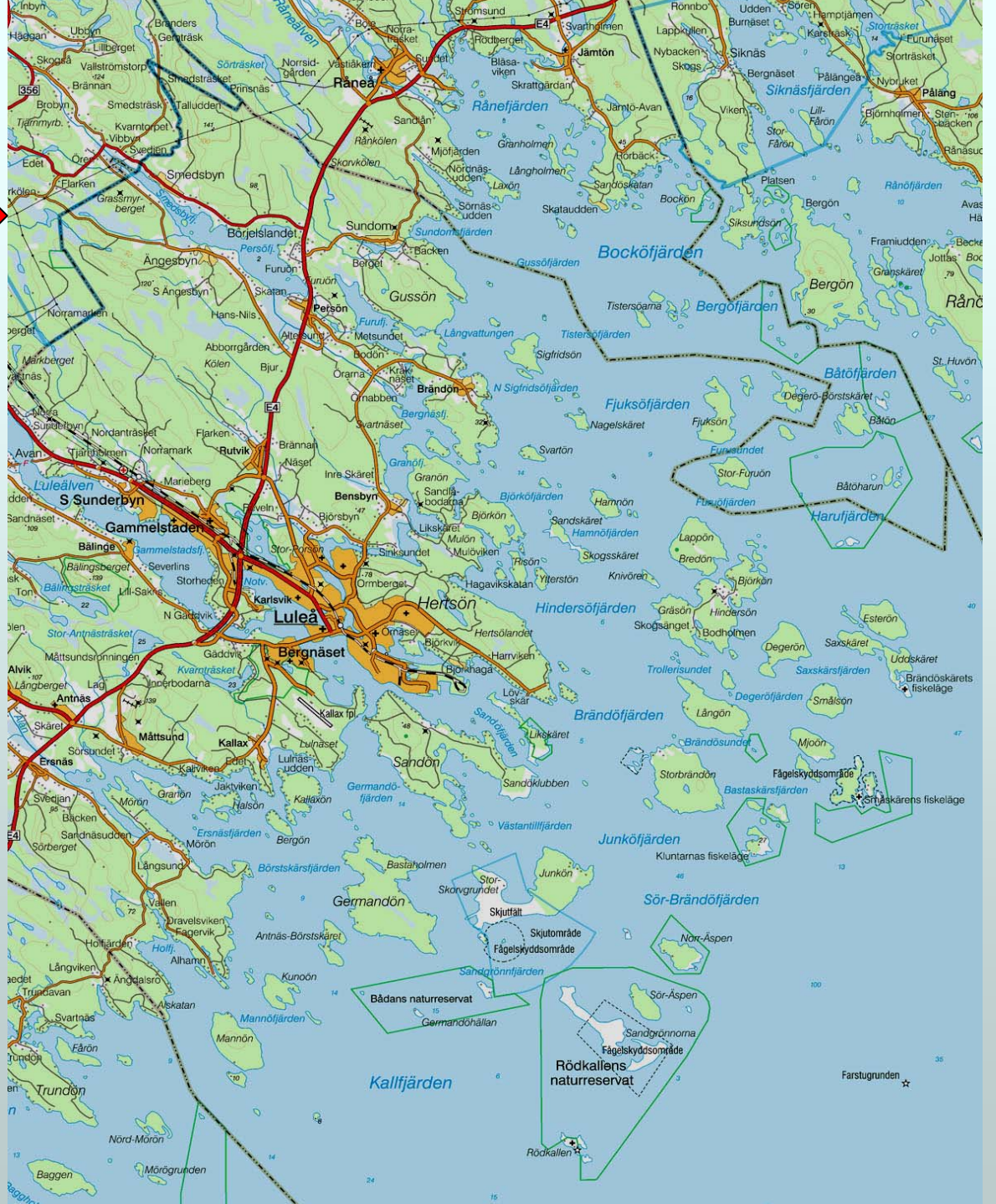
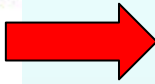
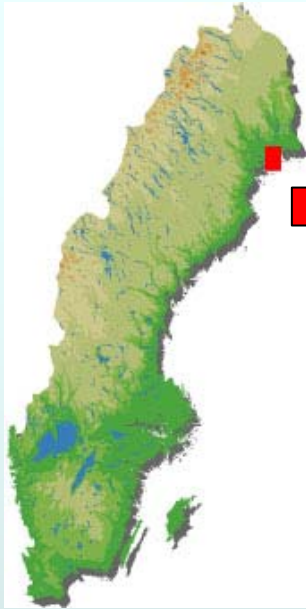
Undeveloped ← Managerial conditions → Developed

# Noise vs. Silence

- Accessibility
- Fishing industry
- Recreation and activity



- Bird sanctuaries
- Disturbance during an expected wilderness experience



# Zoning as a planning framework in a coastal area

- Visitors' acceptance and perception
- Municipality's management and supervision
- WROS – *Water Recreation Opportunity Spectrum*

# SILENCE - AS A GOAL

## THE NATIONAL LEVEL

- *"By 2010 noise and other disturbance from boat traffic will be negligible in particularly sensitive and designated archipelago and coastal areas."*

## THE REGIONAL LEVEL (sector integration and control of local level)

- Environmental objectives
  - Spatial restrictions
  - Regional economical development (e.g. tourism)
  - Conservation (e.g. nature and recreation)

## THE LOCAL LEVEL

- Planning for conservation and use

## THE VISITOR

- Attitudes
- Wishes



# Unsustainable trends of tourism

- Foreign control of tourism activity  
(70% of tourist flows controlled by foreign tour operators)
- Poor planning & coordination
- Seasonality

# Leakage from economy

## *The case of Crete*

Number of tourists: 3 million

Average tourist spending 1,075 €

Potential tourism revenues: 3.23 billion €

Potential contribution to GRP 38 %

Actual tourism revenues to region – 1.75 billion €

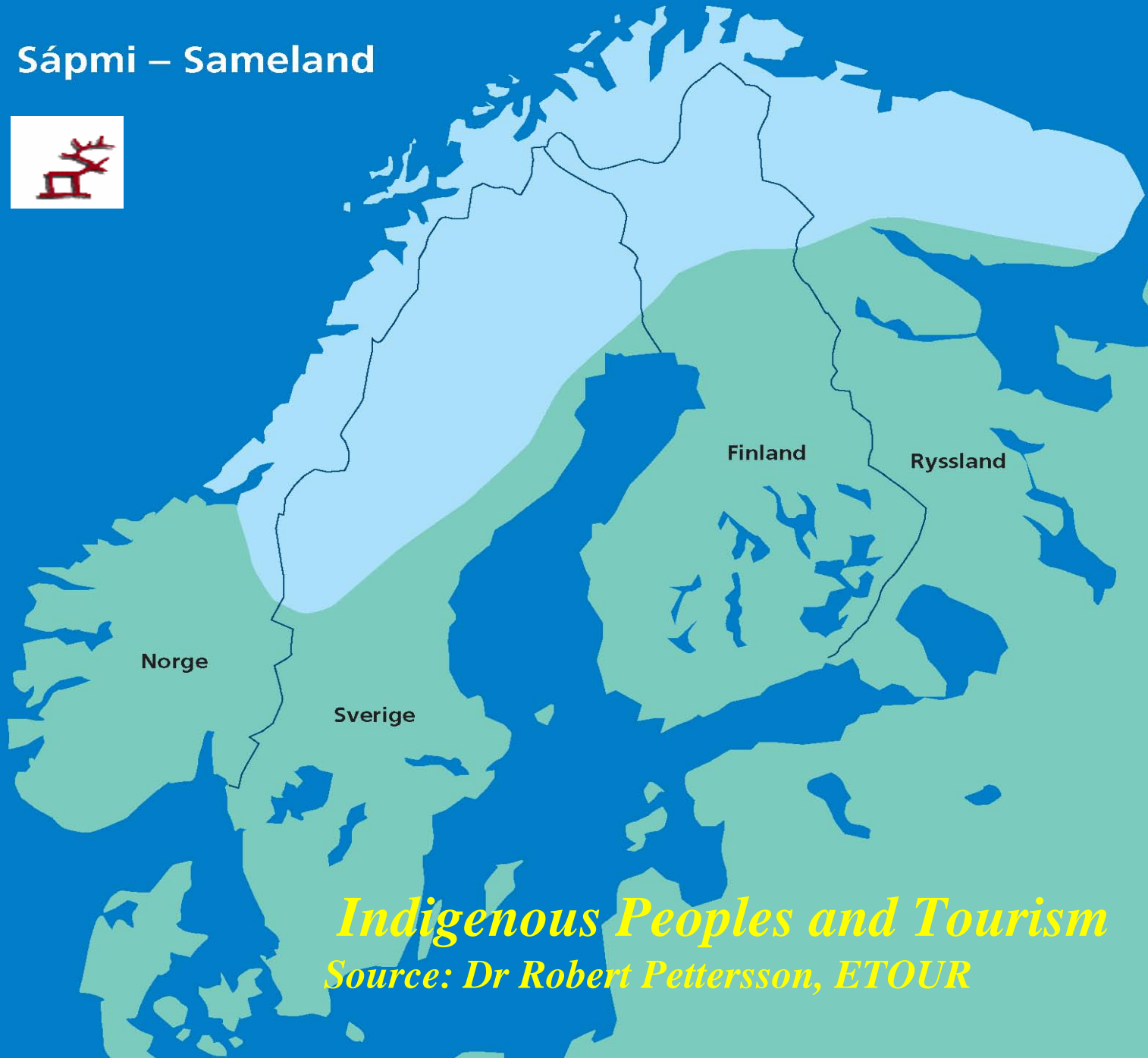
Actual tourism contribution to Gross Regional Product 20%

***1.48 billion € is leaking out of the region***

***Conclusion: local and regional control is important for development***



# Sápmi – Sameland



*Indigenous Peoples and Tourism*  
*Source: Dr Robert Pettersson, ETOUR*



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# *What is Sami Tourism?*



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# *Sami Wedding*



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## *Positive and Negative Impacts*



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	<i>Economical impacts</i>	<i>Environmental impacts</i>	<i>Social impacts</i>
<i>Positive</i>	Job opportunities Higher incomes More varying occupations Broader economic base New activities	Increased consciousness Protection of wildlife and environment More attention to cultural heritage	More contacts Increased knowledge Improved self-confidence Improved situation for women Better social service
<i>Negative</i>	More seasonal jobs Rise in prices Increased dependence Costs of development	Erosion Littering Pollution Noise	Alienation "Disneyfication" of culture

Source: Remodelled from Hall & Page (1999) by R. Pettersson, ETOUR



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Thank you for your attention!

