



# Sustainable tourism

## Swedish experiences of nature and culture as tourism resources

Lars Emmelin  
Blekinge Institute of Technology  
&  
European Tourism Research Institute

拉尔斯·爱米林

瑞典布莱金厄省科技协会空间规划部 教授

地址：瑞典卡尔斯克鲁纳市 SE-37 179

瑞典环境影响评估中心 会员

欧洲旅游资源研究所 客座教授



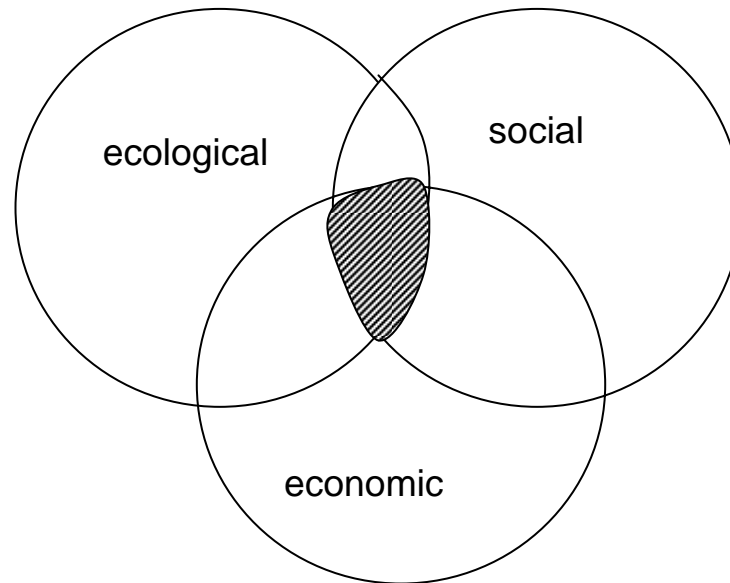
# Tourism in Sweden

- Little mass tourism
  - Small businesses
  - 2.5 % of GNP
  - 7% of household spending
  - "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!*

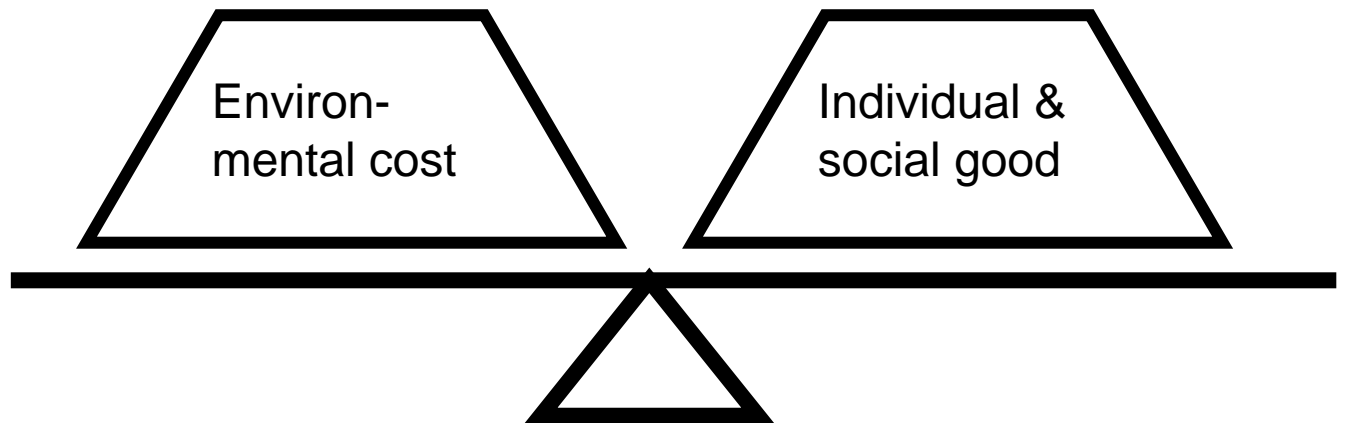


# Sustainable tourism?

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



# Sustainable tourism?



# Unsustainable trends of tourism

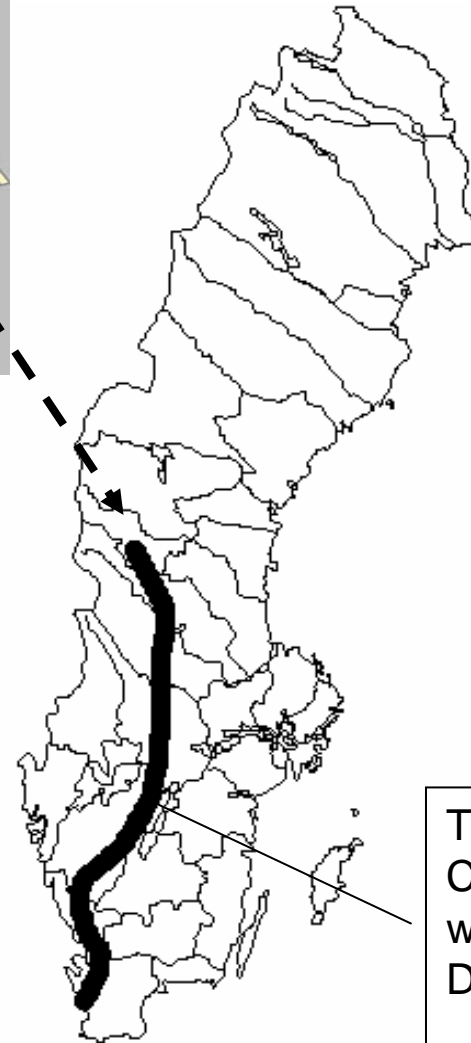
- Negative environmental impacts
- Social impacts
- Transport system impacts
- Poor planning & coordination
- Seasonality
- Foreign control of tourism activity

# 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



# 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

# Knowledge based management:

## The ideal trip is to nature...

	Motive for ideal trip	Motive for actual trips
Nature	22%	2%
Hunting, fishing,	12%	3%
Skiing	15%	5%
Friends and relatives	7%	49%

*Source: P Fredman, ETOUR, National survey*

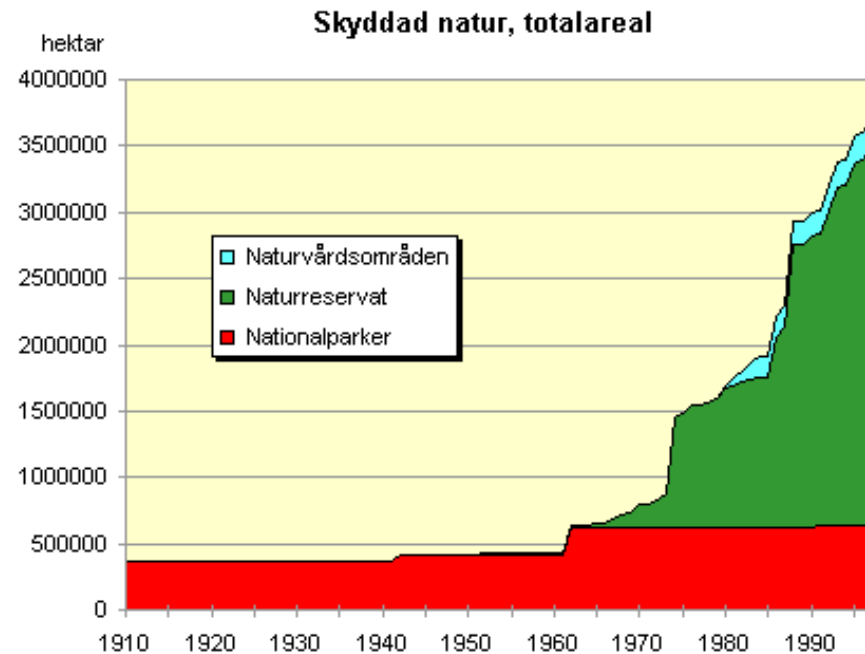
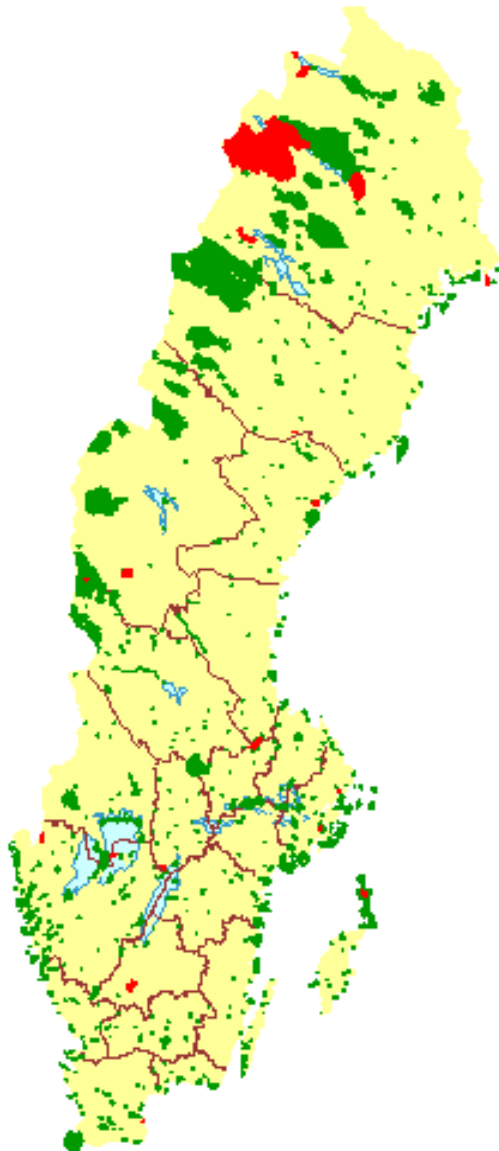
# Protected areas in Sweden

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
- A chain: 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



# Conclusions

- More visitors
- More positive attitudes towards national parks
- About 1 in 10 come because of the national park
- Limited direct economic effect inside park
- Indirect effects growing

# 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

# Using the potential of zoning

## Factors

Urban ← Environment → Wild

Many people ← Social → Few people

Natural ← Management → Technical



# Is ecotourism labelling a tool for sustainable tourism?

Positive general attitudes among large groups

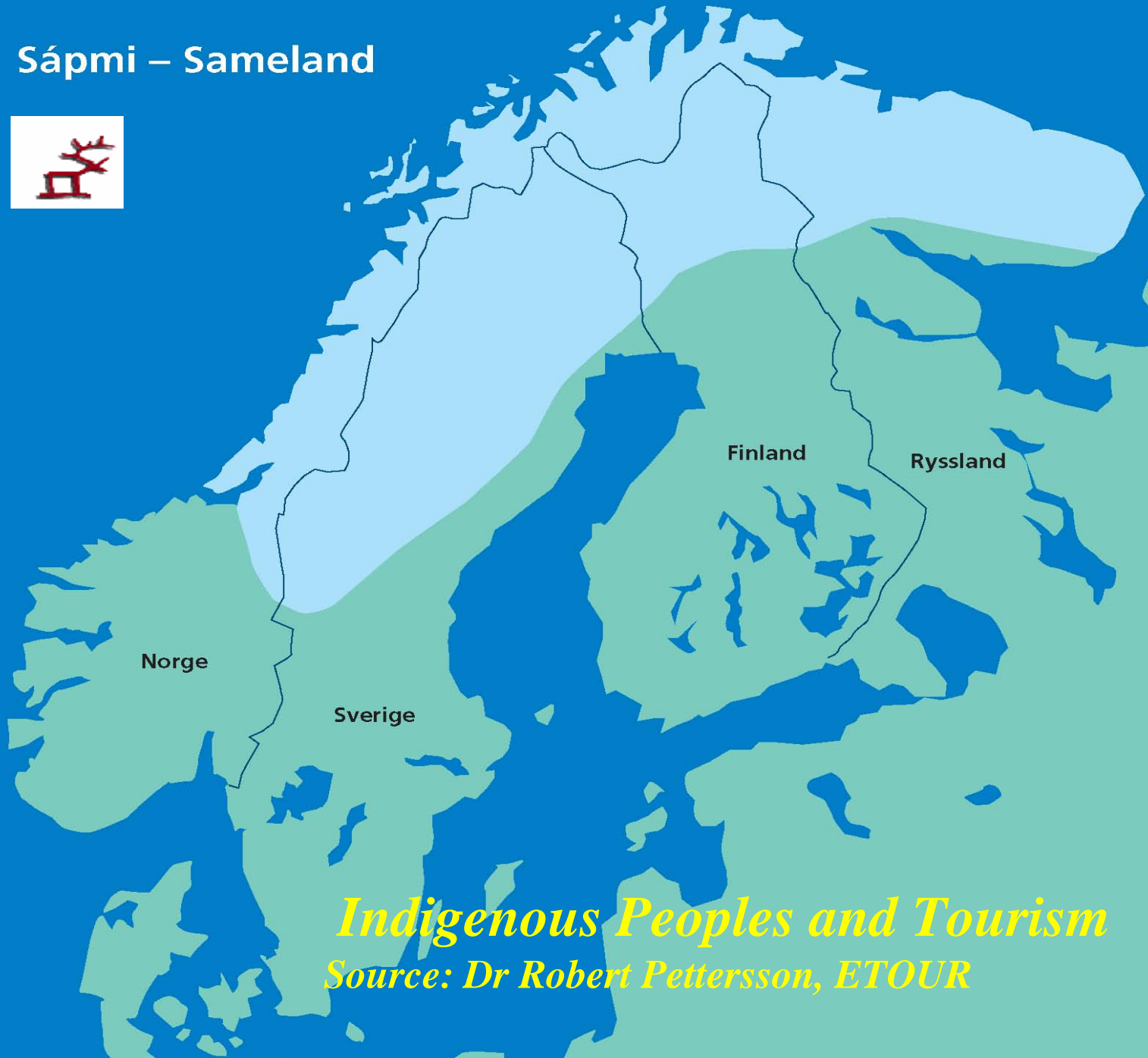
Low but increasing demand

Too many systems

Reliable certification?

Does not guarantee sustainability

# Sápmi – Sameland



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



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# *What is Sami Tourism?*



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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!

