



Reframing tourism

A few propositions from Nordic tourism research

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Nordic affinities?

- Small
- Homogenous (seemingly)
- Welfare societies
- Open/democratic
- 'Trusty'
- High level of education



How can tourism help society to improve?

- Values as key performing indicators in tourism (instead of growth)
- Tourism as a tool on the journey towards value-based societies





Nordic School of Tourism Studies

- Critical; Concern for the environment; Focus on local communities, engagement, innovation
- Creative methodologies and conceptualisations
- Collaboration

Inter-species relations

- Living with nature
- Becoming proximate
- Caring relations

E.g. www.ilarctic.com / ILArctic YouTube



Sensitive encounters in communities

E.g. ARCTISEN



Climate emergency

- Adaptation
- Mitigation
- Mobility emergency
- What is Nordic tourism landscape going to look like in 20 years?

E.g. Arctic Five Chair in Tourism and Climate Emergency





Moving 'beyond tourism'

- How can we begin to look differently at tourism beyond a silo approach?
- What will be needed: Transdisciplinarity; Cross public-private sector
- Tourism as means to implement Nordic values

THANK YOU!

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