

WINTER

New turns in
Arctic winter tourism

Outi Rantala University of Lapland
Seija Tuulentie Natural Resources Institute Finland

On the beaten track – Towards softer adventures

Major differences between tourist groups

- Hard and soft activities have become blurred
- New tourist groups less prepared to act in Arctic nature
- Diversity within experienced visitors (e.g. senior travelers)

Entrepreneurs need to be prepared to pull out in the middle of the activity

- Heterogeneity of tourist groups need to be acknowledged when scripting tourist experiences
- Guides have challenges in distinguishing diverse preferences and individual perceptions of adventure
- Skills related to articulating risks to diverse tourists groups becomes highlighted
- Leadership and convenience are becoming very important in destinations



Need for multi-skilled, service-oriented actors

- Expertise regarding acting Arctic environments must be taken into account in a new way
- Multiple skills needed from everyone living and working in tourist destination
- The whole destination should be convenient to tourists – do we lose the originality of destinations when we try to serve all?

But when does the experience stop being an adventure?



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