

# Future tourism prospects and climate change adaptation in Finnish Lapland

*Seija Tuulentie*

*Finnish Forest Research Institute, Rovaniemi*

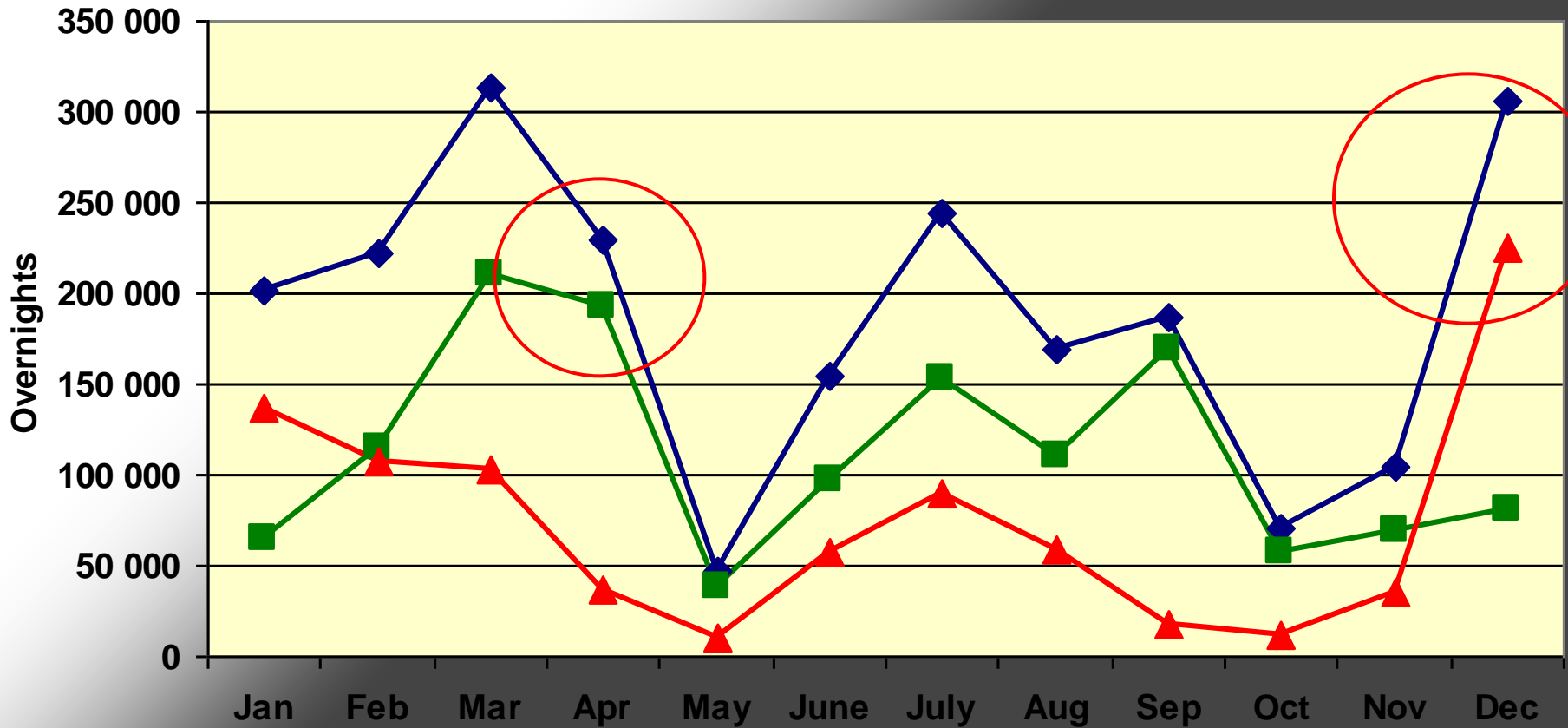
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# Tourism in Lapland is based on snow!



# Seasonality in Lapland 2007



Source:  
Statistics Finland

◆ Total ■ Domestic ▲ Foreign

December 17th,  
2007, Rovaniemi



British tourists in early  
December 2000: too little  
snow for winter activities



# Adaptation now: artificial and stored snow, indoor skiing



# Activities in this project

- Analysis of tourism strategies from the point of view of climate change adaptation
- Questionnaire for tourism entrepreneurs
- Master's thesis about climate attitudes of tourism entrepreneurs
- Workshops at Ylläs and Levi (and in Rovaniemi, WP3)
- Multimedia product for the tourism sector
- Final report and scientific article
- → Main objective: to increase awareness

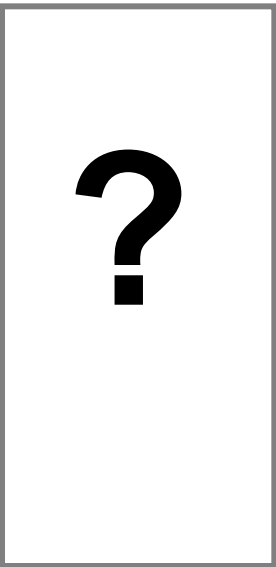
# Notions from Clim-ATIC interviews, workshops etc.

- *Tourism strategies*
  - Climate change is a minor issue; no discussion on adaptation
  - For Lapland, climate change is regarded mainly as a possibility
- *Our interviewees* (n= 41; tourist entrepreneurs, tourism workers, others representing tourism sector)
  - Have to deal with climate change issues: tourism operators, tourists and media want to know about snow situation, sustainability issues etc.
  - More knowledge needed about
    - facts (e.g. expected changes in winter conditions)
    - possibilities to influence

- The most important issues in next 5 years period:
  - 1. economic situation
  - 2. marketing issues (social media) and
  - 3. sustainability and climate change
  
- In next 15-30 years period:
  - 1. climate change
  - 2. changes in demand (new customers, interest in skiing?)

- *Tourism workshop in Rovaniemi:*
  - Two opinions about the importance of Christmas season:
    - 1: snow is necessary in Christmas time (from the end of November)
    - 2: something new and more sustainable has to be invented – summer activities more important
  
- *Tourism workshop in Ylläs:*
  - Image (and reality) as a sustainable destination
  - Summer activities; new nature-based products
  
- *Tourism workshop in Levi will be arranged in February 12th, 2010*
  - *Interest is growing → new "Environment team" established*

# Future tourism scene in Finnish Lapland?



## After Levi ?

- Multimedia product of tourism and climate change issues in Lapland
- Purpose of the visualisation is to serve tourist entrepreneurs
  - 1) to get more knowledge themselves and
  - 2) to be able to answer the questions regarding climate change posed by the tourists, tour operators and media