Kandidatuppsats

Bachelor’s thesis

Huvudområde   Företagsekonomi
Major Subject  Business Administration

Titel / Title
The Destination Development Outcomes of Mountain Resorts on Tourism Appeal –
A Case Study of German Ecotourists to Ansät tfjällen, Sweden

Ulrich Schmudde
Affidavit

"I hereby ensure that

1. I have made this study work independently and without use of other than the specified tools.

2. from other sources directly or indirectly taken thoughts are identified as such ones.

3. this work was not previously presented in the same or similar form at any other examination board and has not been published yet.

4. any translations were done into British English without text copying."

Östersund, 2011-06-01

Ulrich Schmudde
ABSTRACT

Ecotourism has increased in demand and aided destination development within many destinations over the past decade. Many Germans have shown an increase of interest in nature-based tourism, and for travelling to Scandinavia. The study examined German tourist behaviour and German visitor trends to Scandinavia. Sweden has become an attractive holiday destination for many international guests including Germans. A case study of destination Ansätffjällen was conducted regarding the low awareness level by international summer tourists. An analysis of the current situation of the destination was conducted and recommendations were provided for future solutions to improve promotion to German ecotourists. Due to the fact that such research about destination Ansätffjällen was not done previously, it was necessary to primarily use qualitative research approach and using an abductive method with a tendency to an inductive manner. Based on the tourism attractiveness, various aspects of destination development had to be examined. One of the final conclusions of the study was the need to do further research about this destination, due to being at development stage of the Butler’s Model and improve stakeholder collaboration within the destination locally and regionally.
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<th>Abbreviation</th>
<th>Extensive</th>
<th>PRN further note / Addition</th>
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<tbody>
<tr>
<td>approx.</td>
<td>approximately</td>
<td></td>
</tr>
<tr>
<td>ca.</td>
<td>circa</td>
<td></td>
</tr>
<tr>
<td>CHF</td>
<td>Swiss Franc</td>
<td>Official currency of Switzerland</td>
</tr>
<tr>
<td>CV</td>
<td>Curriculum Vitae</td>
<td></td>
</tr>
<tr>
<td>DKK</td>
<td>Danish Krone</td>
<td>Official currency of Denmark</td>
</tr>
<tr>
<td>€</td>
<td>EURO</td>
<td>Official currency in most of the EU countries</td>
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<tr>
<td>e.g.</td>
<td>for example</td>
<td></td>
</tr>
<tr>
<td>EPA</td>
<td>Swedish Environmental Protection Agency</td>
<td>Official language and synonym: Naturvårdsverket</td>
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<tr>
<td>etc.</td>
<td>et cetera</td>
<td></td>
</tr>
<tr>
<td>EU</td>
<td>European Union</td>
<td></td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
<td></td>
</tr>
<tr>
<td>hrs</td>
<td>hours</td>
<td></td>
</tr>
<tr>
<td>km</td>
<td>kilometre</td>
<td></td>
</tr>
<tr>
<td>IUCN</td>
<td>International Union for Conservation of Nature</td>
<td>Also called as “World Conservation Strategy”; helps the world finding pragmatic solutions to our most pressing environment and development challenges</td>
</tr>
<tr>
<td>jun.</td>
<td>junior</td>
<td></td>
</tr>
<tr>
<td>NOK</td>
<td>Norwegian Krone</td>
<td>Official currency of Norway</td>
</tr>
<tr>
<td>p.a.</td>
<td>per annum</td>
<td></td>
</tr>
<tr>
<td>SEA</td>
<td>Swedish Ecotourism Association</td>
<td></td>
</tr>
<tr>
<td>SEK</td>
<td>Swedish Krona</td>
<td>Official currency of Sweden</td>
</tr>
<tr>
<td>UNEP</td>
<td>United Nations Environment Programme</td>
<td>Global association for conserving the nature</td>
</tr>
<tr>
<td>$</td>
<td>USD</td>
<td>US Dollar – official currency of the United States of America</td>
</tr>
<tr>
<td>VIP</td>
<td>very important person</td>
<td>Stars, entertainers, politicians etc.</td>
</tr>
<tr>
<td>WCU</td>
<td>World Conservation Union</td>
<td></td>
</tr>
<tr>
<td>WECD</td>
<td>World Commission on Environment</td>
<td>Also known as “Brundtland</td>
</tr>
<tr>
<td></td>
<td>and Development and Commission</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------</td>
<td></td>
</tr>
<tr>
<td>WTO</td>
<td>World Tourism Organisation</td>
<td></td>
</tr>
<tr>
<td>%</td>
<td>per cent</td>
<td></td>
</tr>
</tbody>
</table>
## DEFINITION OF KEY CONCEPTS

<table>
<thead>
<tr>
<th>Word / Description to explain</th>
<th>Definition / Translation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blomstervandringar till Ansätten</td>
<td>Guided hiking tour which explains diverse orchid flowers and herbs in the Swedish mountain area in the north-west of Jämtland, Middle Sweden</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Involves relationships between stakeholders, when those parties interact with each other in relation to a common issue or ‘problem domain’ (Bramwell et al., 2000:4).</td>
</tr>
<tr>
<td>Conservation</td>
<td>Is a generic concept which is generally understood by most people in simple terms. It recognises that resources are limited and must not be wasted.</td>
</tr>
<tr>
<td>Cultural heritage</td>
<td>It is a conglomerate of cultural goods from the past. Cultural goods are a result of artistic production (either tangible or intangible) or another human testimony which is significant and has to be considered to be extant.</td>
</tr>
<tr>
<td>Ecocentric View</td>
<td>Humans are part of nature, but the nature does not need us</td>
</tr>
<tr>
<td>Ekoturismföreningen</td>
<td>Swedish Ecotourism Association with place of residence in Järpen, Jämtland</td>
</tr>
<tr>
<td>Fika</td>
<td>Swedish word for coffee break, which is very famous in the Swedish culture and society</td>
</tr>
<tr>
<td>Fjäll</td>
<td>Mountain, mountainous area/region</td>
</tr>
<tr>
<td>Krippendorf, Jost</td>
<td>Swiss economist and tourism researcher (1938–2003) who was considered as the forward thinker of a social and environmental friendly form of tourism</td>
</tr>
<tr>
<td>Marketing</td>
<td>It is “a key ingredient in tourism as it is one of the links between the desire and latent demand of the consumer and conversion into actual experience in the consumption of the tourism product” (Duval, 2007 in Hall et al., 2009:25).</td>
</tr>
<tr>
<td>Mobility</td>
<td>Way of movement to a destination</td>
</tr>
<tr>
<td>Naturens Bästa</td>
<td>Natures Best – it is the label for &quot;certified ecotourism&quot; assigned by Ekoturismföreningen</td>
</tr>
<tr>
<td>----------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Networking</td>
<td>Methodical and systematic approach to network, cultivate relationships and create long-term and all with the purpose of mutual support, exchange and personal advantage.</td>
</tr>
<tr>
<td>Nordic Countries</td>
<td>Scandinavia plus Finland and Iceland</td>
</tr>
<tr>
<td>Preiswerte Länder</td>
<td>German language, translated: inexpensive countries (Figure 13)</td>
</tr>
<tr>
<td>Preservation</td>
<td>Synonym of conservation, whereas conservation seems to be a bit more concerned about the natural issues</td>
</tr>
<tr>
<td>ROPO</td>
<td>Research online (on the Internet), purchase offline (e.g. at the travel agency)</td>
</tr>
<tr>
<td>Scandinavia</td>
<td>Entire of Denmark, Norway, Sweden</td>
</tr>
<tr>
<td>Services</td>
<td>&quot;Services are referred to as the use of external inputs in the needs of other intangible assets produced understood. Their immateriality results from the fact that are used in their production not owned by the company producing the substances in the form of the internal production of the raw material&quot; (Maleri et al., 2008:5).</td>
</tr>
<tr>
<td>Stakeholder</td>
<td>Person who has interest of a process and its result. Especially in business administration used notion</td>
</tr>
<tr>
<td>Synchronicity</td>
<td>Noun of “synchronous[ly]”</td>
</tr>
<tr>
<td>Synchronously</td>
<td>Coincident, at the same time (occurs something)</td>
</tr>
<tr>
<td>Tourism industry</td>
<td>&quot;Collection of all collaborating firms and organisations which perform specific activities directed at satisfying leisure, pleasure and recreational needs&quot; (Stear et al., 1988:1).</td>
</tr>
<tr>
<td>Trickedown effect</td>
<td>Lift effect; means that the economical growth and prosperity trickle down from the rich people to the poorer classes slowly step by step.</td>
</tr>
<tr>
<td>UK</td>
<td>United Kingdom (comprises England, Scotland, Wales and Northern Ireland)</td>
</tr>
<tr>
<td>Umbrella organisation</td>
<td>Consisting of several thematic and regional expert or of related sub-organisations; it comes up with general objectives of the individual members to present the public; serves as a better pursuit of common concern</td>
</tr>
<tr>
<td>-----------------------</td>
<td>--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Teure Länder</td>
<td>German language; translated: expensive countries (Figure 13)</td>
</tr>
<tr>
<td>Web site</td>
<td>Covering page on the Internet; it conceals many further web pages</td>
</tr>
</tbody>
</table>
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ACKNOWLEDGEMENT

During the period of doing this research study, there were many people who supported and helped me.

A really special thank you I want to send to my great supervisor Anna Sörensson. She had always open ears for my ideas and guided me quite very well. Actually she made it even possible for me to get to my case study destination by car drive. “Tack så hemsk mycket för allt”, Anna!

I am also very deeply grateful and proud of with my great family, who always supported me in every matter, although there was a distance of around 2,200 km between us. Without your personal support I wouldn’t be this person I am actually be. Thanks a lot to all of you! I am really looking forward to seeing you soon in the Black Forest for telling you this eye to eye, too.

Deeply grateful I am also with Anneli Åman, Rut Magnusson, Jennifer Mattsson, Björn Benz and Mats Forslund who spent also quite a lot of their personal and business time for my interviews regarding this research.

Furthermore I want to say thank you to all of my very good friends here in Sweden and back in Germany, who supported me with personal and professional advice during this whole period of time here and beyond that. I really appreciate to have such close and honest friends, since superficiality is a foreign word for them. In times nowadays this is really admirably. Thanks a lot to you!

In this context I would also grateful like to mention Lisa Martin Payne, Oliver Stuber and Adi Weidenfeld for some guidance and interviews.

A final thank you goes to Prabakaran Srinivasan for some formatting assistance, as well as to Jonna Hansson and Leif Arnesson who helped me with a final quick overview on my Bachelor’s thesis.

To all persons I didn’t mention here by name, I also want to say thank you very much.

I would like to annotate that there is no role in enumeration of the above-mentioned persons done.

Östersund, 2011-06-01

Ulrich Schmudde
1 INTRODUCTION
1.1 Theoretical Background
The Mexican architect and environmentalist Héctor Ceballos-Lascuráin is well known due to his coining of the term ‘ecotourism’. In 1981, Ceballos-Lascuráin started with the term “turismo ecológico” denoting forms of ecological tourism. Two years later, the term was shortened to “ecoturismo”, which means the advent of ecotourism. (Wearing et al., 2009:5) Since then the phenomenon of ecotourism has grown rapidly and constantly (Hawkins, 1994) for the last two decades and has influenced the overall tourism industry both as a special interest form of travel (Weiler, 1992) as a “greening influence on the tourism field in general, stressing environmentally friendly approaches to tourism product development, operations and consumption” (Page et al., 2002:21). According to WTO (2007), tourism activities between 2008 and 2017 are expected to rise by 4.3 % annually. (in Wearing et al., 2009:6) Nature-based tourism or ecotourism has become the quickest rising sector of the tourism industry, for it grows up three times faster than the whole tourism industry. (Huybers et al., 2002)

Sweden is a model country for ecotourism, because it has so much nature areas to offer. Many German tourists are attracted to Sweden because of the nature. According to the latest statistics of February 2011, it was shown that German visitors were 2.0 % of all overnight stays (including Sweden itself) third ranked of the entire foreign countries. (Statistiska centralbyrån) The entire statistics in 2009 show, that Germany was the second largest tourist foreign market after Norway and before Denmark. (Tillväxtverket)

1.2 Geographical Section and Case Study Introduction
Ansättfjällen is a mountainous area belonging to the commune “Krom” and is situated in the northwest of the Swedish province “Jämtland” in the northern part of Middle Sweden. “Välkommen till Ansättfjällen – Jämtlands pärla” – “Welcome to Ansättfjällen – the perl of Jämtland” is the slogan of Ansätten’s tourist association. (Turistkompaniet Ansätten) Östersund, the nearest city has 58,459 inhabitants (Östersund TURIST & KONGRESS), is Jämtland’s capital situated in the middle of this province. To briefly specify Ansättenfjällen’s highest mountain called “Ansätten”, it can be said that this is a picturesque area situated on the top of “Stor-Bakvatnet” Lake, a small lake in the north of “Åkersjön” Lake, with a maximum altitude of 1,090.7 m. Every summer takes place a specific hike to the mountain top: “Blomstervandringar till Ansätten” – a guided flowering hike, where herbs and orchids can be viewed. The closest airport from this location is Åre/Östersund which is an hour’s drive southerly.
1.3 Problem Statement with Research Questions

Even though Ansättfjällen is „Jämtlands pärla“, it has issues with attracting enough tourists to its destination during the summer season.

Therefore, the local entrepreneurs lack a stability of an income in summer tourism, whilst the destination offers a variety of activities. Many tourists are unaware of options available. In accordance with this issue ecotourism opportunities could be considered for the future, there are three ascended research questions which were tried to answer:

1. Is ecotourism the future for attracting tourists interested in nature to Swedish mountain resorts?
2. How can tourism development sustainably, especially under the economical perspective, be successfully achieved?
3. How can German ecotourists be correctly targeted to appeal their interest for Ansättfjällen?

This region is rich of nature, which consists of three different types of landscapes: forests, mountain chains as well as rivers and lakes, and offers recreational holiday visitors activities such as hiking, canoeing, fishing, hunting, skiing, dogs’ sledging, snow scooter tours and more.

(Brännagården AB; Turistkompaniet Ansätten)

Figure 1: Geographical Location from the Case Study
1.4 Aim and Purpose
The main goal is to empower the local community of Ansättrfjällen through tourist development without obtaining a mass tourism flair covered by ecotourism. The study examines how to attract more German summer tourists to this destination. The study also analyses how the locals can foresee future plans to attract tourists in general and how the goals can be reached in the future. Lastly, consideration of extended service packages could to be marketed and how specific German target groups can be attracted to the destination. For example, the guided flowers’ hiking ‘Blomstervandringar till Ansätten’ acts as a valuable marketing tool to attract tourists to the area.

1.5 Limitation
The study acts in the fields of ‘sustainable tourism’ and ‘ecotourism’, these phenomenon will be discussed below (see section 1.6) in more detail. However, the focus on this case study is how to develop the German tourists’ visits to Ansättrfjällen during summer season. So, ‘sustainable tourism’, but essentially ‘ecotourism’ rather act as a tool to attract German tourists and to strengthen the local community subject to an economical perspective.

1.6 Definitions with Discussion
‘Sustainable tourism’ has become significant notably since the late 1980s and, as a key word and concept, it is always taken into consideration from the researcher’s and practitioner’s perspective. (France, 1997; Hall et al., 1998; Holden, 2000 in Novelli, 2005:247) According to WTO, sustainable tourism consists of four major principles of sustainability: ‘ecological – cultural – economic – local’. (WTO, 1993 in Edgell, 2006:21) Farrell (1992) argues that sustainable development is “the need to find a balance in the development system between economy, environment, and society [...]”, which means that all these aspects are equal. (in Hunter, 1997) In this context it is often drawn up a pyramid which has these three summarised items: ‘ecological – economical – social/cultural’. Sustainable tourism can only be successful, when “the tourism industry, governments at all levels, key associations, and interested non-profit organisations [...] endorse it” (Edgell, 2006:22). However, what is ‘sustainable tourism’ exactly? It is not easy to define, describe and measure, since “it must relate today’s dynamic tourism needs to tomorrow’s concern for the future” (Edgell, 2006:18). Griffin and Boele delineated in their article "Alternative Paths to Sustainable Tourism" five key elements:
1. Preserving the current resource base for future generations
2. Maintaining the productivity of the resource base
3. Maintaining biodiversity and avoiding irreversible environmental changes
4. Ensuring equity within and between generations
5. Maintaining and protecting the heritage (culture and history) of the area, region, or nation (Griffin et al., 1993).

Edgell explains that sustainable tourism is the aiming of rise "in a manner that does not deplete the natural and built environment and preserves the culture, history, heritage, and arts of the local community" (Edgell, 2006:15). According to Miller, ‘sustainability’ is the right concept, when its tendency is to preserve the earth’s life-support systems for human beings and other species, but wrong when the tendency is oppositely. (Miller, 1994) Since the introduction of IUCN in 1980 and its emphasis on ‘ecodevelopment’, there has been a rethinking respective that the interdependencies of environmental and economic issues. This led to the formation of the concept of ‘sustainable development’ during the Brundtland Commission in 1987, which links development with environmental and social responsibility. (in Page et al., 2002:14) ‘Sustainable development’ often covers the “welfare of future generations, so they benefit from a supply of resources, opportunities and choices at least as good as those inherited by the current generation” (Bramwell et al., 2000:3-4). Fredman, referring to Newsome et al. and Page et al., says sustainable development contains two key concepts:

- ‘concept of needs’: particularly the essential needs of the world’s poor, to which overriding priority should be given.
- ‘the idea of limitations’: imposed by the state of technology and social organisation on the environment’s ability to meet present and future needs.

Furthermore, the definitions of ‘ecotourism’ within the tourism industry are not so simple. It is attributable to the demand of a wide spectrum of recreational trends. On the other hand, there is a goal interest and increase in ecotourism. This is attributable to the tourist’s demand of a wide spectrum of recreational trends. Nowadays an ecocentric view is more and more in common. (Chafe, 2007 in Wearing et al., 2009:1) Based on O’ Riordan (2000) and Gilpin (1990), Page and Dowling (2002) explained the aspects of ‘environment’, ‘tourism’ and ‘ecotourism’ as follows: “environment is a concept and includes the surroundings of humanity, affecting individuals and social groupings. It is competent with people and their present and future activities in the surrounding atmosphere, water bodies and landscape” (Page et al., 2002:2). It has been given attention to the “resource base for tourism in specific locations, where resources can be defined in cultural, economic and ecological terms” (Page et al., 2002:3). In general it has to be differentiated between ‘mass tourism’ and ‘alternative
tourism’. For instance, Newsome et al. categorises in a further develops the concept of alternative tourism into four main categories: ‘natural’, ‘cultural’, ‘event’ and ‘other[s]’ (Newsome et al., 2002:11). Newsome explained and subdivided these four components as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Natural</th>
<th>Cultural</th>
<th>Event</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Explanation</td>
<td>tourism in natural areas</td>
<td>heritage, religions</td>
<td>sports, festivals</td>
<td>farm, educational</td>
</tr>
<tr>
<td>2. PRN</td>
<td>Natural subdivision:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>adventure:</td>
<td>emphasis on activity</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>nature based:</td>
<td>chiefly viewing of natural landscape</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>wildlife:</td>
<td>chiefly viewing of wildlife</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ecotourism:</td>
<td>includes educative and conservation supporting elements</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

However, Mieczkowski (1995) separated alternative tourism into five categories: ‘cultural’, ‘educational’, ‘scientific’, ‘adventure’ and ‘agri-tourism’ and argued that all five components can be both: nature tourism or ecotourism (in Wearing, 2009:4). Dowling followed Newsome’s division, since he also structures alternative tourism into the four above-mentioned main clusters. He explains natural tourism as ‘nature-based’ and ‘adventure travel’ and did not take these two frameworks into Newsome’s natural subdivision. (in Page et al., 2002:23) Instead, he subdivided ‘nature-based’ tourism and ‘adventure travel’ into the whole topic ‘ecotourism’ with following five further explanations: ecotourism...

- has nature-based products and markets;
- uses ecology sustainable operations and management;
- is environmentally educative for staff and clients alike;
- is locally beneficial;

Fennell compartmentalised ecotourism in a slice of the overall ‘ACE Tourism’. ACE stands for: ‘Adventure Tourism’, ‘Cultural Tourism’ and ‘Ecotourism’ (Fennell, 1999:53) Fredman et al. made a conceptualisation of Swedish tourism as follows: he says that the entire circle is ‘all tourism’, and this, in fact, additionally consists of a smaller circle inside which he calls ‘sustainable tourism’. Anon, the circle of sustainable tourism additionally consists of two further, smaller circles such as ‘non-institutionalised ecotourism’ and ‘certified ecotourism’. 
(in Gössling et al., 2006:25) Hultman et al. claims that, “on the one hand, ecotourism is the scientific knowledge about nature” (in Gössling et al., 2006:78) and it enables tourists to get knowledge about the themes related to nature, culture, environment and development. (in Gössling et al., 2006:78; Ekoturismföreningen) On the other hand, nature has to be sustainably unspoilt. Nevertheless, Hultman shows up that one has to be considered: tourists are unable to preserve the natural aspects completely without any negative impacts. (in Gössling et al., 2006:78) Hultman continues that the operators in the field of ecotourism must be able to indicate to tourists that nature is distanced from them. To realise this matter, nature must be offered as an item of veneration. (in Gössling et al., 2006:78; Ekoturismföreningen)

The label of “certified ecotourism” is issued by the Swedish Association “Ekoturismföreningen”, which is the umbrella organisation of Swedish ecotourism. Its provided label is “Naturens Bästa”, in English “Natures Best”, which underlines its main tasks regarding indemnity of ecotourism due to award regional operators. The slogan of Ekoturismföreningen is: “Nature’s Best is the first national quality label for nature tours in Europe. This is ecotourism in Sweden at its best!” (Ekoturismföreningen).

Ekoturismföreningen can also be used to explain ‘ecotourism’ in a more practical manner. It explains ecotourism as “an efficient way to add economic value to threatened natural areas and cultural sites” (Ekoturismföreningen). Furthermore, it has a possibility to offer additional jobs and supports the locals financially beneficial without harming the nature. It is definitely a beneficial future idea which combines commercial tourism in a respectful way with the consuetudinary economy and culture. According to Ekoturismföreningen, while ecotourism causes less environmental impact than usual tourism, it also tries to improve natural and cultural conservation. (Ekoturismföreningen) According to Tordsson (2000), it is generally mentionable that “nature has long been a cornerstone of Swedish identity building, and mythologies surrounding activities in nature show many social, material and economic manifestations” (in Gössling et al., 2006:76). Noteworthy hereby is ‘Allemansrätten’, “the Right of Public Access”, which allows everyone to stay in the Swedish countryside. However, every person is responsible for taking care of the nature and wildlife and considering the landowners and other nature lovers. Allemansrätten is anchored in the Swedish Constitution, but it is not enshrined in law and it is not exactly defined. Albeit that, Allemansrätten is belted by many laws which set limits regarding allowance. Allemansrätten has its origin in the medieval time, because it goes back in some earlier provincial laws and Swedes still have been inclined to see Allemansrätten as their cultural heritage. EPA is also in connection to the EU, since the environmental work in Sweden is come off from EU based decisions and from the active cooperation in international organisations. Swedish experts from EPA work in
150 groups within the EU, but also in 90 international groups of organisations. (Naturvårdsverket)

As is well-known, there is the segmentation between mass tourism and alternative tourism. Novelli asserts that alternative tourism would be ‘niche tourism’ which is used into the following five micro-niches: ‘cultural’, ‘environmental’, ‘rural’, ‘urban’ and ‘others’. Of course, the focus of this paper mainly takes place in the category ‘rural’, but also in the ‘cultural’ part due to the educational content. (Novelli, 2005:9) So, in fact, keywords such as ‘nature-based tourism’, ‘ecotourism’ etc. are definitely inside this further tourism proportion.

1.7 Disposition

Related to ecotourism, Zeiger (1997) suggested “that ecotourism is about preserving the natural environment and giving the locals fair employment so that it empowers the local population to take an active role in environmental programmes and that it is more important to educate the tourist than to make a profit” (in Page et al., 2002:28). A better verbalisation to achieve the main purpose of ecotourism, but partially also of this study cannot be said. However, the locals of Ansättfjällen should be able to survive financially for the long term period in summer season with respecting the natural issues. Therefore, a good promotion and marketing of this destination is very important to achieve economical benefit and to be competitive for the future.
2 TOURISM DEVELOPMENT AND ITS ACHIEVEMENT

This first theoretical chapter addresses and explains the different types of tourism, in which ecotourism for this case study is involved. Then it goes further to the preparations to be an appeal for the future tourists as an alpine destination. To achieve this aim it is essential, also to introduce the fields in ‘collaboration in tourism planning’, ‘services and promotion’ and how ‘accessibility and transportation’ can be strategically provided.

2.1 General Tourism Development

Tourism development plays a key role in helping Third World communities to grow, since they usually benefit from the balancing of the inequality between the rich and poor. So, development is not only seen from an economical perspective, but rather from the multidimensional process leading to what can be described pithy as a ‘good change’. Generally, local communities’ requirements and interests are on the top of tourism development instead of big job creations and managerial profit’s increase. Thereto can also be said that tourism supports sustainable livelihoods and aims to minimise negative impacts and maximise positive effects for the locals. This phenomenon is called “fair trade in tourism”. Critically should be recognised the ignorance of the poorer classes’ involvement in tourism policy except in cases where it is assured they will benefit from job creation or the supposed ‘trickle-down’ of any economic issues which occur. (Scheyvens, 2002:1, 8–9)

‘Destination marketing’ plays an important role because, as we live in the era of competition, every city, municipality, village, region or country is obligated to promote its destination fairly well to attract tourists to visit them contentedly. Destination marketing has various major implications for the regional development such as economic patterns, but also social changes act as an attraction for tourists with social and environmental consequences as a result. (Ritchie, 2003:228–229)

A further important aspect has to be considered, destination marketing and promotion sound excellent in theory but in practice it is sometimes extremely difficult on the other hand. One problem connected to this statement is the heterogeneity of the nature of communities, since they are often split into separate factions based on complex interplay of class, gender and ethnic factors, and some individuals or families want to have special rights due to their special manifest status. In this case there can reign inequality based on some monopolists and some residents getting nothing of the developing cake. The second problem of tourism development can arise due to the fact that the locals have a lack of information, resources and power in comparison to the larger stakeholders who can show up the way so that the locals are in danger of being exploited. This happens when there is no local money to
finance campaigns or the like available. Also, when there is a landowner wanting to sell his/her land to an industrial company in an ecotourism area, the interests of natural conservation and the company’s aims may vary significantly. It is also mentioned industrial tourism operators have a higher benefit from suggesting and selling an environmental and lovely destination than the locals and their managerial development regarding their landscapes’ sales. However, ecotourism operators seem to be more effectual in rising. Due to the condition local communities have a lack of power in relation to other competitors within the tourism sector networking can be a very strong instrument of being successfully. This exists when various stakeholders work together to achieve a positive and prospective solution. (Scheyvens:9, 187, 216)

2.2 Rural Tourism
If talking about ecotourism, some tourism entrepreneurs commonly associate this form of tourism with alternative keywords such as ‘green movement’, organic lifestyle, etc., people often consider ecotourism as non-profitable, but this argument is not widely held, given the growth of the ecotourism phenomenon over time recently. Scandinavia especially does not have this pessimistic point of view, however perhaps a bit more in the southern part the ‘green’ pessimism is stronger distinct than in northern Scandinavia. Otherwise, too much sanguinity for becoming an ecotourism operator is also inopportune, when ecologists "translate their idealism into profitable businesses" or when enterpriser add “eco” to their firm or product advertising for achieving their marketing purposes in an easier and more profitable way. However, ecotourism can develop rural tourism, since it is "ecologically and economically sustainable nature and culture tourism" (Gössling et al., 2006:135). As already known, ecotourism is awarding the limitations of nature and culture and protect them, but it stands also for assisting the local community and economy, if there is not done any harm against the natural and cultural perspectives. (Gössling et al., 2006:136–138)

Talking about social responsibility, firstly it seems to be just a vision, but Figgis and Bushell argue that it is surely to combine conservation and human well-being as well as regional development. (Bushell et al., 2005:103) This can be transferred to Ansätthjällen, because this region shall be conserved, but also more promoted for having a beneficial future.

2.3 Collaboration in Tourism Planning
To promote a certain destination, it is necessary that tourist organisations, other organisations, governments, etc. collaborate together. The involvement of various stakeholders in tourism planning and management is rising up in its acknowledgement. (Bramwell et al., 2000:1) The benefits of professional collaboration and partnerships are
immense, but it has to be mentioned that many of those stakeholders have the aim of development. The variety of stakeholders also affects the individuals, in areas such as creativity, constructiveness, learning from each other regarding work, skills and potentials, better social acceptance of policies, so that implementation and enforcement might be easier to conduct. The decision-making within the resulting policies can be more flexible and sensitive to local conditions and their eventual changes. It should be realised that parties involved in policy-making have a bigger dedication to come up with the results in practice. It is also possible that non-tourism or less developed tourism activities may be encouraged and broadened, so that the locals have a positive economic impact. Regardless it should be noted that collaborative connections can also have negative impacts such as ‘window dressing’ due to stakeholders who avoid the real problems, power fights in favour of the big interest groups so that smaller stakeholders have not a real chance of establishing their aims. Instead of that they are dependent from the big brothers. Furthermore, the risk of prospective uncertainty is pre-programmed instead of having an umbrella organisation which navigates the boat for development. Some collaboration is just useless because of strict bureaucracies. (Bramwell, 2000:4–9) However, networking is an useful way of developing an unknown region. Networking can be proceeded for communities interested in tourism ventures to collaborate with the private sector. For instance, hotels are able to buy fruits and vegetables from regional suppliers in the village nearby. However, it is uncommon to deal with such collaborations, as the locals normally may have a lack of the trade skills, business experience and the offered sources as already mentioned before. (Scheyvens, 2002:191) As an example of concretising the model of Butler, it may be said, that the “Blomstervandringar till Ansätten” is on the step of ‘[Re-]Development’, because there are many locals involved, also volunteers, to promote this region.

However, without further promotion, the next step in development cannot be reached. Therefore, it is necessary to build up their collaborations, so that the tourists can be attracted sustainably.
2.4 Educational Tourism Development

Previously, educational tourism was done by the scholars and aristocracy. Nowadays this group is still mainly consisting of people having a degree from colleges or universities. To define educational tourism, Smith (1982) says that education is "the organised, systematic effort to foster learning, to establish the conditions, and to provide the activities through which learning can occur" (in Novelli, 2005:135). Educational tourism includes: school trips, language schools, abroad studies, fieldtrips, and the adult and seniors’ market. The most interesting hereby is the increase in nature-based and cultural educational tourism programmes, since tourists have become more sophisticated. (Novelli:135) The adult market, and notably the seniors’ or older tourist market, hereby have significantly grown up, as this target group is very self-ambitious regarding all-round education. It is also said that marketing and coordination between stakeholders help to maximise the benefits of educational tourism for sub-Saharan African countries, for instance. (Ritchie, 2003:229)

2.5 Current Situation and Prospective Effects to Ecotourists

To continue the educational perspective of nature based tourism, it is able to say that the type of tourists has been influenced more and more by recent social changes "and their resulting motivation, demand and ultimately the supply of tourist products" (Ritchie, 2003:25–26). The desire for education and studying also increased significantly, which boosts the demand for educational tourism and travel. In 1987 Krippendorf outlined a framework for the changing travel motivations of the tourists from the western European countries. The result was clearly, the behaviour was to go away from passive activities to more liberalisation and ambitiousness for learning and broadening their horizons with being more creative while on vacations. It spoils nothing to say that the following past prediction of Krippendorf has been fulfilled for the last two decades.

New tourists are:
- better educated;
- more culturally aware and attuned to the natural environment;
- more curious and analytical;
- often seeking not only knowledge of the world, but also self-knowledge;
- more active in their tourism participation (in Ritchie:26).

It definitely can be said that ‘seeking for the self-knowledge’ is very important, since this also shows that tourists want to escape from their everyday stress into a recreational life in the nature at first, but also to widen their general knowledge. To define this phenomenon Ritchie speaks about ‘serious leisure’, ‘special interest tourism’ or ‘leisure where participants are able to find personal fulfilment’. He even goes further and says that these special relations
can include ecotourism and cultural heritage tourism again. (Ritchie:25–28) Prospectively, the technological advancements, such as the marketing channels over the Internet, will have largest impacts for the next decade. It is predicted that it will also have large implications to both tourists and educational experiences.

The increasing seniors’ market is predicted to grow up further in the future. Besides the definition of ‘senior’ is more and more becoming blurred because of the fact of a rising number of early superannuates linked with a long life expectancy. Furthermore, the incoming source from educational travel will advance due to experienced tourists have the compulsion for life-long learning for themselves. (Ritchie:83)

2.6 Customer Satisfaction

In general, tourist satisfaction is full of challenges such as operationalisation, measurement, elaboration and case studies. Key issues are ‘expressive and instrumental attributes’, ‘purpose of satisfaction studies’, ‘satisfaction trap’, ‘positivity bias’, but also ‘understanding satisfaction’, ‘expectations’ and ‘benchmarking’.

- Expressive and instrumental attributes: expressive attributes correlate to the psychological meaning and experience attached to more integral and less tangible setting features, while instrumental components refer to the physical products or the means to the travellers’ aims.

- Purpose of satisfaction studies: one of the main consequences lies in what is assessed. Therefore, the difference of efforts has “to be considered when conceptual and methodological efforts to understand and enhance the existing traditions are reviewed” (Pearce, 2005:165).

- Satisfaction trap: satisfaction is normally a used outcome measure in tourist behaviour research. However, it can be also an inappropriate measure, as the outcome varies from the appraisals. For instance, a high-class restaurant offers excellent food and atmosphere, but may fail on the outcome dimension of profitability, even though it is expensive. (Pearce, 2005)

- Positivity bias: This concept refers to the observed phenomenon in tourist satisfaction studies, where mainly excellent or very good appraisals are given for a great variety of products or services. The scale stretches from 0 = “extremely dissatisfied” to 10 = “extremely satisfied”. The scale is not useful in every situation, e.g. such questions may vary significantly when they are asked after a 12 hrs flight on the plane or at a wellness area of a well-evaluated hotel. (Pearce, 2005)

- Understanding satisfaction: one dominant tradition hereby is the so-called approach ‘expectancy/confirmation/disconfirmation” or “EDP model”. It supposes that the
customers compare the actual product and the service performance with their expectations. If the expectations are met or exceeded, the customers are really satisfied. (Pearce, 2005)

- **Expectations:** Researchers must clarify or create them to attract a customers’ attention. Moreover, expectations are created to form the individual’s view of travel experience as attention, since there may be some upcoming features which have not been considered earlier. (Pearce, 2005)

- **Benchmarking:** is usually a system to launch "meaning and context for individual units and businesses" (Pearce, 2005:172). Within tourist satisfaction, benchmarking can take three forms: two which mainly collect and assemble comparative data and one which deals with evaluating of the design of the satisfaction question. These three shapes of benchmarking are compartmentalised in: ‘internal’, ‘external’ and ‘inquiry’ types. Internal benchmarking is deployed by a business or organisation and conduces as a basis for comparison over time in firms’ departments or across-market segments. The material is used and placed internally. External benchmarking exists when the competitors are used to constitute a wider inter-business or inter-organisation frame of reference. Inquiry benchmarking is a variant of internal benchmarking, where the asked question has an inbuilt comparative statement. (Pearce, 2005:163–173)

Customer satisfaction from tourists plays an extremely important role in sustainability of tourism, because a tourist destination is nearly completely dependent from its reputation regarding service quality, landscape management and prospective planning. Even though the municipality touts for its natural beautification in its surroundings, it must be clear that without offering the right service quality as an operator, the tourists may be disappointed e.g. in a heritage destination where bridges sprinkled with graffiti or more vandalism are recognised. This fact also exists when admittedly service quality is well. A further point of satisfaction is the price-performance ratio. Thereby it must be said that it costs three to five times more to attract tourists with advertising, public relations or price incentives than to hold a satisfied tourist long-term oriented. (Yüksel, 2008) In general, customer satisfaction is a complex system that needs to be analysed for itself, but it can briefly be said that it is fairly impossible to insure the output of the requested services in advance. Thereby it must be known, that every person has other preferences, which makes it even more complex. (Yüksel, 2008:29, 33)
2.7 Services and Promotion

It is important to know, service production is synchronised between the application of internal and external production factors. The literature names this circumstance as “Uno-Actu-Principle” which is an individual German word, derived from the Latin language “actus” which means “enterprise”. (Maleri et al., 2008) To elaborate, the internal and external production factors are explained below:

<table>
<thead>
<tr>
<th>Internal Production Factors</th>
<th>External Production Factors</th>
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<tbody>
<tr>
<td>In the material goods production there are only deployed internal production factors, whereas in the service production the “Uno-Actu-Principle” is inevitable. As distinguished from the material goods production, in the service production there are no basic commodities utilised. By contrast the utilisation of human performance has an important and large role within the production of many services. The utilisation of human performance does also play a significant role concerning the production factor quality which is dependent from human beings’ ‘know-how’ and ‘know why’.</td>
<td>The purchaser (or the tourist) participates either actively, passively, or both during the service production. Thereby, real and nominal intangible goods are yielded externally into the production process of the service firm, mostly by the customer. Real tangible goods or animals are also externally yielded into the production process by the customer. Without addition of these production factors there cannot happen to start the actual phase of service production. Due to entire new service productions, the final output “services” is therefore unpredictable.</td>
</tr>
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</table>

So, the output of the final services is inconceivable without these two production factors and their synchronicity. (Maleri et al., 2008:95–96, 99, 105–106, 177–178)

The definition of service in a practical manner has changed over the time. The definition was stood for ‘employee courtesy’, ‘product knowledge’, ‘helpfulness’, and ‘enthusiasm’. These key words were expanded to include service aspects like ‘proper location’, ‘breadth of selection’, ‘category dominance’, ‘speed of transaction’, and ‘competitive prices’. Enunciated into attitude, service is able to be seen as ‘thoughtfulness’, ‘courtesy’, ‘integrity’, ‘reliability’, ‘helpfulness’, ‘efficiency’, ‘availability’, ‘friendliness’, ‘knowledge’ and ‘professionalism’. The target of service management is to keep the existing tourists, to attract new ones, and to mediate the impression to them of doing future business again with the tasty restaurant or the lovely destination. (Yüksel, 2008:31)

Effective tourism marketing and promotion help to inspiring and attracting tourists to the respective destination. Therefore is a plan with a specific framework necessary. Leiper's
conceptual framework “tourism attraction systems” hereby is very often used and well known within the tourism research. It consists of three essential elements:
- the tourist him-/herself who has special needs and wishes.
- the marker who/which offers the appropriate information to the tourists (e.g. guide, guidebook, tourist office, tour operator).
- the nucleus which is usually the attraction itself (e.g. visited site, object, event).

Important is to know that the tourist does not have the first contact with the visited site itself, even rather with some representation of it. (Reinius, 2009:16)

2.8 Accessibility and Transportation

According to Page, transportation is one of the most important "factors to have contributed to the international development of tourism" (Page, 2005:3). Thereby, Europe is the most visited region of the world, with half of all global tourist gains and two-thirds of international arrivals in 2003. This underlines also the study in 2006 and it says almost 11 % of the GDP of the European Union is earned by the tourism industry. (Page, 2005:3; Deja vue, 2006)

According to Collier (1994), within the tourist transport there are three needs which have to be fulfilled:
- "transporting the tourist from the generating to the host area"
- transport between host destinations
- transport within host destinations"

It is also argued to consider having diverse bases on classifications of tourist transport such as public or private sector transport, water/land/air transport, domestic and international transport, and, of course, the mode of transport itself. (in Page, 2005:10) Regarding services it is important to offer them in terms of tourist transport in the appropriate destinations. The rate of destination growth is dependent on investment in infrastructure and transport services to get access to new or less developed tourist regions. (Page:269) As a practical example, Åre has a 2020 plan supposes to have a high-speed train from Stockholm to there with an estimated time of 3.5 hrs instead of 5 hrs leastwise. (Åre, 2011) Regarding tourism, it can be said, all forms of travel to natural areas are not necessarily ecotourism. (Wearing:6)

To finish preliminarily it shall be said, compared to other Nordic Countries, Sweden’s alpine areas offer more services and accessibility in general. (Gössling et al., 2006:113) It is significant to know tourists wish to have destination-specific transport systems which form an overall experience of tourists’ travel. An oversight in those circumstances has been the merging of supply and demand together. This is still a problem while fulfilling these requirements at the same time successfully, since it has to be considered tourists already start their holiday experience whilst leaving from the usual place of resident and they bet on
Finally, it can be said, travel should be replaced by the notion of “REAL” travel, which means that it might be:

- **Rewarding**
- **Enriching**
- **Adventuresome**
- **Learning Experience**

As already described properly, there has been a rising interest in heritage tourism, including the natural and cultural environments, which has education and learning as a central component. (Ritchie, 2003:29)
3 TOURISTS’ MOTIVATIONS, ATTITUDES AND BEHAVIOUR

This further theoretical section describes the different types of ecotourists and continues with a specification of the several German tourist groups to come to a conclusion, which tourist types can be targeted best. Based on this outcome it was further researched about the significance of guidebooks to those German tourist groups.

3.1 Ecotourists in General

The ‘ecotourism product’ always has a content of ‘education’, ‘learning’ or ‘appreciation’ about the natural attractions that form the basis of the ecotourism product. (Weaver, 2001:11) However, some ecotourists are more reliant on active educational processes, “while others are mostly interested in observation” that is “more passive and subjective ways of learning” (Gössling et al., 2006:90). According to Weaver et al., there are two discern groups of ecotourists: ‘hard’ and ‘soft’ ones. (in Gössling et al., 2006:90) The hard ones have a huge liability to the environment and believe in trebly sustainability. On the other hand, the soft ecotourists are rather temperate or cursory environmentally committed and their thoughts are static regarding the sustainability. In general, the postmodern tendency of the ‘new tourists’ is going off from the 3S tourism, which means “sun, sand and sea holidays”, to have more travel experiences, and probably, educative interests. (Urry et al., 1993 in Gössling et al., 2006:91) Therefore, the key travel motives for these tourists are self-fulfilment and acquiring experience. Craik (1997) argues that a significant increase of the tourist experience is attributable to self-fulfilment and re-affirmation of identity. As an illation, Zeppel and Hall (1992) say that tourism is highly assessed of ‘being rewarding, enriching, adventuresome and/or a learning experience’ (in Gössling:91). Since ecotourists are interested in adventure life in nature, many appropriate companies promote their tourists with catchwords as follows: ‘top-notch experiences’, ‘cutting-edge arrangements’, ‘unforgettable experiences’, etc. (Gössling:92)

3.2 Niche Tourism and its Clientele

Related to niche tourism, there are three major approaches which have to be considered for a good marketing:
**Table 3: Approaches of Niche Tourism**

<table>
<thead>
<tr>
<th>Geographical and demographic</th>
<th>Product-related</th>
<th>Customer-related</th>
</tr>
</thead>
<tbody>
<tr>
<td>- the location and population are very significant in which the “tourism consumption process takes place”</td>
<td>- emphasising on the “presence of activities, attractions, settlements, food and other amenities”</td>
<td>- tourists’ requirements and expectations as a focus</td>
</tr>
<tr>
<td>- the specific activity, in which the tourist is keen on, is relevant</td>
<td>- → niche tourism destination mix, which is dependent on “specific tourists’ needs and wants”</td>
<td>- demand and supply side is deeply considered</td>
</tr>
</tbody>
</table>

Novelli goes further in her writing and argues with the following four main areas which underline the issue of niche tourism and its marketing strategy: ‘special interest tourism’, ‘tradition and culture based tourism’, ‘activity based tourism’ and ‘the future of niche tourism’. (Novelli, 2005:9–10) These divisions make it easier to categorise the corresponding types of tourists and to offer him/her the suitable services under the roof of niche tourism. Shown up in the introduction’s part, ecotourists have grown up constantly for the last two decades. Just as ecotourism is so widely, the same can definitely be said to niche tourism, which can be understood as a roof of ecotourism because of its divided variety. Here, two tourist groups should be described more for an addition of the later paper writing: ‘researchers’ and ‘volunteers’. For instance, researchers have a very big demand of the natural perspectives of a landscape. Researchers are classified with the alternative tourism paradigm, but more specifically. Researching is also aligned with the educational, scientific and volunteer sectors; it can be rather said that research is a mixture of those three sectors. Therefore, ‘scientific tourism’ has also to be striped briefly. Its origin might be taken place in the late 19th century when the various “science disciplines that depended on field expeditions started to explore the world in a search for knowledge” (Novelli:136). Later, as a result, scientific institutions came on the scene and the researchers found corresponding jobs in this field. Relating to this paper, Mieczkowski (1995) gives an excellent interpretation: “scientific tourism [is] a form of ecotourism that helps to preserve the environment relatively undisturbed... interest of individuals or groups visiting various ecosystems under the leadership of highly qualified scientists has been increasing...” (in Novelli:136). Going back to research tourism, it is able to be said that as volunteering has been risen within the last 15 years, the innovation and a range of complex and diverse programmes have also grown up. This is related to “each company seeking a uniqueness, whether this is through targeting
certain participants, the location of the programme, or the range of activities offered\end{quote} \n\cite{Novelli:137}. Even if volunteering has a long established past, the niche of this tourism form is relatively new. These tourists want to alive their holidays in a special way, where aid, alleviation of the poverty of some social groups or the restoration of certain environments or the research into appropriate social or environmental aspects. Next to its main goal of charitable tasks, volunteering can include payments at a holiday place which is elite and exotic, but usually flights, insurances and other incidentals are excluded regarding payment. The duration of volunteering can vary significantly, from approx. one week up to a whole year's period of time. In general, this form of tourism is one of the fastest increasing contemporary ones. As it was in the 1990s with the ‘cultural and adventure tourism rush’, it is now, since the late 1990s, the ‘volunteer tourism rush’ influenced by an ever rising ‘guilt-conscious’ society, the range of target markets, the type of players involved, for example: charities, tour operators and private agencies. This is accompanied by the increasing competitive nature of this sector, and here it has been growing up so quickly, it has been becoming a ‘mass niche’ affected by further factors such as the rise of volunteer projects and the variety of destinations promoted. To categorise volunteer tourism, it can be said that this niche is founded everywhere, since it contended in social-, cultural-, charity-, responsible-, moral-, and, of course, alternative or eco-tourism. It is also able to be a tourist form of serious leisure. The target group is usually ‘young individuals’ starting from the age of 15. \cite{Novelli:135–140, 183–199}

\subsection*{3.3 Swedish Alpine Tourism}

For more than 100 years tourism has played a goodly social and economic role in Swedish mountain areas. For the tourists it is an attraction being in a 'fjäll', because there are so many opportunities offered to them over the whole year. It is interesting to know that one third of the whole Swedish countryside is consisted of 'fjäll' areas, but only 2\% of the entire population lives there. \cite{Gössling et al., 2006:113} According to a survey by Fredman and Lindberg \cite{Fredman and Lindberg, 1998}, it came out that the tourism patterns between the early 1980s and 1990s changed significantly. Where Dalarna had a large increase and became the most popular holiday destination within the Swedish mountain regions, the northern parts, except from the counties Jämtland and Norrbotten, rather had a decrease. But this shows, there is available a potential of demand in tourism in Jämtland. \cite{Gössling:117} From a Norwegian study by Fløgnesfeldt jun., a distinction between ‘eco-traveller’ and ‘eco-site’ visitors was established. \cite{Gössling:143} Eco-travellers, for instance, travel to more than one place within a holiday’s period of time, whereas eco-site visitors just use to visit one location. As a further aspect, Zillinger discusses ‘generating markers’, ‘transit makers’ and
‘contiguous markers’. The first ones gathered their information in advance, second ones come en route during their holidays, and last ones are placed on the tourist site itself. (Zillinger, 2007:14) All of this has to be considered while making service packages for these tourist groups. To come up with the values regarding ‘wilderness’, it is able to be said that there are four attitudes of tourists: ‘utilism’, ‘humanism’, ‘mysticism’ and ‘primitivism’. The first marker has a high tendency towards social and human wellbeing, the second marker is ‘human perfection’, the third marker is the unification of human and nature and the last one is strong related to safeguarding of the wilderness regions. (Hall et al., 2009:136) Subsequently, hiking has been recognised as the most substantial recreational activities in mountainous regions. The background motives for this datum are: “physical challenges and risks, relaxation and escapism, health and fitness benefits, as well as improved self-development, and self-reliance. Feelings of renewal, solitude, peacefulness, and freedom of choice are also important factors. In addition, backcountry hiking can include encounters with greatness; sublime and spiritual experiences” (in Reinius, 2009:17). Apart from these motivations the following factors influence tourist motivations: education, occupation, income, age, gender, residence, and family situation which will be divided in the next part 3.4. According to a study between 1980 and 2003, it is essential not to have lots of traffic and roads in mountainous areas, since the tourists’ attitude is that roads in nice mountain regions destroy their natural beauty. As a strong example and underlining, helicopters are even more preferred than the described roads. (Reinius, 2009:18, 84)

### 3.4 German Tourists’ Division and Prediction

According to the case study of Schober Information Group and Psyma GmbH, the tourists can be segmented into five tourist types:

<table>
<thead>
<tr>
<th>Type No.</th>
<th>Type Name</th>
<th>Brief Description</th>
<th>More detailed Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;Young &amp; Fun&quot;</td>
<td>get together with guaranteed action and fun</td>
<td>it includes young people between the ages of 18 and 29 who want to enjoy nightlife, parties, adventure and meet new people at the appropriate destination; they are often in hotel and club resorts accommodated; they have low to middle level incomes</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Upscale Recreation Tourists&quot;</td>
<td>pleasure is booked ‘all inclusive’</td>
<td>holidays have a very high value; they are willing to spend more money; enjoyment, recreation and accommodations in premium or superior</td>
</tr>
</tbody>
</table>
hotels are requested; health and fitness are also quite important, especially the mixture between the above-named requirements; they assume services and comfort and do not like uncertainty in security; they are often coupled and 50-plus

<table>
<thead>
<tr>
<th></th>
<th>“Satisfied Preservers”</th>
<th>vacation like in Germany with safety guarantees</th>
<th>they spend their summer holidays particularly in Germany or in other European countries where German is spoken; they are in the same destinations and/or hotels every year; they are not familiar with other foreign cultures and do not want to have any troubles therefore; but they enjoy their leisure time close to nature; people between 30 and 50 with family; they are full employed, but have rather lower average incomes</th>
</tr>
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<tr>
<td>3</td>
<td>”Satisfied Preservers”</td>
<td>vacation like in Germany with safety guarantees</td>
<td>they spend their summer holidays particularly in Germany or in other European countries where German is spoken; they are in the same destinations and/or hotels every year; they are not familiar with other foreign cultures and do not want to have any troubles therefore; but they enjoy their leisure time close to nature; people between 30 and 50 with family; they are full employed, but have rather lower average incomes</td>
</tr>
<tr>
<td>4</td>
<td>”Young Families”</td>
<td>family focus is of utmost importance</td>
<td>holiday packages should be oriented towards family and children; men and women between 30 and 50 who have secondary education and an average income; they prefer holiday parks, book clubs or all-inclusive holiday packages; important are also stress-less and relaxed holidays with a focus on having sun, sand and sea (3S tourism)</td>
</tr>
<tr>
<td>5</td>
<td>”Polyglot City Hoppers”</td>
<td>travelling as a cultural experience</td>
<td>they are keen on cultural activities and inform themselves in advance via guidebooks and Internet; they have different destinations to visit; they prefer rather the environmental wilderness than just enjoy the beaches; mainly women between 20 and 50 with at least an A-level school apprenticeship; these are mostly students, self-employed and also civil servants; they like open air festivals and have an interest in history, arts, theatre; they prefer specific sport activities; they dare at least three trips annually</td>
</tr>
</tbody>
</table>

Source: home-made, based on Schober and Psyma Model, categorised in Conrady, R. et al. (2008):143–146
Relying on this specific classification, it may be predicted that the target groups of this study are able to be as follows: “Polyglot City Hoppers”, followed by the “Satisfied Preservers” and “Upscale Recreation Tourists”. Further research is been done in the empirical data part of this writing.

3.5 Importance of German Guidebooks and Tourist Information

In general, guidebooks have a huge impact on the success promoting a destination. For tourists do not like insecurity and risks, it is relevant to have safe and researched information in advance. Gunn (1997) further comments if tourists would not know about various destinations and their service qualities beforehand, travel would scarcely occur. Even though representations are not taken ‘place by coincidence’, they ‘are intentionally constructed’ (in Zillinger, 2007:15). Therefore, it can be said, guidebooks are dependent on specific power structures. This critical assumption suggests that having money helps successful destination development. Further, travelogues are of great importance for the construction of geographical knowledge. To criticise it more, Zillinger states: "writers of guidebooks are not neutral" (Zillinger:16). This is able to say, as guidebooks are written by individuals who are part of special societies. The authors of the writing content within the books are also dependent from the publishers’ rules and the appropriate political, social and cultural system. However, guidebooks still have a very huge impact on the tourists in advance and between their (travel) holidays. In general, tourist behaviour is connected to the tourist information and the mobility, since mobility is necessary for reaching the aimed visit place. To close again, accessibility to information influences mobility and behaviour on-site. Many Germans still associate with Sweden: “the Astrid Lindgren country”, “the children from Bullerby”, “the picturesque countryside”, “Sweden as a rural country with lakes, beautiful villages and red wooden houses”, whereas the two last points are the most fascinating ones. Regarding those associations, the Germans are willing to travel to those places, but especially because of their interests in the nature as a location of recreation and relaxation. Very significant is the attitude of having information sources such as guidebooks or the contact to the tourist information of the region to which they want to travel. For those tourists the travel destination has to be a location of recreation and not a place of densely population. Although there has been an increase of low-cost airlines such as Germanwings, Air Berlin, Ryanair, etc. flying to Stockholm or Gothenburg or to have the limited possibility to travel by distance railway from Munich to southern Sweden such as Malmö or Gothenburg for as cheap as € 39 each way (Deutsche Bahn AG), the regular travel tourists coming by car are still used to come to Sweden for enjoying the nature and its landscape. Therefore, the predicted target groups from chapter 3.4 are still the main tourists of the real Swedish countryside. The “Young &
Fun” group may rather choose those compelling offers from the low-cost airlines or the railway contingent. As an additional positive aspect, amongst the own travel experience and recommendations from family and closer friends, the guidebooks are still the most important information source. Due to the fact that Germans like excellent services, some tourists still prefer inclusive service packages, such as booked group trips, offered by travel agencies or tour operators. Nonetheless the era of the Internet has been revolutionary causing many travel agencies close annually, some German tourists still like the comfortable and service-oriented manner. Therefore, it also can be said that ROPO is highly used which show the figures of the ROPO Initiative 2008 with a percentage of 23 of the 40.1 million bookings from the tourism core market of Germany. The tourists search on the Internet, but go to the travel agencies and book their vacations via them. (FUR, 2009–2010; ROPO Initiative, 2008) This means the tourists search on the Internet for themselves in advance and print out some offers and go afterwards to the travel agencies and ask them to book for them the voyage. Definitely it can be said, that Germany has the second largest publication of specific destination guidebooks after the USA which underlines the importance of the researched issues. (all based on Zillinger:14–19, 23–25) Terminating it should be added that guides as persons are able to be seen as a “4-E’s” characteristic:

- Education or knowledge: must be in esse of the product and the surrounding area
- Environmental awareness of the natural, cultural and heritage environments
- Ethical approach for fostering integrity and honesty
- Enthusiasm: very important, because an ‘average’ tour guide is not an ‘excellent’ one; ambition is thereby a key issue

(Page et al., 2002:238)
4 THEORETICAL CONCLUSION

The previous two chapters outlined the theoretical framework. These theoretical frameworks were used to construct a further framework which includes tourism development, stakeholder collaboration, ecotourism and at the core is the development for the destination. The three outer components of the model are necessary to attract tourists to the Swedish alpine resorts.

After writing about its significance and variety in definitions in the introduction, ecotourism was described more specifically in the previous theory sections. It can be definitely said that ecotourism occurs due to fact that it is attainable in so many areas within the natural area tourism. These tourists are commonly termed as “ecotourists”. However, it has to be considered that the range of such tourists is almost uncountable, and hence it is not able to cluster them in the right subdivision of the appropriate models such as delivered by
Newsome et al. The second and most important component for an economical destination development is tourism development. Tourism development can be achieved however it is vital to stick together in the form of stakeholder collaboration, especially locally and regionally. Without these three “driving forces”, rural destination development cannot be obtained in the future. So, the above-drawn “spider web” or model can be the long-term oriented towards the future and will encourage promotion and competition for developing less familiar destinations, taking into account the three components of the model will enable destination development if implanted appropriately.

Furthermore, it was reflected upon the targeted German tourist groups, as well as their behaviour regarding preferences. Hereby, it is unavoidable to proffer the right services which are the basis for beginning and obtaining tourism development. At the same time this proposed model relies on having the appropriate marketing strategies for a successful promotion of the destination. If all components are not considered it is able to say that without gaining the tourists’ preferences and needs, and of course, every tourist group has other conceivability, which should rather be surpassed, tourist satisfaction may not be achieved.

Only by these above-mentioned interactions sustainability in tourist development with taking care of natural issues at the same time is able to be realised prospectively.
5 METHODOLOGY
This chapter is divided into two main sections:

1. the theoretical background with the strategy of the appropriate work techniques: chapters 5.1 to 5.4
2. the description of the usage in the present praxis in this paper: chapters 5.5 to 5.8

It is important to consider that the practical approach in this part was mainly tried to be based on the explained theoretical strategy. Therefore, it was not described any further theoretical explanation within the practical approach, but only the usage in form of the exact descriptions on steps which were done.

Theoretical Background and Strategy
5.1 Case Study
The case study is “a research strategy which focuses on understanding the dynamics present within single setting” (Eisenhardt, 1989:534). According to Yin (1984), case studies can either based on one or more case studies, and this, of course, causes different levels of analysis. This thesis is about a one case study which places in Ansättfjällen. Since the empirical data are divided into three parts, the three phenomena will be used in the single case study embeds a design, which means, that there are multiple levels of analysis included. These levels are especially seen in the empirical chapters 7 and 8, even though there was a summarised and overall analysis in chapter 9 additionally done. Case studies generically combine data collection methods such as interviews (like mainly in this thesis), archives, questionnaires and observations. Their evidence can be qualitative (e.g. words), but also quantitative (e.g. numbers), or both of them. It is to say that in this study mainly qualitative method was done, since the research was strongly made by comparison with earlier studies and theoretical framework and especially by personal interviews. In addition to that, qualitative data is primarily useful for understanding of ‘why’ or ‘why not’ relationships hold. In this case ‘why’ stands for the question: “what happens?” Nevertheless, this document includes both items, as the figures from the Swedish and German perspective were highly examined (quantitative) firstly, and then a conclusion was made based on those numbers, personal statements and the theoretical backgrounds (qualitative). (Eisenhardt, 1989)

At the beginning it is essential to have broad terms in an initial definition of the research questions. Furthermore, it is important to have a research focus, since it is easy to become overwhelmed by volume of data. This is definitely true, but to stand at bay it was necessary to consider additional theoretical parts, since ecotourism is involved in so many fields in
tourism. For this single case study it was appropriate to choose these above-mentioned fields, since they built the background for the empirical data and analysis to enable a final conclusion. It must be further said, that those chosen and involved fields are already a shortage of the whole fields of ecotourism. Moreover, because of the lack of awareness of Ansättfjällen as a summer destination, overall visitor numbers from the Swedish and German perspective in the empirical data parts were necessary for the analysis and conclusion. Two of Eisenhardt’s mentioned important constructs are ‘conflict’ and ‘power’. These can be highly significant, since are some interrelations between stakeholders inside the kommun of Krokom, but also outside. (Eisenhardt, 1989) As a further aspect of this phenomenon various studies illustrate theoretical sampling. In this thesis the main topics, except from the study of the German tourists’ behaviour, were ‘ecotourism’, ‘stakeholder collaboration’ and, particularly for the future ‘tourist development’. Of course, the theoretical sample is widened, but was not collected randomly, since the case study was made by an ‘abductive method’. (Eisenhardt, 1989)

It was challenging merging of the qualitative and quantitative evidence, however the outcome was convincing. So, Yin’s (1984) explanation of the conflation regarding different data types could be used synergistically. Quantitative evidence can indicate further relationships which were not salient to the researchers and to raise further hypotheses or it serves as a supplementation to the qualitative research, which was tried to be done in this thesis. On the other hand, Jick (1979) has the viewpoint that qualitative data are helpful for understanding the argumentation or theory underlying relationships revealed in the quantitative data, or might suggest directly theory, which can be intensified by quantitative support. As already mentioned, this was also done, when the Swedish tourism figures were compared with the German figures. (Eisenhardt)

As it can be seen within the empirical data parts, many simply pure descriptions were made, but according to Gersick et al. (1988) those are quintessential to the generation of insight. Therefore, the overall analysis could be made simpler, shorter and merged with the conclusion (= both in chapter 9), also due to the fact that some analysis (such as the sections 8.3 to 8.5) was already made within the empirical data chapters. Eisenhardt also mentions that it is important to make an equation of theories, concepts or hypotheses with a broad range of existing literature. This was mostly done throughout the entire document.

It is definitely true that a study with less than four cases is difficult to yield theory with much certainty. Therefore, it had to be done an expedition through a few main topics in the theoretical framework. However, it is to indicate that thus could result an appreciable theoretical conclusion with a new supposition in the fourth chapter. (based on Eisenhardt, 1989:534–549)
While doing the academic research, there are three different methods which are be used, when one or more case studies are chosen:

### 5.2 Deductive Method

This method tasks more from the general to the specific research. Mostly, attitudes are proved by existing principles, which means that rules, laws or accepted principles are usually used. (Burney, 2008)

So, it is phenomenon to have this chronology while doing an academic writing:

I. Theory  →  II. Case Study

**Figure 4: Deductive Method Model**
Source: home-made

### 5.3 Inductive Method

The inductive method is contrary to the deductive one. Here, the researchers move from specific observations to more general items and theory. Hence the specific observations serve as the basis, it is more risk of insecurity available than in the deductive method. Furthermore, this method is taken more informal logic or critical reasoning. (Burney, 2008)

The graphical phenomenon can be transferred as follows:

I. Case Study  →  II. Theory

**Figure 5: Inductive Method Model**
Source: home-made

### 5.4 Abductive Method

This method is the process of adopting an explanatory hypothesis, where two operations are covered: the selection and the forming of feasible hypotheses. (Wirth)

Since the abductive method can be seen as an interaction between the deductive and inductive methodologies, it might be shown up the following graphics:

Case Study  ↔  Theory

**Figure 6: Abductive Method Model**
Source: home-made
Based on these three methods, this study work was done by an **abductive methodology** with a larger tendency to the inductive than to the deductive methodology. This is simple to explain, since in this paper it was neither strict followed a chronological order via the deductive steps, nor via the inductive steps. It was a mixture of both, which underlines that here is presented a case study based upon the abductive method. This will also be seen in the practical background within this current chapter, as the described research steps were neither an entire inductive nor an entire deductive method, because there were often occurred a change between the theoretical framework and the case study, for example due to the lack of former practical, but also theoretical information at this special destination. Sometimes it was unavoidable to jumble between the chapters, so that the decision came up to divide the theory into two chapters plus a further chapter as a conclusion. Based on the theoretical structure it was tried to fit in the empirical data chapters, which were separated into three chapters. Due to the widen fields, it seemed to be more logical to have those structures. One content of the inductive method is also enclosed in this case study and should be mentioned: the risk of insecurity due to the fact that it is only a single case study and no further research in this topic field from this destination was done.

**Practical Approach**

5.5 First Searching Approach and Theoretical Topic Decision

Firstly it had to be reflected which field of research would be done at all. Since being very interested in ecotourism and the tourism development of Jämtland, it was set the topic in the development and appeal of ecotourists. To continue with this decision, it was not so easy to find the appropriate topic. Therefore, there was done an encompassing theoretical research on the students’ library via this link:

http://aniara.bib.miu.se/F/RYSEC7474F63HL2D34BQ69BADJLCLCID459YE8NCDJ9LLMCI-47419?func=option-update-Ing&P_CON_LNG=ENGfunc=file&file_name=find-a  (2011-04-06, 10:24 h)

Additionally, there was also searched for some interested articles on the EBSCO HOST Website via the following link:


Furthermore, there was individual and ample research done on the Internet where inter alia the presentation of Sandell or the figures from the Tillväxtverket – Agency for Economic and Regional Growth / Statistics Sweden – were found.
5.6 Further Steps to the Final Practical Topic Decision

Initially it was anticipated to write about the Swedish Ekoturismföreningen and to develop a local ecotourism company by promotion. However, it seemed to be more theoretical input necessarily. Hence there was done participation at the conference from the European Tourism Research Institute at Mid Sweden University, Campus Östersund. Here academic researchers from all over Europe, but also from the USA, came together to discuss the topic of innovation in the tourism industry and destination development issues. While talking to Anneli Åman, guider of those hiking tours, named "Blomstervandringar till Ansätten", the idea about this case study was fathered. Therefore, it was made a brief interview to Anneli in intial stage of the research process. After speaking to my supervisor, the topic was easier to confine and the specification within this paper work had continued step by step over time. Upon discussion the qualitative method was deemed appropriate, as the stakeholder opinions for starting a prospective tourism appeal were significant to the study. However, some quantitative methods were used also to frame the study.

5.7 Searching for Solutions and the Outcome of Work

A field visit to Ansättfjällen enabled information to be collected at the destination including observing the internet platform at the tourist bureau at Krokom kommun and to observe interactions in the destination and to meet appropriate contacts at the destination. Talking to the locals from the tourism consolidation of Ansättfjällen, it was discovered there is a young German family living in this region. This family offers accommodation and a restaurant for ecotourists and are well-established in this small kommun, although they just arrived in February 2009. This contact person was very helpful to take into promoting Ansättfjällen well, since the main aim of this paper work is to attract more German ecotourists to come to this region during summer season. The interviews with the German entrepreneur Björn Benz were very helpful, notably to experience more about the current circumstances.

Germans are used to accessing information from guidebooks it was decided to run an advertisement on some German publications of guidebooks. On doing so, there were some phone calls and a written enquiry made to a German publisher from the automobile club "ADAC" in Munich to ask for an approx. sum of publishing a page in their guidebook. This is still being investigated (upon our discussion). Furthermore, an enquiry was made to the new publisher of the famous guidebooks "Polyglott on tour" regarding this matter. The outcome here was quite encouraging and supportive.

To score the figures of German tourists in general and specifically regarding Sweden, it was searched on the most important publishers of Germany regarding these matters. For instance, they are „FUR – Forschenggemeinschaft Urlaub und Reisen e.V.”, „Deutscher
Reiseverband”, and the automobile club “ADAC e.V.” Also from the Swedish side were done the respective studies, e.g. “Tillväxtverket – Swedish Agency for Economic and Regional Growth / Statistics Sweden”, “Statistiska centralbyrå / Statistics Sweden” as well as from “Naturvårdsverket”, “Ekoturismföreningen”, and the tourist information of Krokom commune called “Turistbyrå Krokom”. For the promotion it seemed to be interesting to gather an independent model for having a well conceived and constant marketing plan. This plan was elaborated from Freudenstadt municipality, a small town in south-west Germany. It was also anticipated to search for some complimentary Internet platforms to target the appropriate Internet affine future tourists in Germany. One platform might be “Naturfreunde Schwedenforum” via www.naturfreundeschwedenforum.phpbb6.de/portal.php (2011-04-27, 11:53 h).

For a prospective marketing plan, there was enquired about the price for adding placement at visitsweden.com by a phone interview with the Central European Director Helene Berg in Hamburg, Germany.

As Anneli Åman, from the tourism department at Mid Sweden University in Östersund, knows Ansättfjällen and the commune of Krokom fairly well, and is also one of the guides for the “Blomstervandringar till Ansätten”, it was important to make a substantial interview with her, which was very useful in doing the practical work of this case study.

Since many German ecotourists go to the famous farm “Moose Garden” in Orrviken, a small village in the south-west of Östersund, many also make a side trip to the capital of Jämtland. Due to the fact, that Germans are strongly relied on guidebooks and tourist information locally, they often collect advice from the tourist office of Östersund. This prompted to the fact of asking the staff from the tourism office there for allowance of leaving some future leaflets etc. to promote Ansättfjällen and the guided flowers’ hiking also there.

During the interview with the German ecotourism entrepreneur it came out to meet up for two days in Ansättfjällen to get an idea on site and naturally. Unfortunately, the theory part of this paper was very difficult to set up in the right order, and therefore, it took a longer time as once expected. Unforeseen, the German entrepreneur went on holidays, so that the second encompassing interview with him had to be done by telephone, too. Instead this matter, Rut Magnusson, chief of the “Blomstervandringar till Ansätten” and responsible for promoting Ansättfjällen, was called and asked for a personal interview. The interview was done in companion with my supervisor from Mid Sweden University. The outcome of this interview was useful for the study, and also gave some fine ideas for the future promotional steps of Ansättfjällen.

The German brochure “ERLEBNIS Jämtland Härjedalen 2011”, published by “Jämtland Härjedalen Turism”, comprises already the promotion of Krokom / Ansättfjällen (pages 46–
This excellent promotion was occasionally found at Östersund’s Turistbyrå. Hence this is already a good platform for German ecotourists, it was including asked how can the flowers hiking beneficially acquired in this brochure in future during the personal interview with the managing director, Mats Forslund, from Jämtland Härjedalen Turism. In doing so, it was called attention of having a detailed description of the flower hike in Ansättfjällen prospectively. Further interesting aspects were also reviewed (see - questions in the appendices).

Regarding the high rating in trustfulness of the reliability to German travel agencies, it was also helpful to talk to a German fellow student and friend, Oliver Stuber, who will be very soon graduated with his Bachelor’s degree and probably start to base a travel agency in Germany. This travel agency would be specialised in Asian travels, but as an exotic adventure, the Swedish mountain area of Krokom may be also suitable.

It is significant to offer good and enormous services for tourist satisfaction. In virtue of this fact, it was also had in mind to include a holiday week for the tourists with a two days’ stay in Östersund for enjoying some cultural flair there. An interesting step up is surely the glass blowing workshop “Storsjöhyttan”. The staff insured that it is possible to have a guided visit in terms of offering some service packages to tourists while staying in Östersund.

Volunteering in the niche tourism has risen constantly. For further plans for Ansättfjällen, there should be employed young volunteer workers during summer time. Because of the lack of money to advertise these job opportunities on the Internet, it is needful to find reputable gratuitous companies on the Internet. This was also suggested to the German entrepreneur with an example showing on later. Because of the increased interest in volunteer work, it was also suggested to catch this opportunity and offer an internship to ambitious Swedish students for translating the web site of Krokom’s Turistbyrå.

Since in scenic Swedish countryside take place a German shooting for romantic film series, which were shown on the German television “ZDF” approx. once a month, it was sent a proposal to this broadcasting company to do so in Ansättfjällen.

5.8 Limitations and Personal Protection
It is necessary to say that there are named and described some local operators, as well as their companies’ names. It is to underline that there are quite more entrepreneurs, which were not named here due to the fact of a time and space limit of this paper. However, this work was done completely independent with the main focus on neutrality without affecting one local operator ahead the other positively or negatively. To be personal safely, sometimes there were not mentioned any sources, because some descriptions based on personal or telephone interviews, and were put as a final standpoint together.
6 LOCAL CIRCUMSTANCES

6.1 More Specific Description of the Geographical Location

As described in chapter 1.2, Ansättfjällen is situated in the north-west of the province Jämtland, 50 km in the south from the Norwegian border. To specify Ansättfjällen more, it is to say that it is surrounded by a circle of villages. On the northern top is Häggsjövik, followed by Bakvattnet, Åkersjön and Högrun more westward. In the south-west of this circle are Dal and Vallrun situated. The top in the south builds Storholmsjö, which is also located on the A-Road 340 which comes from the main town Krokom more southerly and continues until its estuary into the border of Norway in the north-west. In the east of the Ansättfjällen territory there are findable the villages Stångvike, Södra and Norra Skårvången. (Krokom Kommun) Earlier Ansättfjällen only consisted of Bakvattnet, at the bottom of the Ansätten top, and Ansätten itself, but for a better promotion the member communities widened their area to the above-mentioned ones and beyond that.

6.2 Current Situation of Krokom kommun

Krokom commune has one central tourist office in the main town Krokom. This “turistkompaniet” has a platform for tourists and is reachable via this link: www.turistkompaniet.nu (2011-05-09, 18:06 h). The web site is divided into “Krokom Turism”, “Ansättfjällen”, “Krokom kommun” and “Jämtland”. Up until now this web site is only available in Swedish language as a result of the lack of money. Although Krokom has already problems to get more summer tourists to its region, the problem inside the community seems to be even deeper. It is fact that currently private persons pay SEK 125, entrepreneurs pay SEK 600 and VIP people pay SEK 1,500 yearly for being a member of “Turistkompaniet / Turistföreningen” of Krokom kommun. Some operators, who paid SEK 600 earlier, cancelled their collaboration and membership due to simple facts. For instance, it seemed to be too expensive or some operators were jealous with some others, because they have not had the achievement such as their colleagues. Generally, it is able to say there are approx. 600–700 beds in the entire commune of Krokom for tourist accommodation availability. Until now it has been circumstance that in Krokom kommun the attractions during the summer period are only supplied between the middle or end of June and the middle of August. Since the spring already starts in May, but also September is still quite an attractive month to appeal tourists to come there, it definitely dominates a lack of proposition of more attractions. While interviewing Krokom Turistbyrå, it came also out that this tourist information has already won quadruple the award of being “the best tourist information in Sweden”. (Krokom Turism; Trafikverket) However, this is not really publicised outside from Sweden to promote this condition well.
6.3 Current Situation of Ansättfjällen

Even if the competition was fairly less 20 years ago, the tourist demand for “Blomstervandringar till Ansätten” was quite higher with the average of those days of around 60 compared to the present with an average of nearly six people. When it started 25 years ago, the demand was larger due to the fact of curiousness of the local inhabitants. Nowadays it is unappealing for the local community because of the good awareness and sustainability by some volunteer workers, who also published the book “Blomsterfjället Ansätten”, but also some guided pocket books. Both types of books only currently are available in Swedish. Beyond that “Blomstervandringar till Ansätten” is published on the homepage of “Krokom Turistkompaniet” under the web page “Ansättfjällen”. However, already one brochure called “THE FLOWER TRAIL TO ANSÄTTEN” is for SEK 20 in English available. In general, many older couples (mainly Germans and Dutch people as international guests) come to Ansätten just for watching the orchids and flowers every year, where currently altogether 398 kinds exist. However, many of them do not really know that it is possible to have an eight hours guided tour for only SEK 100 there. So, it can be deduced that there must be a good mouth-to-mouth propaganda between those tourists. Sometimes there come also some students and pupils as an educational tourism adventure to hike and watch the flowers and orchids.

However, younger generations have a lack of interest in such leisure activities because of tediousness and other interests. This already underlined the theoretical framework, where came out that it is highly improbable to target the “Young & Fun” tourist group, instead rather the ”Upscale Recreation Tourists”, but also the ”Satisfied Preservers” or the ”Polyglott City Hoppers” are conceivably. Whilst in winter time there is 80–90 % of the annual turnover, during the summer period actually the big hotels such as “Fjällgården” are closed due to the lack of tourists. Although Ansättfjällen fulfils all aspects for being an attractive summer destination for nature-based tourism, it has definitely a lack of tourists during this period of time. It is also notably to know that there is an entire absence of money in this region, so that a professional international tourist promotion (e.g. via VisitSweden etc.) is not possible. Even local employees specialised in marketing and promotion cannot be salaried about the shortage of money. All this highly indicates that this community needs more overnight stays, and at first, of course more summer tourists.

Marginalised, Ansättnfjällen was the first region in the space of Jämtland with a ski lift built in the 1960s. In this context it should be said that the family responsible for the ski lift in the winter period, has a summer farm called “Sörbodarna” which will be described more detailed later on. Also a problem is the lack of creativity: notwithstanding there are many operators, the supply of variety is missing. This can be simply demonstrated on the following tradition: on Good Friday a few operators offered a pizza buffet, which is famous and this goes well
with the local tourists there. Instead of widen the concept of supply for the tourists, more imitators rose for this offer. Even though the winter season is mainly fully stretched, three companies offering snow scooters seem to be quite a lot. This underlines the fact to have many imitations in this destination. As already mentioned, the problem of some difficulties and misunderstandings within the local entrepreneurs are existed. This matter makes the collaboration not imperative easier. This shows also the fact when there was an offer from an electricity company in the years of 2009–2010: the company wanted to build a windmills park in the heart of the nature, where some of the whole local community could not stand up against this decision. This annoyed more than 25 % of the civil there, because they hoped that all would fight against this decision. Finally, these thoughts were cancelled in favour to the untouched nature, and particularly, for being competitive for a future tourist region. In the meantime there are some stakeholders wanted to sell their land to this electricity company, who are angry with many other neighbours due to they were highly against this decision successfully. As a negative result of this happy end, some of these members, who supported the electricity firm, cancelled their membership and collaboration with “Turistföreningen” regarding this issue. So, the tourist office nowadays has a further lack of source of income, although the annual prices for being a member are definitely not expensive. The Turistföreningen of Ansät tfjällen has recently had 28 members who try to work on together for a competitive destination.

During some personal interviews it came into the open that the winter season reaches until the end of April and the operators have the whole May and the first half of June off to recreate themselves as well as to repair and prepare stuff. It is to consider that there were already some German caravan tourists at the beginning of June, who asked for the guided flowering hiking or some proper accommodation with services, which could not be offered due to the closing period in June. It was argued that there were just a few Swedish guests’ visits during this period of time.

To come up with the current local tourist figures, it might be said that approx. 10 % of all guests are Germans. To compare this percentage with the whole figure of Ansät tfjällen of approx. 1.5 % twenty years ago, it might be determined that there has proceeded an increase already. However, since the establishment of the ecotourism operator from Germany has taken a run for 1.5 years, it has to be considered that these current figures are still not meaningful, as it has been very short-term oriented.

A good partnership is also available between the German entrepreneur and the Belgian couple named Gino and Elsie Maes who conduct their service company “Fjällspirit” which offers accommodation, dogs sledging etc. This couple has already many guests from the
Netherlands and Belgium as international guests. This fact relies on good mouth-to-mouth propaganda between tourists stayed at them before.

Finally, it must be said that the local communes and operators have already done a lot to promote this region better. One project is the transnational cooperation between the Swedish and Norwegian regions there. It is an EU project called “MITT-SKANDINAVISKT REGIONPROJEKT”, where the Swedish communes Krokom and Strömsund from Jämtland Province, as well as the Norwegian communes Lierne and Røyrvik from the Province North-Trøndelag, work together and publish a monthly brochure called “Gränsnytt” for promoting their regions and collaborations to the locals, and also to the tourists. Since Norway is not a member country of the EU, the practice is not so easy in dealing with this matter. For instance, if Ansättfjällen wants to publish something on the web page of Lierne commune, the locals first have to drive 107 km south-eastern in the other direction to Östersund to apply and pay taxes in advance for an advertisement permission there to be obligated exporting those services to Norway later on. So, it is more than a double drive and connected with extraordinary costs. Thereby, the successful outcome of this service advertisement is insecure. To simplify the described distance problems, here are the particular distances from Ansättfjällen:

- from Ansätten to Røyrvik (Norway) it is 167 km
- from Ansätten to Sandvikja (office of the Lierne commune, Norway) it is 103 km
- from Ansätten to Östersund it is 107 km. (Falk Routenplaner)

So, bureaucracy has also a negative impact on Ansättfjällen’s tourist development, although the background of these EU project is an excellent forward step.

6.4 Current Situation of the German Entrepreneur

The young German entrepreneur Björn Benz and his family started their leased service firm “Brännagården” in Åkersjön with their restaurant in November 2009. The restaurant, which mainly offers regional dishes from Jämtland, unexpectedly has been well visited by the locals until now. This was a good income bridge, as the young family had to restore all the tourist cottages until the end of last year at first. According to Benz, the restaurant was firstly served as an additional service for his tourists who also stay at his offered accommodation options. At the moment they particularly receive their income from the locals and also from Östersund’s firms participating in a training or special meeting at this restaurant distal from their daily routine. Nowadays the total amount of income is approx. a third by the restaurant. Generally, the operator has a good Internet performance in three different languages: Swedish – English – German. He is well promoted over social networks and also a member
of Turistföreningen Ansättfjällen, and therefore published on the web site from Turistkompaniet. As he is currently the only German operator there, but already well-established in the community of Ansättfjällen, he is one of the main keys for targeting German ecotourists during summer time prospectively.

6.5 Stakeholder Collaboration for a Competitive Ansättfjällen

Slowly more and more entrepreneurs have come over, but it must be known that there also can be a gap between the stakeholders. For example, there exist two different groups such as young, Internet affined and ambitious ones and the older, more comfortable people who have an excellent service orientation. As a first result, these opportunities should be locally unified to build a strong community for a future perspective, instead of be jealous or angry each other. During some interviews came also out that it is aimed that all operators have their own homepage which will be put as a link on the web site of Turistkompaniet, when they are a member of Turistföreningen. Therefore, it is necessary to tout for a permanent membership of this cooperation, since the prices (see appendices) of the membership are definitely adequate, if local newspaper prices and their usability are compared to this matter. It is also highly significant to work together to act jointly with the supply of some service packages, which can be offered to the tourists. Further explanations hereunto follow in chapter 8.3.
7 FIGURES FROM THE SWEDISH AND GERMAN TOURIST MARKET

7.1 From the Swedish Perspective

According to the compared figures, always based on current prices, the alteration between the years 2008 and 2009 from Tillväxtverket shows an increase of 3 % of foreign tourists travelled to Sweden. However, in the same time it was determined that there was a decrease in tourists from the European countries (excluding the Nordic Countries) of 2.1 %, whereas the Nordic Countries (excluding Sweden) had an intake in tourism travelling to Sweden of 11.4 %. Foreigner tourists from non-European countries reduced their stays in Sweden of 3.9 %. The Swedish GDP from the tourist industry was 3.1 % in 2009. These GDP figures between 2.7 and 3.1 % have been constantly for the last ten years and show a current tendency of afflux. It has to be noticed that the total tourism consumption of Sweden has risen by over 6 % from 2008 to 2009, but overall about 68 % (based on current prices) since the last decade. Fairly interesting is the fact of the large rate of the foreign tourist expenses of SEK 93.6 billion, while inbound tourists (including leisure and business travellers each time) spent SEK 158 billion of the tourist industry. Even though the turnover of SEK 15 billion in the culture and recreation sector is still small, it is notable that this sector is one of the fastest growing in the entire industry. This underlines the importance of nature-based tourism, of course. It is also well to know that within the last decade goods, and especially services, have risen up to 43 % rated by current prices. The foreign tourism share value has nearly doubled for the last ten years.

In general, for travel agencies and tour operators, tourism has the most important added values. The highest production values had hotels and restaurants with SEK 51.2 billion, followed by goods with SEK 33.5 billion and air travel with SEK 22.6 billion, whereas the tourism’s total production was SEK 172 billion in 2009.

Highly significant and value to mention is the fact that the Swedish tourism market was beaten for the first time by the highest consumption rate from foreign visitors during the third quarter in 2009. This had never happened before that the export tourism had been beaten the import tourism by foreign tourists within the Swedish country. It is also useful to know if it is said that the employment rate in tourism has risen with 35 % for the last ten years. Major companies such as Volvo AB, Ericsson, Volvo Cars, TeliaSonera, ABB and others were beaten by the employments of the tourist industry. (Tillväxtverket, 2009) Therefore, the “vision 2020” from Jämtland Härjedalen Turism to create 900 further jobs (2010: 4,700; 2020: 5,600) in the tourism sector by the year of 2020, seems to be achievable. This firm has made further assignments for Jämtland – Härjedalen, which is based on ‘destination and product development’, ‘marketing communication’, analysis of the appropriate ‘availability’, as well as
'statistics and analysis' in general. Very important is the 'sustainability policy for the [entire] region', which is demonstrated as follows:

**Figure 7: Policy of Sustainability**
Source: Jämtland Härjedalen Turism

Hereby, ‘sustainable tourism’ was translated into ‘hostmanship’, which is essential to achieve customer satisfaction.

Nevertheless, it is also important to know that Sweden has experienced the highest increase in ‘culture and leisure tourism employment’ for the last decade, too. The increase figure until 2009 was 16,750, which means that there was a growth in tourism employment of more than 200%. Moreover, Sweden is the leader of only a few European countries which can show up a rise in international tourism, which underlines the graphics as follows: (Tillväxtverket, 2009)

Interesting is the consequent number of increase of foreign guests spending nights at hotels, holiday villages and youth hostels by almost over 37% from 1995–2009. The entire growth of the foreign market was around 60%, ‘and the foreign share of total volumes for hotels,
villages and youth hostels rose from 20.3 to 23.3 %' during the above-mentioned period of time (Tillväxtverket, 2009).

The highest volumes of tourism were in Dalarna and in the big cities such as Stockholm, Göteborg, Malmö, Uppsala, etc. This is a practical confirmation of the theory about Swedish mountain tourism in part 3.3. Generally, Jämtland is the seventh largest province of having leisure trips with a percentage of 4.3, after Västra Götaland (15.9 %), Stockholm (15.6 %), Skåne (9.1 %), Dalarna (7.6 %), Kalmar (5.1 %) and Halland (4.9 %). Even though, this study targets for German ecotourists, it is considerable that the Swedes made the most leisure trips per inhabitant in the provinces Jämtland (5.2 %) and Jönköping (5.1 %) in 2009.

As already said, the export tourism has risen appreciably in Sweden. To continue this statement, it can be further seen the accommodations on campsites, which had an increase of 7.9 % and were number one in foreign guests’ growth, followed by hotels with a rise of 4.4 % between 2008–2009. For commercial accommodation hotels were on top by foreign guests stayed in Sweden in 2009. Germans are the second largest foreign tourist group in commercials after the Norwegian neighbours. The following leisure figures of foreign tourists are also quite interesting:

![Figure 9: Foreign Overnight Stays in Sweden](source: Tillväxtverket)

It’s obvious to see that there is a strong tendency from June until August in overnight stays by foreign guests in Sweden.
Also interesting are these statistics:

Even though there was a small decrease in German tourists, it has to be considered that this can be ascribed because of the financial crisis. It also must be known that Germany is still the second largest tourist group after Norway in leisure tourism, too. Additionally, Germans mainly travel during summer time, which is shown up later on. (Tillväxtverket, 2009)

Finally, it should be made concrete having just the figures from the entire commune of Krokom. Therefore, it is well to show the figures of the German tourists visited Krokom’s tourist office from 2008–2010 compared with the whole tourist figures there. The appropriate figures each are cumulative from the summer months June, July and August.

Table 5: German Tourists to Krokom kommun

<table>
<thead>
<tr>
<th>Year</th>
<th>German Tourists</th>
<th>Entire Tourists</th>
<th>Percentage Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>166</td>
<td>4,069</td>
<td>4.08 %</td>
</tr>
<tr>
<td>2009</td>
<td>256</td>
<td>5,307</td>
<td>4.82 %</td>
</tr>
<tr>
<td>2010</td>
<td>242</td>
<td>6,779</td>
<td>3.57 %</td>
</tr>
</tbody>
</table>

The table does not show an increase of German tourists directly, but two important things have to be considered:

- when it was busy at the tourist office, some people were not counted
- many German tourists travel by their own based on their planned and recommended route from guidebooks

Moreover, there is a growth from 2008–2009 obviously. The ordinary percentage of those three years from German tourists visited the whole region is 4.16 %, which makes it simpler to say that these tourists account for more than 4 % from all ones. According to the personal interview, it was found out that many international guests have come from the Netherlands before.
7.2 From the German Perspective

Germany is still the world’s most peripatetic nation in travelling, which can be seen as follows:

![Figure 11: Global Rank Order of Travelling](source: Commerzbank, 2010)

According to the “ADAC Reise Monitor 2011”, which bothers with the trend research from the period between the years 1995 to 2011, it is mentioned that € 51 billion were spent by Germans to have holidays abroad. (ADAC, 2011) In 2010 the holiday travel intensity with 76 % was still on high level, which means, that there is a good stability in demand by the tourists. Last year 69 % of all Germans spent holidays abroad. (FUR, 2010) Subject to this research, vacation in Europe will be shrivelled from 56.5 % to 54 % of all form of holidays tourists do, compared between the years 2010 and 2011. This shows also the inbound tourism which has at the same period of time a decrease from 37 % to 35 %, whilst long-haul journeys have a substantial rise from 12 % to 14.5 %. However, it must be known, that the average costs for long-haul journeys highly broke down in 2010, which may obvious the conjecture that the current large demand after this travel form is insecure prospectively. On the contrary, the costs for holidays within the European abroad and the inbound tourism have been nearly steady for the last decade. Even though German tourists averagely travel less within Europe, which underline the dropped figures from the Swedish perspective, it must be noted that the Scandinavian tourist destination has not dropped down, but slowly and continuously augmented. Although the planned holiday percentage of 3.2 in 2011 travelling to Scandinavia seems to be a little interest at the beginning, but it is notable that this holiday destination will be on the sixth rank with Ireland of tourism to European countries (excluding Germany). So, it is almost of the same level with France, the world’s tourist leading destination number one. Furthermore, the relative amount in 2011 as against to the year 2010 shows an expected increase of approx. 23 % of travels to Scandinavia. Therewith Scandinavia is favourite destination one in growth of European tourism from the German tourism perspective, followed by Ireland and the UK, France and Spanish islands, whereas
Italy, the newest European first tourist destination (usually until 2010 Spain was long time the top European tourist destination, which is now on rank two) of the Germans, has a recession of approx. 3%. (ADAC, 2011)

To have a better allocation, the holiday destinations from the Germans are figured in million from 2010:

<table>
<thead>
<tr>
<th>Germany</th>
<th>Further closer Destinations</th>
<th>Mediterranean Sea / Medium-haul</th>
<th>Long-haul Destinations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>30.4</td>
<td>17.8</td>
<td>22.4</td>
<td>4.9</td>
<td>75.6</td>
</tr>
</tbody>
</table>

Table 6: Germans’ Holiday Destinations 2010  
Source: home-made

In these further destinations is the following order of outbound tourism obvious:

1. Austria (4.5 million) – 2. Great Britain / Ireland / Scandinavia (3.8 million) –
3. Denmark / Benelux (3.5 million) and 4. France (1.9 million) (DRV, 2010)

It should be added the average of holiday travels. In 2010 the German made 13.2 days main holiday travels (that means one main holiday per year), while they had an increased average of 0.3 days to 9.4 days in 2010 (that means the tourists travelled at least twice a year). (FUR, 2010) This shows that there is a tendency of enjoying more one-week holidays.

It is thereby also necessary to specify the main period of time in making holidays:

2011 TRAVEL SEASONS BY DESTINATION

[Diagram showing travel seasons by destination]

Figure 12: German Travel Seasons by Destination  
Source: ADAC e.V., 2011
It shows exactly that the favourite travel months from German tourists are especially June and August, but their desire to travel starts already strongly in May and is still quite notable in September. Camping hereby is highly in trend, which underlines that Germans are more and more interested in nature-based tourism.

Since the € currency lost its value in comparison to the SEK, DKK, NOK and CHF, holidays for Germans in 2010 were most expensive in Denmark, Switzerland and Sweden. This shows the following graphic of the value € 100 and how it is its real value in the appropriate countries, always based on € 100.

![Real € - Currency Value](source: Commerzbank, 2010)

### 7.3 Summary

The Swedish tourist industry is highly dependent on the foreign market, since the tourists from abroad perceive already nearly 40% and have almost doubled for the last ten years.

Very significant is the fact that Sweden has experienced the largest growth in ‘culture and leisure tourism employment’ for the last ten years, which implies that there is potential of further increase in this field of tourism.

Although 3.2% seems to be little at the beginning in spending holidays to Scandinavia as a German tourist, it has to be taken into account that Scandinavia is currently the Germans top destination in rise of European tourism.
8 GERMAN ECOTOURISTS TO ANSÄTTFJÄLLEN

8.1 Ecotourism and its Target Groups
Since the elderly section of the population will grow up further medium- and long-term oriented (European Travel Commission), it is prerequisite to target those people for ecotourism next to the “upscale recreation tourists” and the “Polyglott city hoppers”. According to a representative study from “Gesellschaft für Konsumforschung” in 2010, where 1,950 people (including 581 from 60 years on) were surveyed, it was sorted out, that over 71 % of tourists over the age of 60 think the most beautiful experience from their travelling is the nature itself and being inside there. (TourismusTrends) For Ansät tfjällen it is able to say that the tourists are different in their ages. The range comes down from children to seniors, because it offers many attractions of being in nature. To specify the summer season, for children it is interesting to play on the grass without some danger or watching the horses, bathing in the lakes, whereas for their parents and seniors it is fairly important to relax and enjoy the nature and go hiking, for instance. In the “Blomstervandringar till Ansätten” are old and some young people interested, but especially the middle-aged and older people, and also many women between the ages of 40–50.

8.2 Educational Tourism and its Tourists
Seniors seek for natural adventures. But they also said (35 %) that they do not like to be at long-haul destinations, where complete other conventions or language barriers exist. (TourismusTrends) As already mentioned, there are also some young people who hike on the flowers’ trail. Those people mainly are pupils from school excursions or students who study tourism, biology, geography or similar subjects. Since alternative practitioners win continual more relevance and afflux in Germany, it is to ponder if this target group can be also targeted in future.

8.3 Supply of local Services, Promotion and Attractions
Very important to German tourists are the supply of excellent service packages and the flexibility in service orientation of the operators. Since Ansät tfjällen has a lot to offer in the fields of ecotourism and culture based tourism, it is inevitable that the local entrepreneurs strongly work together and invent good services for their guests. Since the German operator serves as a bridge to bring more German people to Ansät tfjällen, it is necessary that he has many local collaborations and the appropriate support from his colleagues. Then, he will be able to offer different services to the German tourists and will be flexible with the various target groups, and would be then able to supply good services without having a high rate of insecurity in the output after their production.
Since German tourists have a tendency to one-week holidays, it is to think about how the service packages can be offered in practice. One example of many for this purpose can be as follows: to connect cultural, educational and nature tourism together, it is suitable to offer at least an one-week service package, which can include two days in the provincial capital Östersund. Östersund has also the surname “Eating Capital of Sweden”, which means, there can be arranged a culinary dinner in a restaurant on the “Storsjön” Lake for the tourists after their arrival and pick-up from the airport, for example. On the other day there can be a guided sightseeing through Östersund with visiting at the blowing workshop “Storsjöhyttan”, and to the famous Swedish cheese factory “Skärvängens Bymejeri AB” with an arranged factory walkabout and the explanation how the logistics works there. This traditional cheese factory has its origin in Ansät tfjällen. As a contrast, the tourists probably want to demand the productive origin of the cheese and therefore, it should be made arrangement to visit the local farm, too. Or the tourists can taste this cheese at the summer farm “Sör bodama” in Ansät tfjällen in connection with hikes. Anyhow, the “Blomstervandringar till Ansätten” should be included in the offered service packages. Therefore, a registration in advance should be done, so that a German guider such as Anneli Åman can be timely and well prepared arranged. If it is rainy at the scheduled time, there should already be offered an alternative in advance (e.g. a candle-light dinner or similar at Brännagården).

German tourists love to have service-oriented hosts. Therefore, it is important that customer satisfaction with a good and prospective word-of-mouth recommendation is achieved. Some trifles such as supply catering in the form of the traditional Swedish “Fika” while viewing the arts handicraft at “Fjällbörken” in Bakvattnet or having a break during the Blomstervandringar, are gestures, which appeal the customer satisfaction. In this context, it is highly important that the locals collaborate stronger and more flexible together. The local operators must have the ability to offer some “Fika” or similar services just in time for tourists, who visit Ansät tfjällen, and this, if necessary, of course, already at the beginning of June. It should also be considered that September is still an attractive month for late summer tourists because of the coloured nature. So, there should be offered more services from the beginning of June until the beginning of September to perform a good service orientation locally.

For being competitive it is also noteworthy to have an excellent basis in marketing, which is shown to the outside world. As a promotional model can serve a small German municipality, which invented a sustainable “five-columns-marketing-plan” for the next years: ‘town experience’, ‘nature tourism’, ‘sports tourism’, ‘cultural tourism’, ‘health tourism’. (Freudenstadt Tourismus, 2009) This concept unifies ecotourism, including educational tourism, and cultural tourism practically at the same time. This marketing plan can be well
transferred to develop Ansättfjällen excluding ‘town experience’, since this area in Jämtland is able to offer all those fields of tourism well enough. Therefore, Ansättfjällen must promote itself on various information sources with such catchwords to awake tourists’ curiousness:

‘nature tourism’ “nature – as far as the eye can see” ...
‘sports tourism’ hiking, skiing, horse riding, biking, canoeing, fishing, ...
‘cultural tourism’ fishing, cheese company ...., arts handicraft at Fjällbörken design, ...
‘health tourism’ mountain region for recreational wellbeing, invent some slogans such as “emotional spirits in the nature – the herbs and orchids during the flowers’ hiking smile healthy to you” ...

Since the vision of the “agenda 2020” from Jämtland Härjedalen Turism is that Jämtland – Härjedalen shall be Europe’s leading area for nature-based experiences, so also Ansättfjällen should try to work on an appropriate concept by altogether.

8.4 German Tourists’ Behaviour and their Inspiration

Germans like to plan their holidays at least half a year in advance. It came also up that 70 % of all German tourists search for proper information before going on tour to the European countries (excluding Germany). In connection to the target group “satisfied preservers”, it is to say that a fifth of all tourists want to spend their holiday to Scandinavia again in the next year. Furthermore, 47 % of the German tourists who made vacations in the European countries (Germany excluded) have already been leastwise once to the same destination. Due to the mentioned fact that from the months May until September most German tourists visit Europe (exclude Germany) with a current percentage of 66.4, this is a chance for attracting ecotourists to Ansättfjällen. After 3S tourism (with 49 %) the holidays in mountain resorts are the second largest destination (with 18 %) of the German tourists. Although 3S tourism is currently nearly half of all tourists, it definitely ascertained that this classical holiday at the seaside has been dropped constantly, and this trend will continue in the future, since the trend of classical and nature-based tourism have risen on the other hand, and will rise furthermore. Some of the top 10 reasons from the ADAC research analysis addicted that 77 % of all German tourists want to find their silence and extinguish from their daily life, 63 % want to refresh their minds and recreate themselves, as well as 55 % want to experience a gorgeous natural landscape. All those aspects are strong connected to ecotourism, even if recreation and extinguishment can be always found within the 3S tourism, too. Considerably is the amount of more than 31 % being interested in untouched nature tourism. Notwithstanding the Internet is with 65 % the hugest information source for the tourists, it is
directly followed by guidebooks with 29 %, which are the leader in credibility with over 79 % except from camping guidebooks. (ADAC, 2011) To come up with the booking terminal, the following comparison can be helpful:

<table>
<thead>
<tr>
<th>Booking Terminals from Tourists</th>
<th>Year 2005</th>
<th>Year 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel Agency</td>
<td>43.6 %</td>
<td>36.4 %</td>
</tr>
<tr>
<td>Travel Business directly</td>
<td>8.1 %</td>
<td>6.3 %</td>
</tr>
<tr>
<td>Internet Portals</td>
<td>6.9 %</td>
<td>13.9 %</td>
</tr>
<tr>
<td>Lodging Suppliers directly</td>
<td>20.9 %</td>
<td>26.1 %</td>
</tr>
<tr>
<td>Transport Carrier directly</td>
<td>13.3 %</td>
<td>12.6 %</td>
</tr>
</tbody>
</table>

Table 7: Booking Terminals from German Tourists
Source: home-made, based on FUR, 2010

It is able to read out that there was a significance increase in booking via internet portals and direct bookings at the local suppliers between those five years. This deduces that every single entrepreneur has to have a good marketing strategy for being competitive nowadays. Travel agencies are less demanded. The outcome of € 5.2 billion from the online travel agencies has risen up to 20 % since the first compared year 2008. This fact entails that the normal travel agencies stand on a hard antitrust investigation and have decreased at the same time. However, the entire travel volume of all expense tours booked online is low with a percentage of 5. (DRV, 2010) This implies that travel agencies still have a high quality in service minding according to the tourists’ thoughts.

Germans favourite tourism transport is still the motorcar with currently 52 %, followed by aeroplanes with 34 %, whereas holidays by bus and train (both 6 %) are very little crucial. It is a small tendency of growth in aeroplanes visible, whereas the cars are a bit less used, but still with a constant high level. (DRV, 2010)

Even though Germans are the global nation number one in travelling, it has to be considered that their travel behaviour is dependent on habits, but also on price orientation, for instance on currency fluctuations. (Commerzbank, 2010) Therefore, the recent strong Swedish currency might be a negative point for them. However, this supposition is refuted, when it is remembered that Scandinavia is the favourite destination one in rise of European tourism of German outbound tourism.

Moreover, Germans do not want to take a high risk in travelling right now. For instance, nearly every second German tourist says that he/she makes his travel behaviour dependent on the recent terror alerts concerning the latest riots in Egypt. (ZEIT, 2011) This matter can be also a reason for changing travel behaviour in future. So, 3S tourism might have a further decrease in comparison to go as an ecotourist to Scandinavia.
8.5 Further Steps to a Prospective Development

“We will work intensively in the future, inspiring even more travellers from Germany to Sweden, and thus the growth of Sweden to boost tourism even more. A key element in this example is the in end of 2011 in Sweden held DERTOUR Travel Academy, from which we hope to receive a high potential for the coming years. This academy was done last in 1998 in northern Europe, and therefore, we are particularly pleased to invite the German forwarding clerks just to be able to Sweden” (Helene Berg, Manager of Central Europe from VisitSweden, in DEINTOURISTIKNET) Actually, what conceals behind “DERTOUR Travel Academy”? – It was established in 1974, and is the best known promotion event in the travel industry in Germany and Austria. Moreover, the “REWE Group” is a German holding company which consists of six tour operators support travel agencies with a comprehensive range of training and information measures. The range of training measures available extends from numerous product and destination training measures, seminar trips, annual distance learning courses for around 2,000 travel agency staff provided in conjunction with the German Tourism Institute (online or print) to special events, incentives and the traditional presentation of the summer catalogues (REWE Touristik GmbH).

Those facts underlining that there is a strong target for promoting and attracting more German tourists to come to Sweden. VisitSweden is Sweden’s official online community for foreign tourists and it is worthy of mention that the German translated pages from this service company were visited as a monthly average of 43,000 in 2008. Therefore, it should be contemplated to promote Ansättfjällen on this Internet service company, even though a one piece text, as a point of interest, recently costs SEK 17,900 for a twelve months period of time. Of course, due to the current lack of money this is not able to do right now, but it must be a future aim to become more and more competitive. During the research came also out, that Germans are very reliable on guidebooks and they have largest trust in them. Also as a further step it has to be taken into consideration to publish some text about Ansättfjällen in the most famous German guidebooks such as “Polyglott on tour”, “Marco Polo Reiseführer” or “ADAC Reiseführer”. As a result from an enquiry to two German
publishers came out from one of them, that the advertisement positioning varies from currently € 2,490 to € 6,100 depending on the corresponding space and size. These prices initially seem also be high under the current circumstances, but it should be also thought about the local collaboration. Then, there would be probably an opportunity, when a few entrepreneurs save up money together to promote their destination. From a future perspective this step is auspicious, if we remember to the stable figures in trustworthiness in German guidebooks and due to the fact that there is a common tendency of German summer tourists to Ansättfjällen. Furthermore, the target of the German entrepreneur is to receive more than 50 % future tourists from Germany. Since recently the hotels have been closed in Ansättfjällen during summer time, it is the chance for the German entrepreneur to target his aim prospectively. When their will be aimed an improvement in appealing more German ecotourists to Ansättfjällen in summer, then it might be also cogitated to search for a German volunteer worker, who helps out with picking up the tourists from the airport, arranges some further trips within the area and supports the locals such as the German operator. As a counterperformance the volunteers would get free accommodation and catering. A good German Internet platform, where such recruitment is offered and can successfully be announced (without extraordinary costs) is “UNICUM”, a well-known students’ and A-level pupils’ platform.

Moreover, the region shall really show up, what they have to supply to promote themselves better. For instance, the tourist information of Krokom won already four times the award of being Sweden’s entire best tourist information released by the Swedish Transport Administration. This can steady better be shown to the tourists on the homepage to awake cognitive wishes and the feeling of trustfulness to the tourists, so that they become willing to go there.

Beyond that there should be translated more into English at the minimum. For instance, the tourist information of Krokom must offer two languages on their web sites. The same applies to the ‘Blomstervandringar till Ansätten’ and other services on site. Some people have

Figure 15: National Awards for Turistbyrå Krokom
Source: self-taken picture
already started to translate Krokom’s tourist information homepage, as well as further
guidebooks of the flowers hike. This must be continued and brought to an end soon.
The brochure “ERLEBNIS Jämtland Härjedalen” is every year published by Jämtland
Härjedalen Turism. The commune of Krokom, as well as the Blomstervandringar and the
German operator are therein represented. This distribution channel must be continuously
used to appeal the German tourists who want to be informed at the tourist information.

Next to Jämtland Härjedalen Turism and VisitSweden as future steps, must be used the
tourist information of Östersund as a facilitator to leave there some leaflets, since many
German tourists visit “Moose Garden” and visit Östersund’s Turistbyrå, as already described.
Additionally, there must be also strongly worked together between the involved communes
from Sweden and Norway on the above-mentioned EU project “MITT-SKANDINAVISKT
REGIONPROJEKT” to have large and unique stakeholder collaboration with the joint final
aim to achieve more financial support by the European Union.

Unavoidably is the translation of the homepage leastwise into English from the entire
Krokom’s commune, but also from Ansättfjällen, especially when all web links of the local
members are put on the web site of Turistföreningen Ansättfjällen.

During some interviews came also out that it is aimed that all operators have their own
homepage which will be put as a link on the web site of Turistföreningen, when they are a
member of it. Therefore, it is necessary to tout for a permanent membership of this
cooperation, since the prices (see appendices) of the membership are definitely adequate, if
local newspaper prices and their usability are compared to this matter. It is also highly
significant to work together for acting jointly with the supply of some service packages, which
can be offered to the tourists. Further explanations hereunto were mentioned in chapter 8.3.

Since holidays organised at/by natural health professionals have become more common for
the recent years, it is additionally to think about of socialising with some German alternative
practitioner. Especially the flowers’ hike is a nexus in this type of tourism. Probably, it makes
sense to offer such wellness doings as a further service for future, because this would be a
further interesting shill to the “upscale recreation tourists”, but also to the “satisfied
preservers” and the “Polyglott city hoppers”.

Besides again, Germans are very reliable on guidebooks, but also on the service of travel
agencies. Therefore, there should also be tried to target some German travel agencies
directly, which may be also attractive to them, since the sales channel is not interposed
between travel businesses, so that there does not have to be paid provision, which is for
both, the local supplier, and the travel agency a lucrative deal. A friend, just on the step of
graduation, plans to build a travel agency with a focus on Asian travels, but he showed
interest in Ansättfjällen and would take this destination as an exotic part into his product portfolio. Further connections in this business field shall be contemplated. Further serious German Internet platforms such as “Naturfreunde Schwedenforum” can be used to achieve the Internet affine people, too. The offered trainings from VisitSweden or Jämtland Härjedalen Turism to the members of Turistföreningen are useful to continue in taking participation. It is thought about of renewing the logo of Ansättfjällen, which will probably be done in the next years. Moreover, the company “Peak Innovation” in Östersund, which is one of the leading network for business contacts and sport industry in tourism, sport and recreation (Peak Innovation), works on a special digital GPS system which shall be a further attraction in hiking. Ansättfjällen is involved in this project, which seems to be a first local forward step. Within this company there is also involved some academic staff from the ‘European Tourism Research Institute (ETOUR)’ from the Tourism Department of Mid Sweden University, Östersund. To terminate this chapter, it is mentionable that since 2004 approx. once to twice a month there have proceeded romantic film series called “Inga Lindström” on the second channel of German television broadcasting “ZDF” on Sundays. To be behind “Inga Lindström” is the screenwriter “Christiane Sadlo”. (Schweden-Tipps) These film series constantly have shot in picturesque Swedish nature landscapes, which impress the German viewers. Inasmuch as Ansättjällen is able to serve all these natural backgrounds, there was done a topic proposal to the ZDF. Hopefully, there will be also a possibility to achieve some beneficial efforts for the destination Ansättfjällen.
9 OVERALL ANALYSIS AND CONCLUSION

As already concluded from the theoretical frameworks, there were four large fields subjected upon this study:

- Destination Development
- Tourism Development
- Stakeholder Collaboration
- Ecotourism

The heart of the so-called “spider web” portrays ‘destination development’. In this case study, Ansätthjällen is the heart of this network. To develop this destination well, it is particularly meant to strengthen the entire local community, which means the social/cultural side, but also largely from the economical perspective. To simplify the three different main items of sustainable tourism again, there is drawn up the pyramid of them:

![Figure 16: Model of Sustainable Tourism](source: home-made)

The economical, social/cultural, and environmental aspects form the base of sustainable tourism. Jämtland Härjedalen Turism names the centre of this pyramid ‘hostmanship’, which strongly underlines that sustainability can only be achieved under a service-oriented host community to appeal tourists long-term oriented.

In general it has to be confessed that all those above-mentioned large striped fields of tourism, and those ones connected to tourism, could have been done at least as a separate thesis each, but it has to be considered the following:

- From the methodology we know that dealing with less than four case studies it is difficult to yield one concrete theory
- The expedition upon various main topics had to be done, because they all overlap in together, mostly ecotourism and its large variety within the tourism industry
- In Ansätthjällen has not been done such a problem statement before, which made it essential, only to pick up all the necessary items from the entire big topics such as rural tourism, educational tourism, Swedish alpine tourism, etc. involved in the field of ecotourism, and particularly in this single case study.
- The theoretical framework served mainly as a prearrangement for many of the empirical data base, as well as for the future destination outcomes of the case Ansätthjällen
Summarised it is crucial to know that the centre of the “spider web” cannot be achieved without all the mentioned tools in tourism development, a very strong base in local stakeholder collaboration and the applicable tourism forms within the roof of ecotourism. For a concluded specification of this statement it has to deepen into the three function fields as follows:

➢ Tourism Development

Tourism development is dependent on many conditions. As it was sorted out that destination marketing is one of the key concepts, it must be highly underlined that without a good and stable basis of destination marketing, coming tourists cannot be reached properly. An useful phenomenon is the transformation of the mentioned ‘five-column-marketing-plan’, whereof the four highlights, named ‘nature tourism’, ‘sports tourism’, ‘cultural tourism’ and ‘health tourism’, can be excellent used to create new visions to capture tourists’ curiosity and confidence.

Notwithstanding the Internet is with 65 % the largest information source for the German tourists, it is directly followed by guidebooks with 29 %, which are the leader in credibility with over 79 % to the tourists. So, Zillinger’s research outcome was in this thesis also validated and it is to assume that it will surely continue, although more and more people use the internet as an information source in decision making processes for holidays nowadays. The reason is simple: Germans cannot be easily convinced, if there is not a long-established, reliable information source, such as the guidebooks, available. In this connection it is to mention that ROPO, which means ‘Research online – Purchase offline’, causes that tourists are more flexible in their final decision, since they are always able to compare the services and prices between the (local) travel agencies directly with the travel businesses or directly at the tour operators mostly via the Internet. Since Internet travel agencies and this phenomenon of ROPO have increased constantly, it has been determined the decrease of simple travel agencies (this means excluding online travel agencies). However, it is to consider, for instance ‘satisfied preservers’, but also ‘upscale recreation tourists’ from Germany would rather rely on professional guidance at the travel agencies than trusting in some online travel agencies or Internet reports. However, some service providers on the Internet are quite useful to build a good promotion of the destination. As already mentioned, the service company VisitSweden is a key concept to do a good marketing of Sweden abroad. In consequence of Ansättdjälen’s current situation, it is not possible to ad placements on VisitSweden, but it should be contemplated to work on a contemporary concept to publish an advertisement leastwise on one German guidebook to reach more tourists from the three groups named ‘upscale recreation tourists’, ‘satisfied preservers’ and the ‘Polyglott city hoppers’. Moreover, Ansättdjälen has more than 80 % of its annual
turnover in tourism during the winter season, while some hotels during summer time have to close their doors due to the lack of tourists. Upon this matter there should be invent some extraordinary marketing arrangements for foreign and Swedish guests who visit this destination in winter season to achieve that they have the inner wish to come back again during summer and do some further good mouth-to-mouth propaganda within their milieu.

➢ **Stakeholder Collaboration**

As already mentioned, ‘destination marketing’ is a key factor to promote a destination and to target the special tourist groups. Without a strong cohesion and collaboration between the local stakeholders there is no chance to reach a sustainable development. Therefore, firstly the locals from Ansätthjällen must work strongly together, which means, e.g. that all of them should be a member of ‘Turistföreningen Ansätthjällen’, and secondly, they need to create a marketing plan with some visions to the external world. This means that external benchmarking, where wider inter-business or inter-organisation are framed, will be a driving force for the local community. Absolutely significant is this collaboration to convince the neighbour communes such as Krokom and Strömsund in Sweden, as well as the Norwegian neighbours Lierne and Røyrvik from the EU project ‘MITT-SKANDINAVISKT REGIONPROJEKT’. When the local stakeholders of Ansätthjällen collaborate as an unity together, they might be able to convince the neighbour communes to collaborate together, and so, there might be a large stakeholder group who can apply for further EU or Norwegian funds for this entire region. Furthermore, then the reducing of bureaucracy between the Norwegians and the Swedes of this region can be achieved.

Since the Germans are reliable on guidebooks, it is relevant to target them via this distribution channel. The current publishing prices vary from € 2,490 to € 6,100. Of course, one local entrepreneur is unable to pay such an amount at the moment, but if the local collaboration works well, this solution can be obtained collectively. Thereby, it must be known that a paper print on guidebooks has a longer upkeep than to run an annual advertisement on the Internet, since probably a bought book will not be renewed annually. Therefore, such announcements will have a larger impact on the German tourists. But this aspect does not mean that the current lack of membership at Turistföreningen Ansätthjällen shall be continued, it rather says that due to the present situation a publishing on the VisitSweden web site is not possible, but should be kept in view in the time to come.

If there is a chance to convince the above-mentioned German television channel to lens in the picturesque landscape of this destination, that might be the opening to target the German ecotourists. Repeatedly, there is a large on site solidarity between the stakeholders vitally.
Ecotourism

Since Scandinavia and Ireland are on trend of rising up as European destinations for German tourists, and Scandinavia is on top of increase, it can be assumed, that this effect reveals the prospective trend of further interest to ecotourism for the ‘upper scale tourists’, but also for the ‘satisfied preservers’ and ‘Polyglott city hoppers’. In connection to these German target groups it is to say that a fifth of all German tourists want to spend again their holiday to Scandinavia in the next year, which hypothesises that there is an onward predictive trend in tourist demand for ecotourism inferably during the current decade. The trend to ‘REAL’ travel has grown up perpetually, which means, nature-based tourism should be rebranded in truth to

- **Rewarding:** to be in nature
- **Enriching:** personal (e.g. educational tourism)
- **Adventuresome:** (guided) hiking
- **Learning Experience:** volunteer tourism

The heart or centre of the ‘spider web’ is the destination development. If we examine the following three research questions again, we can come to a final conclusion at the same time.

1. ‘Is ecotourism the future for attracting tourists interested in nature to Swedish mountain resorts?’

  ➤ Ecotourism has increased since 30 years now and rises still. Moreover, it is involved in so many niches of tourism. Due to this and the fact that Sweden has had a beating by export tourism, it can be predicted that this tendency will continue in the next years. Since Sweden is able to offer so many kinds of ecotourism, this question can be affirmed.

2. ‘How can tourism development sustainably, especially under the economical perspective, be successfully achieved?’

  ➤ This question can definitely not be answered in a simple sentence, since it has accompanied us in the entire document. Trying to simplify it, we consult again the ‘spider web’ from the theoretical conclusion. Destination development outcomes can only be gained by tourism development. Anon tourism development can only result when there is a strong and unique ‘stakeholder collaboration’ on site, which delivers the basis of the marketing issues and the supply of an excellent service orientation to
the tourists to awake their interest and emotions, as well as to achieve to let them do a good reputation of their visited destination and to win them back for the future. Ecotourism excites nature lovers and people who search for recreation and natural adventure in mountain resorts during their holidays. If all these three components play together, tourism development to alpine regions in Sweden can be reached. Terminating, if all those three items are consonantly, the heart of the ‘spider web’ named ‘destination development’ is sustainably aimed. However, since there has not been done such a case study about Ansättfjällen before, and this mountain resort is at the beginning on Butler’s destination development stage, it has to be done further research there.

3. ‘How can German ecotourists be correctly targeted to appeal their interest for Ansättfjällen?’

▷ German tourists can be attracted by an excellent service production, which has to be flexibly and individually. Since Germans are highly relied on guidebooks and travel agencies regarding the authenticity, it should be planned to use these distribution channels.
10 DISCUSSION

Sweden has a high potential of rising up in international tourism development, since its export tourism has already grown up and beaten the import tourism recently. However, except from some famous mountain resorts such as the alpine regions of the province Dalarna, there are more scenic mountain areas which have a lower awareness level. This means, some regions such as Dalarna are the beneficiaries of mountain tourism, which could be also seen on the provided figures in this paper, whereas other destinations such as the portrayed case of Ansätjfjällen cannot even promote themselves effectually due to the lack of money. Although Ansätjfjällen fulfils all natural backgrounds for being an attractive alpine destination for ecotourists, it is far away from having a high awareness level to international summer guests, but sometimes even to the Swedes. Regardless, this destination has the potential for targeting more summer tourists, when the winter tourists were canvassed cleverly by a marketing strategy such as the usage of ‘positivity bias’. Hereby can the tourists be surveyed how satisfied they were with their stay and what has to be improved in providing adequate services. Especially during the Germans’ peak tourist season between May and August, German ecotourists can be won for the future under a good promotion of this destination. It is obvious, which are the special keys, if we remember or transfer these to the bywords and their functions such as ‘reliability on guidebooks and travel agencies’, ‘flexible production of services’ or the ‘invention of visions’. The bridge is already on site: the German entrepreneur, who should be strongly involved into further plannings and decision making processes within the local community of Ansätjfjällen. Thereby he can also learn from the older service oriented Swedish colleagues to achieve the Swedish customers also well.

Completing it can be said that this research has been an effectual step to a current and prospective destination route. However, it must be pay further attention to this destination, which means that those resulted outcomes have to take a run, before further necessary progress and research will be able to continue. To indicate further researchers, it is quite essential to reach part into the target of promoting more German tourists in summer season, so that there will be soon extra money available for prospective bigger steps such as to ad placements permanently on the platform of ‘VisitSweden’. However, very urgent is the translation of Krokom’s web sites into English. This can be arranged by an ambitious Swedish student in the form of completing a unpaid internship in cooperation with Krokom’s Turistbyrå. Both, the Krokom Tourism Office, and the student, can benefit from their cooperation each other, since Krokom kommun promotes its municipality with its natural gorgeousness better in an international contest, and the student in showing up in his/her CV to have collected some work experience during his/her tourism studies. Last but not least would also benefit the Department of Tourism from Mid Sweden University in Östersund,
which has already a good international reputation with its ‘European Tourism Research Institute (ETOUR)’ section, when it intervenes in this case prospectively. ETOUR staff is also involved in the mentioned company ‘Peak Innovation’, which currently works on the special digital GPS system for the hike of tomorrow. These combinations can be a good solution to get the destination Ansättfjällen on to a higher level in destination development.

In the near future there should be also made a translation into German of the homepage from Krokom’s Turistbyrå, which would have the effect to be in a pioneering role compared to other closer destinations which have a very much larger awareness level such as the ski-resort Åre, for instance.

Largely important is also the intensive transborder collaboration with the two Swedish and Norwegian neighbour communes of Krokom kommun to aim for further EU or Norwegian funds beyond a good common future strategy.

However, terminating it is foreseeable that there might available a great potential for summer tourism in the alpine resort Ansättfjällen, which means, that this destination with its low awareness level might be clearly able to achieve sustainable positive development outcomes.
APPENDICES

1 Questions for the interview with Mats Forslund, Jämtland Härjedalen Turism, Östersund, Sweden

Ecotourism
1. How do you see the current situation of ecotourism compared to 30 years ago?
2. Can you give some prediction about the next 10 years for Jämtland based on your presentation aims during the ETOUR Conference, but also especially for Krokom kommun?

Tourism Development
1. In which way can you mainly help Ansättfjällen, but also Krokom regarding marketing and promotion to become more famous to international, but especially to German ecotourists?
   → Is there any fund available to create an editorial section on German guidebooks for targeting those tourist groups?
2. How can this be done without a large payment?
3. Can an editorial section of “Blomstervandringar till Ansätten” be better published in the brochure “ERLEBNIS Jämtland Härjedalen 2012”?
   If yes: How much will it cost or are there some funds available to get it free of charges?
4. According to Vision 2020, Jämtland – Härjedalen shall be the European pioneer region for nature-based tourism. When will you probably achieve this aim?

Stakeholder Collaboration
1. How can you reach it that the intra-community issues of the stakeholders in Krokom kommun can be improved?
2. Is it possible to support the Turistkompaniet of Krokom financially by your company?
   If yes: what are your specific requirements to them?
   → Background: in Åre is settled Skidstar company which has approx. 60 % of the ownership from Jämtland Härjedalen Turism
   → Stakeholder support in general vs. stakeholder support in Krokom: how does it work in practice?
2 Questions for the interview with Rut Magnusson, Turistföreningen Ansättnjällen and responsible for the “Blomstervandringar till Ansätten”, Föllinge, Sweden

Blomstervandringar till Ansätten
1. What can you say about the difference how it was 25 years ago compared to nowadays?
2. What are the prices for a guided flowers’ tour?
3. Who are mainly your tourists regarding the age and interests?
4. Would it be helpful to you to have more German guests during the months between May and August?
5. What do you think of having a language mixture guided tour (e.g. Swedish – German) prospectively?

Stakeholder Collaboration / Tourism Development
1. How is the social cohesion within the local community, and especially between the entrepreneurs?
2. Can you arrange more networking with Krokom Turistbyrå and Jämtland Härjedalen Turism?
3. What have you planned for a strong and competitive Ansättnjällen for future?
   → Advice with the named marketing plan, stakeholder collaboration, service packages, German tourists’ behaviour, Jämtland Härjedalen Turism strategy
4. Is it possible to announce a better text about Ansättnjällen and your Blomstervandringar at the German printed brochure from Jämtland Härjedalen Turism?
   → Cooperation with Krokom’s Turistbyrå necessarily
5. What do you think about promoting your region in German guidebooks and at VisitSweden for the future? → Importance of a strong and unique stakeholder collaboration locally
## 3 Price Lists from Krokom Turistbyrå for Memberships of Turistföreningen

<table>
<thead>
<tr>
<th>Medlem</th>
<th>Ansätffjällen Avgift</th>
<th>Turistkompaniet Avgift</th>
<th>Moms</th>
<th>Total</th>
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<tr>
<td>Turistföretag</td>
<td>Ordinare 500 kr</td>
<td>VIP 1500 kr</td>
<td>500 kr</td>
<td>2 500 kr</td>
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<td>Stödjande 125 kr</td>
<td>156 kr</td>
<td>781 kr</td>
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<tr>
<td>Enskilda</td>
<td>Stödjande 160 kr</td>
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<td>40 kr</td>
<td>200 kr</td>
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</table>

## Medlemsformer

### Turistkompaniet

<table>
<thead>
<tr>
<th>Beskrivning</th>
<th>VIP</th>
<th>Ordinarie</th>
<th>Stödjande</th>
</tr>
</thead>
<tbody>
<tr>
<td>Får plats på Krokom's Turisms hemsida med text och länk till egen hemsida.</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Får inloggningssuppgifter för att arbeta med sin egen hemsida hos Ansätffallen.</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Få rabatterat deltagande i annonskampanjer, gemensam marknadsföring,</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>aktiviteter, utbildningar, studiebesök etc. via Krokom's Turistbyrå.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hjälp med paketering av produkter, tex boende, mat och aktivitet.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fullständig resegaranti via Turistkompaniet.</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Turistbyrån som informationscentral.</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>
4 Promotional Material of Ansättfjällen
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- ZDF - ZWEITES DEUTSCHES FERNSEHEN, 55100 Mainz, Germany
  - e-mail (2011-06-01, 11:31 h) to the topic suggestions via this link:
    www.zdf.de/ZDFde/inhalt/3/0,1872,5243427,00.html (2011-06-01, 11:31 h)

GOVERNING AUTHORITIES, PUBLIC ORGANISATIONS AND PRN WEBLINKS
    www.media.adac.de/mediaservice/studien.html (2011-05-07, 23:16 h)
- Commerzbank AG – Commerzbank Corporates & Markets, Frankfurt, Germany:
- Destination Recovery Services, Bellingham, USA:
- Deutsche Bahn AG = German Railway PLC:
  www.bahn.de/p/view/angebot/international/europaspezial/schweden.shtml (2011-04-27, 12:08 h)
- DRV – Deutscher ReiseVerband e.V.; Germany:
Ekoturismföreningen, Järpen, Sweden:
www.naturesbestsweden.com/ekoturism/index.asp (2011-04-08, 16:38 h)

ETOUR – European Tourism Research Institute, Mid Sweden University, Kunskapens väg 2, 831 25 Östersund, Sweden

European Travel Commission:

FUR = Forschungsgemeinschaft Urlaub und Reisen e.V., Kiel, Germany: www.fur.de (2011-04-28, 13:27 h)

Freudenstadt Tourismus, Freudenstadt, Germany: Presentation of the business year 2009

Jämtland Härjedalen Turism: www.jamtland.se (2011-05-07, 15:33 h)

Krokom Turism: www.turistkompaniet.nu (2011-05-07, 18:16 h)
  - Turistkompaniet/-byrå Ansätten: www.turistkompaniet.nu/ansatten (2011-04-13, 11:51 h)

MITT-SKANDINAVISKT REGIONPROJEKT: www.gransprojekt.eu (2011-05-21, 11:25 h) with homepages of the corresponding communes:
  - Krokom, Sweden: www.krokom.se (2011-05-21, 11:30 h)
  - Lierne, Norway: www.lierne.kommune.no (2011-05-21, 11:30 h)
  - Røyrvik, Norway: www.royrvik.kommune.no (2011-05-21, 11:31 h)

Naturvårdsverket / Swedish Environmental Protection Agency:
  - www.naturvardsverket.se/en/In-English/Start/EU-and-international-cooperation/ (2011-04-09, 14:11 h)

Statistiska centralbyrån / Statistics Sweden:

Svenska Turistföreningen: www.svenskaturistforeningen.se (2011-05-07, 18:08 h)

Trafikverket - the Swedish Transport Administration:
www.trafikverket.se/Privat/Trafiksakerhet (2011-05-10, 9:58 h)


PRIVATE COMPANIES SUCH AS TOUR OPERATORS, INCOMING ETC.

- Naturaktiviteter Brännagården AB: www.brannagarden.net (2011-04-13, 14:07 h)
- Fjällspirit, 106 Åkersjön, 83 060 Föllinge, Sweden: www.fjallspirit.com (2011-05-08, 22:34 h)
- Hotell Fjällgården, Åkersjön 234, 830 60 Föllinge, Sweden: www.akersjon.com (2011-05-08, 17:16 h)
- Magnussons Fjällanläggningar, Bakvattnet 214, 830 60 Föllinge, Sweden:
  - Summer Farm Sörbodarna:
- Peak Innovation, Kunskapens väg 4, 831 40 Östersund, Sweden:
- SKÄRVÅNGENS BYMEJERI AB: www.bymejeriet.se (2011-05-21, 20:55 h),

FURTHER WEBLINKS OF PRIVATE COMPANIES ETC.

- DEINTOURISTIKNET: www.dein-touristik.net/touristik_news/21634-schweden-tourismus.html (2011-05-17, 17:10 h)
- TourismusTrends – Entwicklungen, Daten und Fakten aus der Branche: www.tourismustrends.com (2011-05-17, 23:00 h)
- ZEIT online (German newspaper from 2011-02-09) www.zeit.de/reisen/2011-02/studie-reiseverhalten-deutsche (2011-05-17, 17:17 h)