



On the Location of Tourism: An Outlook from Europe's Northern Periphery

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Point of departure

In a Nordic context exploitation of natural resources is often portrayed as contrast to a development including nature-based tourism

Resource peripheries or pleasure peripheries?

- Theoretically, Christaller (1955, 1962) stated that peripheries are places for tourism. Tourism, he claimed

“...avoids central places and the agglomerations of industry”
(1964, p. 95)
- Tourism in peripheral areas as field of research

e.g. *Brown & Hall 2000; Hall & Boyd 2005a; Müller & Jansson 2007b*

Location

- In the scientific literature interest for the location of tourism is limited.
- Butler's TALC (1980) as dominant model, indicating that all places are potential destinations. The important question was however to identify the position on that development curve, making a successful development a function of time rather than location and geography.
- the purpose of this paper is to revisit and contest *Christaller's* insight that European peripheries are places for tourists and to offer alternative explanations for the localization of tourism in peripheries.

Peripheries

- A fuzzy and contested term
 - Remotely located
 - A stage in the development of a space economy into a state of spatial integration (*Friedman 1966*)
 - dependency theory (*Smith 1989*),
 - world-system analysis (*Wallerstein 1974*) and
 - spatial justice (*Soja 2010; Hadjimichalis 2011*)
- staple thesis (*Innis 1933*) - tourism as step towards diversification (*Baum 1999, Saarinen 2005, Müller 2013*) or a new staple (*Schmallegger & Carson 2010*)

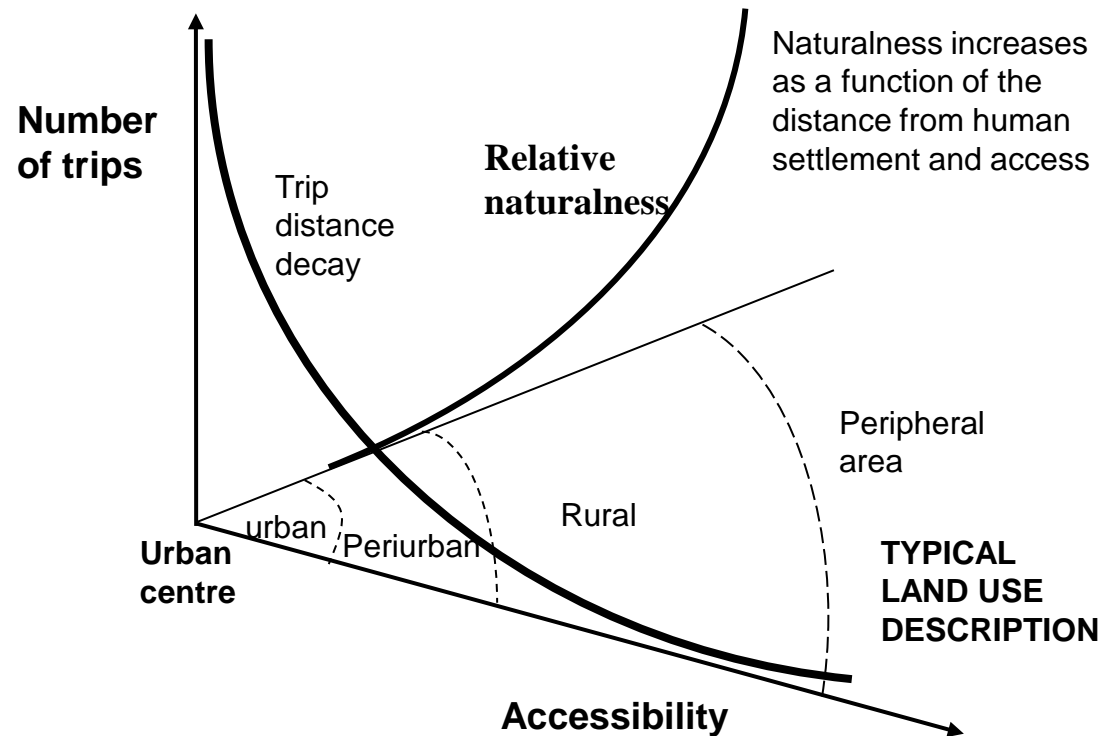
The product

- based on the abundant availability of relative pristine environment
- Nature preservation promoted as a way to simulate tourism development further (*Wall Reinius & Fredman 2007, Lundmark & Stjernström 2009, Müller 2013b*)
- Nordic reality;
 - Icehotel in Jukkasjärvi, Sweden,
 - North Cape in Norway and
 - Santa Park in Rovaniemi, Finland
 - alpine skiing resorts



The interregional scale

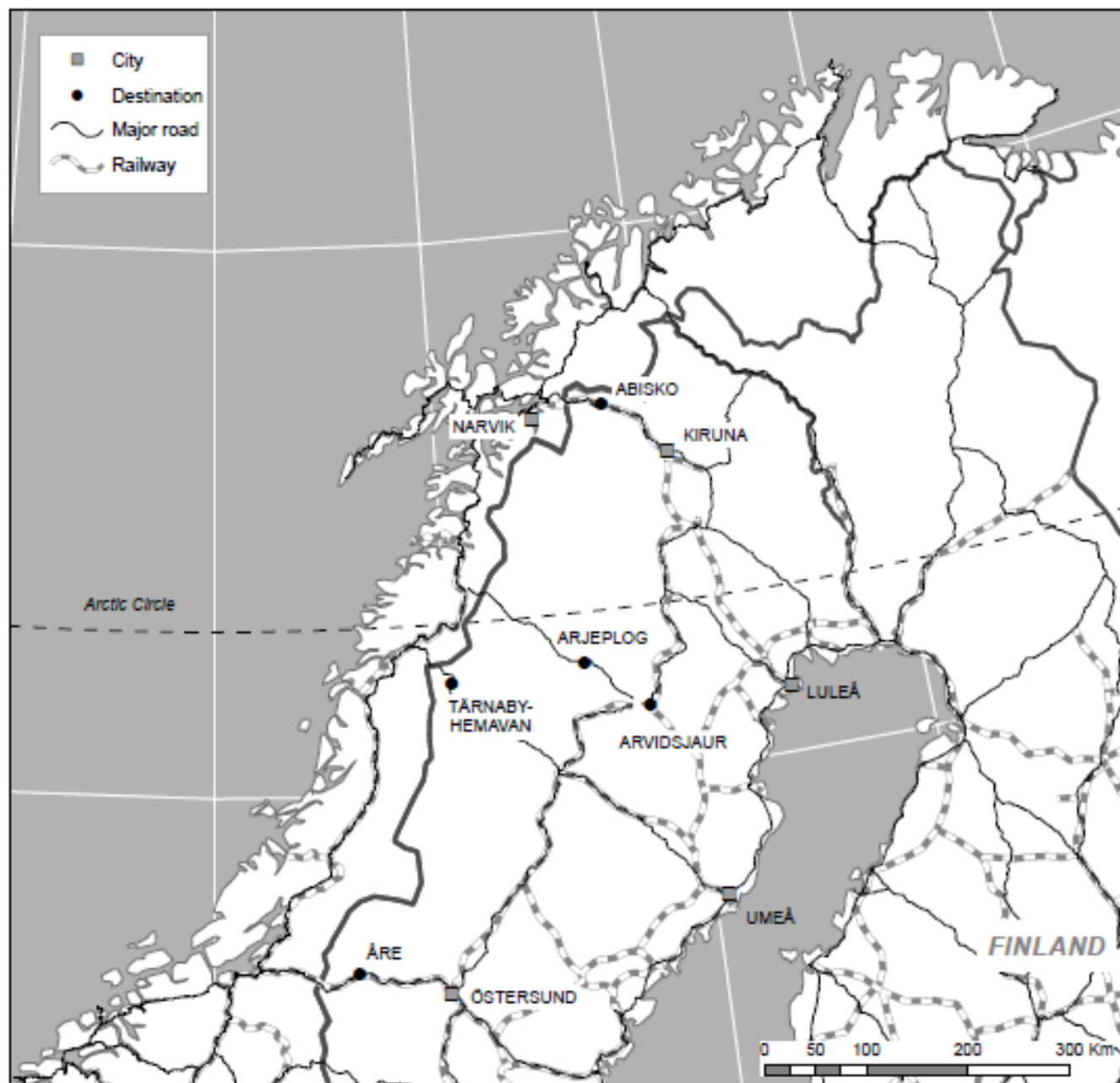
- tourism patterns (*McKercher & Zoltan 2014*)
- factors influencing destination choice
- distance decay - a spatial hierarchy of tourist flows (*Lundgren 1982*)
- the availability of attractions (*Christaller 1964*)
- Uniqueness overcomes distance (*Prideaux 2002*)



Source: Hall 2005

The intraregional scale

- Evolutionary Economic Geography EEG
- Focus on knowledge-intensive industries and access to labor
- Focus on already established industries and time
- does not much to explain the geographical occurrence of tourism so far, although the acknowledgment of complexity can be seen as an attempt to see the interrelations of various industries within a region (*Martin 2009*).
- Traditional location theories
- access to infrastructure and particularly transportation
- tourism in peripheral areas seldom justifies the construction of infrastructure
- *Lundgren (1982, p. 12)* "In Labrador, the essential tourist transportation services 'piggybacked' on the mining and hydro developments in the 1950's, 1960's".



Example 1: Åre



Example 2: Abisko



Example 3: Hemavan - Tärnaby



Example 4: Arvidsjaur - Arjeplog



Conclusions

- The examples presented here indicate that four major tourism areas in northern Sweden developed not least because of the development of transportation infrastructure that has been put in place for other purposes than tourism.
- In the context of a northern periphery, mining and forestry but also energy production were major reasons for infrastructure investment. The Arvidsjaur case adds military and winter conditions as another important reason
- the review suggests that tourism can be seen as a successive industry following in the paths created by other industries
- Nature-based tourism is not in contrast to other industries but rather dependent on them
- There is a need to re-spatialize theories on tourism development