



Regional Studies Association Research Network on Tourism, Regional Development and Public Policy Developing Tourist Destinations

**Mid-Sweden University, Östersund Campus
March 30, 2011 – April 1, 2011**

Organised by Bo Svensson

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

For information about Östersund and how to get there, accommodations, call for papers,
programme and to download keynotes and abstracts please see below.

Workshop and network

Due to an increasingly global competition, tourist destinations across Europe are competing for customers through innovative products and branding. At the same time, tourism is thought to provide solutions to regional development problems. This is because it is either thought to have yet untapped potential or it is viewed as a measure of last resort vis-à-vis manufacturing or agriculture. Either way, the role of the public sector in bringing about change in a very fragmented sector is crucial by encouraging the creation of networks among the relevant stakeholders and by building the necessary infrastructure ranging from roads to place branding.

The aim of the RSA research network is to examine tourism diversity from the perspective of regional development in order to identify current challenges and opportunities in a systematic manner. This would provide the basis for a better informed integration of tourism in regional development strategies and move us beyond political short-termism and buzzword fascination. The Östersund meeting is the first of three planned gatherings (including the ones in Antalya, Turkey, Autumn 2011, and Leeds, UK, Autumn 2012). The Tourism and Regional

Development research network is now established as a meeting place for people with an interest in issues relating to tourism from a regional development perspective.

The event is open to researchers and practitioners at any stage of their career, with an interest in tourism and regional development. It is organised by ETOUR (European Tourism Research Institute) at the Mid-Sweden University. The event will take place at Campus Östersund (building G), beginning with the opening plenary late afternoon Wednesday 30 March, and end at noon Friday 1 April. The event will combine keynote presentations, workshops and other interactive ways of working.

The research network is financially supported by the Regional Studies Association and organised by

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Östersund and how to get there

Venue

With a population of roughly 60,000 inhabitants, Östersund is and the capital of Jämtland County and its only city. Östersund is located at the shores of Sweden's fifth largest lake, Storsjön, opposite the island of Frösön. Östersund was the only Swedish city founded and chartered in the 18th century, but didn't truly become one until the end of the 19th century. It is the region's cultural and economical centre and by tradition a city of trade and commerce. Östersund had one of the most extensive garrisons in Sweden prior to its closing down in the early 21st century

Jämtland is one of the major winter holiday destinations of Northern Europe and Östersund is marketed as "*Vinterstaden*"— The Winter City. Östersund has had a long history as a centre of outdoor activities with a state-of-the-art cross-country ski stadium and an actual piste in the city itself. Östersund has also hosted several World Championships in various sports such as biathlon and ski orienteering along with the Swedish National Championships in cross country skiing and snowcross. For further information please visit the the city's tourism website www.turist.ostersund.se and the regional tourism website jamtland.se

The conference is organised by ETOUR at the Mid Sweden University and takes place at the campus of Östersund, which is the University's largest campus with approximately 7 000 students.

ETOUR (European Tourism Research Institute) is a research institute engaged in the development and transfer of knowledge of tourism and travel. It was established in 1997 by the Swedish Tourist Authority, the Swedish Travel and Tourist Association and the Mid

Sweden University. Today ETOUR is funded through the Mid Sweden University and through projects with research foundations, public authorities and the tourism industry. The institute has three areas of activity; tourism research, education and transfer of knowledge. Find out more about the activities, researchers and publications at www.etour.se

Flights via Stockholm

Flying via Stockholm is the easiest, fastest and most comfortable means of transportation. Scandinavian Airlines with its Star Alliance partners offer reasonable prices to the Åre-Östersund Airport. Companies such as Supersaver, Travelstart, MrJet etc. all offer tickets at relatively low prices.

Flights via Vaernes, Trondheim, Norway

Vaernes Airport in Norway is connected to cities such as London, Amsterdam and Copenhagen by Norwegian and Widerøe, but there are no connecting flights to Östersund. The best option is to go by train from Vaernes airport to Östersund Central Station, but there are only two connections each way daily. The duration of this trip is approximately 3½ -4 hours and costs approximately 60 €

Transport in Östersund

Transportation between the city of Östersund and the Åre Östersund Airport is by bus or taxi. More information on transportation between the city and the airport as well as other practical information can be found [here](#).

Östersund is a rather small city, which makes all the facilities you need to reach during the meeting easily accessed on foot.

Please see a map of campus [here](#) (PDF)

Accommodations

Following is a (non exhaustive) list of suggested accommodations in the city.

[Clarion Hotel Östersund](#) (with online booking). About 900 m walking distance from Campus. Rates for a single bedroom including breakfast from 190 €per night.

[Best Western Hotel Gamla Teatern](#) ((with online booking). About 450 m walking distance from Campus. Rates for a single bedroom including breakfast from 120 €per night.

[Pensionat Björnen](#) (with online booking). About 900 m walking distance from Campus. Rates for a single bedroom including breakfast and private bathroom from 67 €per night.

[Hostel STF Östersund Ledkrysset](#) (with online booking). About 350 m walking distance from Campus. Rates for a single bedroom including linen and breakfast from 53€per night.

If you need any further assistance with bookings or have any questions, do not hesitate to contact:

Anneli Åman

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Call for Papers

Tourism continues to be a central part of regional development strategies in many locations around Europe. In addition, the sector has received increased attention in areas without a prior strong tradition in tourism, and in places where it has not earlier been recognised as a force in regional development. As the competition between localities continues to grow, the emergent awareness of tourism's economic growth potential leads to heightened demand for more comprehensive approaches to the sector's development.

In relatively recent years, innovation and innovation processes have received attention in the tourism industry and among its stakeholders, as part of the growing attention the wider service sector has been paying to these issues. Observers say that destinations need to be innovative in order to renew themselves and remain attractive for increasingly experienced, specialised and demanding travelers. Innovation is identified as a challenge for tourist destinations, at

least among policy makers and research funders. But how well are destinations able to embrace the innovation theme? Additionally, is there a role for research in tourism innovation processes?

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The Östersund workshop will take place in one of the major winter holiday destinations of Northern Europe, including a number of ski resorts (Åre, Vemdalen, Funäsdalen, etc.). These resorts are now increasingly turning their attention towards developing as year-round destinations with international ambitions following continuing investments in accommodation and infrastructure for ski lifts, mountain biking, hiking, event development and more. At the national level in Sweden a new strategy is emerging, placing local and regional destination development at the centre of attention. The destination development puzzle keeps occupying the centre of attention, and perhaps increasingly so, raising discussions about DMOs, demand for internationalisation and beliefs that any destination needs to be innovative to stay, or become, competitive.

Against this background, the Östersund workshop welcomes papers on topics including:

- innovation and destination development processes
- visitor involvement in destination development
- destination governance (i.e. public-private partnerships, policy networks, DMOs, clusters and innovation systems)
- research and tourism innovation processes
- popular culture travel and event tourism
- nature-based destinations, innovation and sustainability
- new technology and destination branding
- the tourism labour force and innovation (e.g. recruitment, human resource management, etc.)
- the position of tourism in overall strategies and plans for regional development

However, the meeting will also welcome papers on other aspect of tourism and regional development.

Abstracts should be submitted to

Bo Svensson at bo.svensson@etour.se

no later than 15 January, 2011.

Attendants will be charged a fee of 70 euros to cover refreshments (coffees, lunch) during the event, but students can attend for free.

The RSA has kindly provided limited bursaries to support travel of students or other delegates with limited financial means of their own in order to encourage as wide a participation in the working group as possible. Based on the workshops of the research network the intention is to produce one or more publications, in the form of special issues of peer reviewed journals or edited books.

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Programme

A detailed programme will be presented in February 2011.

Then, please download programme [here](#) (PDF-format).

Conference Fee

70 EUR

Attendants will be charged a fee of 70 euros to cover refreshments (coffees, lunch and dinner) during the event, but students can attend for free. It is possible to attend the conference without presenting a paper

The RSA has kindly provided bursaries of up to a total of 570 euros to support travel of students or other delegates with limited financial means of their own in order to encourage as wide a participation in the working group as possible. Please [email](#) Bo Svensson if you wish to apply for a bursary.

Registration

Registration will open at December 15, 2010 and close at March 11, 2011