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**10. Escape into the archipelago landscape
Uppsala University
progress report 2021-10-28**

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Deliverables

- Communities: Representatives of local rural and peri-urban tourism-development organisations, as well as stakeholders from local administration, village/town residents and tourist organizations
- Expected results:
 - Contribute to knowledge facilitating growth in depopulated areas of Sweden
 - **New methods and tools** (spatial trajectories) for marketing and destination development.
- Cross-border and international nature of the pilot case: From the Vikings and onwards, historic water-routes (EU) have been used for cross-regional contacts.
- Innovations:
 - Geocoded services to support marketing of tourism in depopulated areas;
 - Development of new methods and tools for segmenting tourists based on revealed behaviours;
 - Creation of a digital repository for GIS-data connected to the project;
 - Co-creation of knowledge related to policy and strategy formulation and integration in collaboration with local destination managers and tourism development stakeholders.

The Uppsala University team – recent changes

- Karin Ågren has changed job > Mikael Gidhagen (and Anna-Carin Nordvall) is replacing her
- Marina Toger has been hired as tenure lecturer at UU
- Sabine Gebert Persson is organising and leading our work at the UU
- John Östh is partly in Oslo (Norway)

Summer 2021

Interviews

- We initiated the project by interviewing stakeholders on what they see as challenges

Surveys

- We developed surveys (Swedish and English) for three different rural regions
 - Torsö (in lake Vänern)
 - Gotland (Island in the Baltic Sea)
 - Roslagen (Coastal area Northeast of Stockholm)
- Adaptation to local opportunities

GPS-logger

- Used on Torsö
- Collects trajectories (speed, location, etc.) and like-clicks

Collection/selection methods

- Tourists approached at selected destinations (passing through locations avoided)
 - Island ferries at destinations
 - Hotels / information desks / heritage centres.





Torsö

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Roslagen

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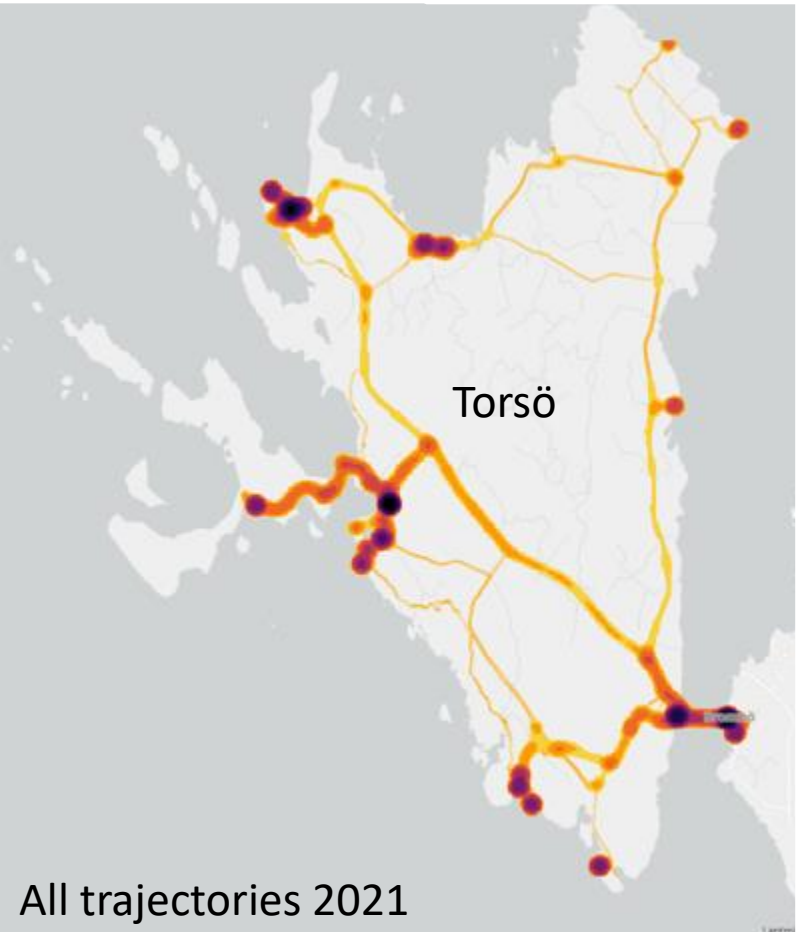
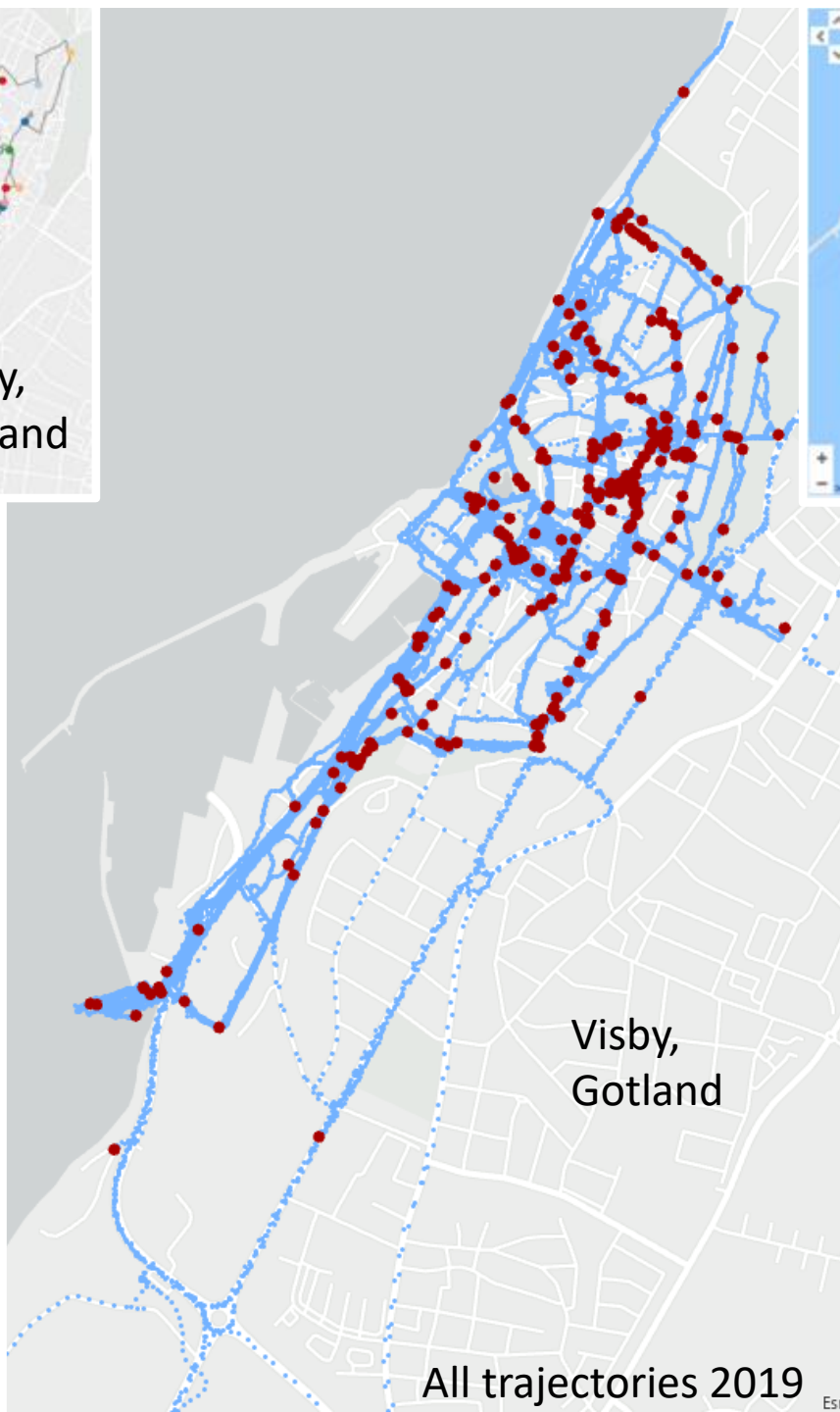
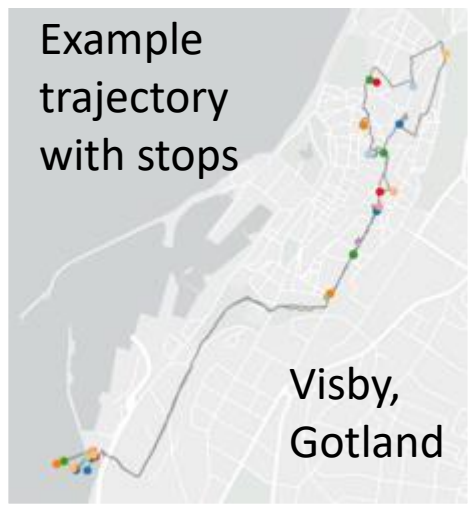
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Torsö



Gotland

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Data collected and planned to collect

Place	General	Different dates	2018	2019	2020	2021
Gotland (International destination)	POI what can see OSM amenities shapefiles	Interviews with stakeholders	Cruise tourists: 288 GPS tracks 191 Surveys Cellphones	Cruise tourists: 207 GPS tracks 242 Surveys Cellphones	Mostly Swedish: Cellphones	Mostly Swedish: 100 Surveys Cellphones
Torsö (Local-regional)	POI what can see OSM amenities shapefiles	Interviews with stakeholders	Cellphones	Cellphones	Cellphones	Mostly Swedish: 69 GPS tracks 92 Surveys Cellphones
Roslagen (Nationally known destination)	POI what can see OSM amenities shapefiles	Interviews with stakeholders	Cellphones	Cellphones	Cellphones	Mostly Swedish: Öregrund/Gräsö, 56 Surveys Österbybruk, 19 Surveys Cellphones

Plans for the next 6 months

Data analysis

- Statistical analysis of the data survey data
- Spatial statistics analysis of the GPS trajectory data + combined with survey data
- GSM analysis

Draft paper development

- Two ideas have been developed

Plan for summer 2022

- Stakeholder discussions and plan for collection of data (locations, questions, etc.)
 - We will have access to municipality tourist count data, etc.

Extracurricular plans

- Development of PhD-course using data and ideas from the project
- Collaboration within two research frameworks (Circus and MBT)

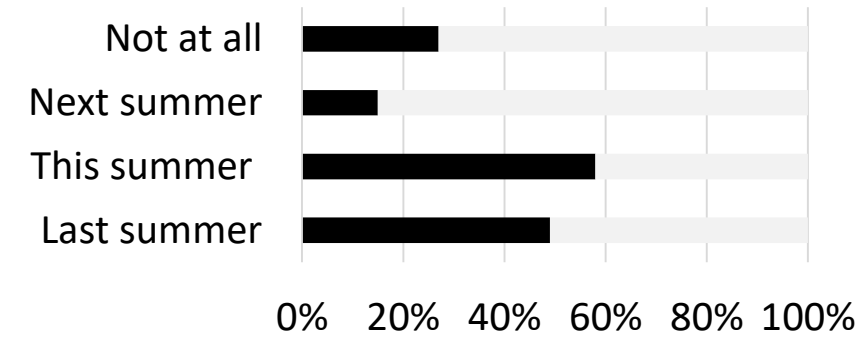
Results – a few examples



Changed behaviour

How did the pandemic affect?	Last year	This year	Next year	Not at all
Avoiding crowds	36%	44%	9%	16%
Avoiding Cities	14%	13%	5%	6%
Avoiding countryside	0%	0%	0%	0%
Buying summer home	0%	0%	0%	0%
Using private vehicle	19%	25%	6%	7%
Avoiding hotels	3%	6%	1%	5%
Avoiding tourist attractions	20%	23%	3%	5%
Outdoor activities preferred	26%	33%	6%	5%
Nature important	19%	27%	5%	6%
Avoiding restaurants	6%	7%	3%	5%
Exploring Sweden	22%	22%	7%	5%
Bought camping vehicle	2%	1%	2%	1%
Other	1%	0%	0%	2%

Changed behaviour



Excellent public transport (PT) connects to the ferry, yet there is **no one using the service!**

- Have you changed behaviour? – “no”
- Are you going to use the bus? – “no”
- ???

Changed behaviour

How did the pandemic affect?	Last year	This year	Next year	Not at all
Using Car	32%	40%	8%	18%
Using ferry	41%	47%	13%	16%
Using boat	1%	1%	0%	2%
Using canoe	1%	1%	0%	0%
Using bike	38%	43%	11%	14%
Using camper	2%	1%	1%	1%
Using bus	0%	0%	0%	0%
Walking	8%	8%	2%	3%

Interactions with different stakeholders

Interactions with stakeholders prior to collecting data (May, June 2021)

Presenting results from data collection 1 (November 2021)

Workshop with stakeholders when data has been analysed (March/April, 2021)

New data collection June – August 2022

Workshop with stakeholders when data has been analysed (April, 2022)



Own picture taken from workshop with stakeholders, 2020