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Extracting Issues for Appropriate Arctic Tourism Development Concerning Community Resilience

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Abstract

While the diverse environmental changes have been seen globally in recent years, the purpose of this joint research is to extract issues for the appropriate Arctic tourism development with a view of improving community resilience that is expected to respond to those global changes. In this context, therefore, this research adopted a framework of Adventure tourism (AT), which has been actively discussed in the Arctic in these days and also has the latest trend of indigenous people's perspective on nature. And then we conducted a basic comparative analysis based on some hearing surveys in the Inari region in Finish Lapland and the Akan region in Hokkaido, Japan. Although their histories and backgrounds of regional tourism development are different, the common significant issues that belong to each of the eight issue categories for the Arctic tourism development revealed in the first year of this research were extracted. Furthermore, we extracted these issues from the perspectives of community, natural environment in region, and indigenous culture as the result of comprehensive analysis of both region's endeavors and possibility of attracting AT customers with their remarkable characteristics.

Key words: Arctic tourism issues, Adventure tourism, Community resilience, Comparative research

1. Introduction

This joint research has been worked on for three years to extract issues of Arctic tourism development since 2019. In the first year, we have come to conclude to classify these issues, which have all been discussed globally, into eight categories that were characteristically different at four scale levels shown below (Figure 1).

Then in the second year, this joint research has considered the theoretical framework and methodology based on Fig.1 for further analysis. Firstly, we focused Adventure tourism (AT) which has been discussed quite many in the Arctic regions. Secondly, we've come to adopt the comparative research of both cases in Inari, Finish Lapland and Akan in Hokkaido, Japan.

Recently, AT has been paid attention widely in the world because of its remarkable features. According to Adventure Travel Trade Association (ATTA), AT is defined as "tourist activity that includes physical activity, cultural exchange, or activities in nature" and an image of AT client base can be described as the tourists who are seeking for the real experience in a small group, and respect both regional culture and mother nature, and also have the tendency of long stay and high consumption. Furthermore, AT has a huge market in the world, especially in western countries, that could possibly bring foreign currency and related economic spillover into region.

The reason why this research has selected these two regions is because they are accordingly same scale and both regions surely have tourism activities with indigenous culture and also in deep nature. Besides, we

Scale level	Issue's belonging field
Community	"Respect to local culture and indigenous people"
Country	"Prioritize community"
International Society	"Proper tourism development"
Natural Environment /Earth	"Academic research promotion"
	"Compliance to Code/Rule"
	"Awareness rising / Education"
	"Consideration for energy"
	"Environmental preservation"

Fig.1 Classification of Arctic tourism issues Adopted from Fukuyama and others (2019)

thought that this research could examine much deeper by comparing with the case of Akan in subarctic than a mere analysis of Inari region itself in the Arctic. And also, Akan had been able to invite the AT World Summit (ATWS) in 2021 as the very first opportunity in Asia.

Thus, as the third year project, the purpose of this joint research has finally been fixed to the extraction of concrete issues concerning appropriate Arctic tourism development in the above eight different fields based on the above comparative study through the framework of AT. Moreover, we have analyzed them from the perspective of region for the sake of community resilience in response to the fragile tourism situation. Here we describe the summary of the content of this joint research for the final year (Fig. 2).

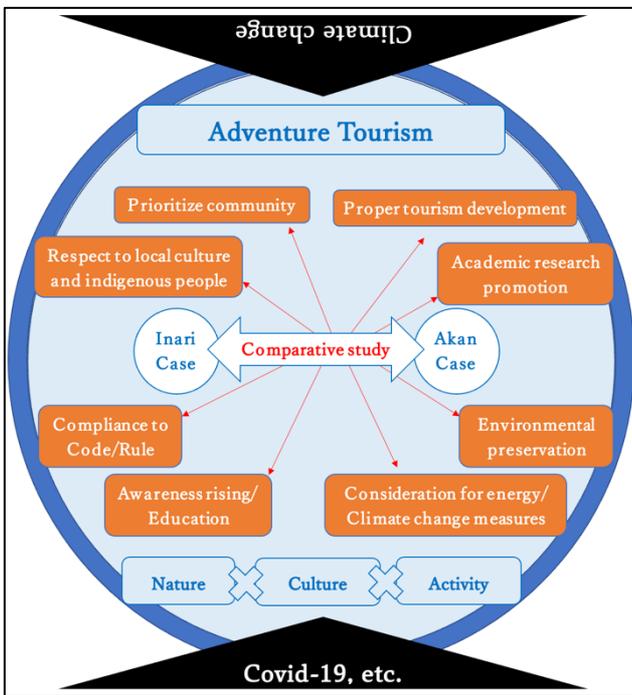


Fig.2 Schematic diagram of this research

2. Survey overview

To achieve the above purpose of this research, we have conducted several kinds of survey including the hearing of related important people such as an ATTA ambassador or an Ainu guide or even Sami people who run their own small tourism businesses (Table 1).

Table 1 Main targets of survey

2021	Inari region
1110	-Reindeer Farm Petri Mattus -Angeli Reindeer Farm -Sajos / Siida
2021	Akan region
1201	-Tsuruga Adventure Base SIRI
	-Akan Adventure Tourism Corp.
1203	-Lake Akan Ainu theater IKOR
1216	-Hokkaido Resort Tsuruga

	-Akan Ainu Konsarun
1218	-Akan Ainu Craft Association

As the result of these effective surveys in both regions, we could find quite a few significant facts which are indicated below in the chapter 3.

3. Findings and discussions

3.1 Situations of AT in each region

Firstly in Akan region, AT can be now considered to be prosperous due to the successful invitation of ATWS in 2021. Akan Resort Tsuruga has two important key persons who have contributed this invitation. Furthermore, various kinds of adventure tours including the themes of nature, Ainu culture, and activities are already implemented by two different kinds of organizations shown in Table 1 in Akan.

On the other hand, in Inari region, we found out that almost no related people recognized AT and its concept. However, the actual tour styles of two Sami people there in our survey, especially Reindeer Farm Petri Mattus, can be considered to correspond exactly to the concept of AT. For example, he takes a small number of tourists, eight at maximum, to deep in the forest and makes an open-air fire there, surrounded by hundreds of his reindeers walking around. While he serves hot coffees or teas to tourists, he tells them the stories about the real Sami culture, not only in the authentic and traditional way but also in the modern way just like he shows his real lifestyle to them. Thus, in this research, we could point out the possibility of implementing AT in Inari region.

3.2 Eyes of AT customers to see the real

Concerning the above-mentioned way of his Sami tourism, it can be said that his own style could surely attract AT customers who have the eyes to see the real. For instance, he does not wear the traditional Sami cloths right before tourist's eyes, explaining that he wears them only at a wedding or a funeral that is his authentic and modern way as Sami living today.

As mentioned earlier, AT customers tend to respect the regional culture and mother nature and also seek for the genuine experience in region, therefore, their eyes to see the real could possibly contribute to the continuous tradition of authentic and Sami culture as well as Ainu culture. As the matter of fact, there have been seen so many fake and false types of Sami tourism in Inari region. Under this circumstance, mass tourism like bus tour with a big number of tourists goes for this type of unreal Sami tourism, being deceived in a way. Thus, the above two small Sami tourism styles can attract AT customers through the genuine value, and the authenticity of Sami culture will be paid more attention.

3.3 While having impact of Covid-19

By the way, 99% of the customers of these two Sami reindeer farms, in fact, have been from abroad since they

have started their tourism businesses. Therefore, their tourism businesses have been damaged a lot in the global pandemic of Covid-19 as all the reservations of foreign customers were completely stopped in the past two years.

As for Sami at Angeli Reindeer Farm in this situation, she said that she has accepted 10 domestic customers inside of Finland. As for Akan case, in addition, a key person of Akan AT said that they were very surprised to discover the fact in which more domestic customers inside Japan joined their AT in Akan even though they have been expecting more Western customers who are likely to pay a lot for the adventure tour. Although there is a difference in each context between two regions, what is important here is that there is a certain potential AT customer base in both domestic countries as well as the apparent AT customer base in abroad.

3.4 Concerning community resilience

With all above findings and discussions, this research can now examine a community resilience from the perspective of appropriate tourism development in region. We intentionally chose this word in this research paper rather than “sustainable” because we thought that a sustainable tourism consisted of the logics of management from rather outside viewpoint of the region after all. However, along with this way, the diverse environmental changes on earth can easily turn “sustainable” into “fragile” especially in the global tourism system.

On the other hand, “resilience” in community could possibly cope with those environmental changes from the standpoint of region inside. In response to this context, for example, when the pandemic of Covid-19 occurred, each indigenous tourism can choose domestic AT customers while giving up foreign AT customers until the global pandemic calms down.

Besides, attracting AT customers can contribute to the community resilience in environmental perspective. By trying to avoid mass tourism which could possibly bring negative impact to ecosystem in region, the continuous efforts to invite small groups of AT can contribute to the resilience of the regional nature.

Last of all, furthermore, the eyes of AT customers can contribute to the community resilience from the viewpoint of indigenous culture. As mentioned above, there are many fake and false types of Sami tourism, therefore, it should be significant that all the tourism-related stakeholders pay attention to the authenticity of Sami culture, same as the Ainu case.

4. Conclusion

This research eventually concludes all the findings and discussions here from the past three consecutive years. But before this conclusion, we would like to state that this research has added a little phrase on No.7 category issue, that is “climate change measures” for more appropriate description.

Based on the comparative research of both cases in Inari, Finish Lapland and Akan in Hokkaido, we have extracted concrete issues for appropriate Arctic tourism development concerning community resilience from the regional perspective below in eight categories (Table 2).

Table 2. Extracted issues for appropriate Arctic Tourism

1. Respect to local culture and indigenous people
Continuous tradition of authentic Sami and Ainu culture through the practice of genuine oriented AT
2. Prioritize community
Selective attraction of small-scale AT customers to distinguish its tourism from Mass tourism
3. Proper tourism development
Consideration of appropriate environmental and cultural requirements to obtain a genuine experience as well as a carrying capacity in ecosystem
4. Academic research promotion
Submission of academic articles, including attempts to define AT based on each case, both domestically and internationally
5. Compliance to Code / Rule
Promotion of understanding and disseminating “Principles for Responsible and Ethically Sustainable Sami Tourism” by Sami parliament
6. Awareness rising / Education
Enlightenment of the significance of indigenous culture inheritance domestically through the potential AT customers in both countries
7. Consideration for energy / Climate change measures
Fostering and expanding awareness of mitigation against global warming based on the impact on Sami tourism in winter
8. Environmental preservation
Consideration for the natural environment in region in response to the high awareness of AT customers

In Table 2, it is considered that all the issues except for the category No.4 and No.7 are somehow related to the resilience in region as mentioned earlier, and this research concludes that especially No.6 is the most significant issue for the sake of community resilience in response to the diverse environmental change on earth by attracting domestic tourists rather than foreign tourists.

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Summary in Japanese

和文要約

地域コミュニティのレジリエンスに配慮した適切な北極域観光振興のための抽出課題

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昨今グローバルに多様な環境変化が見られる中、その変化への対応が期待される地域のレジリエンス向上を見据えた適切な北極域観光振興の課題抽出が本研究の目的である。そのため、近年北極域でも活発に議論され、とくに先住民族の自然観を最新のトレンドとするアドベンチャーツーリズム(AT)の枠組みを使用し、フィンランド・ラップランドのイナリ地域と国内・北海道の阿寒地域の観光の取組み状況をヒアリング調査した上で、本研究は基礎的な比較分析を行った。地域観光の振興の歴史や背景はそれぞれ異なるが、両地域の取組みと顕著な特徴をもつAT顧客の誘致の可能性を総合して分析した結果、本研究が初年度に明らかにした北極域観光振興における8つの課題に属する共通の重要課題が、コミュニティや地域の自然環境、そして先住民族文化の視点からそれぞれ抽出された。

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