Moved by the mountains
Migration into tourism dominated rural areas

av

Maria Thulemark

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Opponent: Docent Linda Lundmark
Institutionen för geografi och ekonomisk historia
Umeå Universitet

Örebro universitet
Institutionen för humaniora, utbildnings- och
samhällsvetenskap
701 82 ÖREBRO
Abstract

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The purpose of this thesis is to investigate migration into tourism dominated rural areas. The study has a particular focus on mountainous places characterised by a large tourism industry. Studying how in-migration to tourism dominated rural areas can be conceptualized, what characterise in-migrants and how various types of migration relates to the tourism destination as a place is of particular interest.

The study is based on four individual papers using material from three case study areas: Sälen and Idre in the county of Dalarna, Sweden and Wanaka, in the region of Otago, New Zealand. The thesis utilizes a mixed method approach where different qualitative interview methods are used and complemented by a quantitative study with longitudinal individual data derived from Statistic Sweden. Tourism related migration is, in this study, focused on tourism as a labour market, lifestyle and amenity related migration and its relation to the creative class theory.

The thesis makes three main contributions as it offers new ways of studying lifestyle migration as closely related to place, therefore theories of lifestyle and amenity migration are blurred. The thesis stresses the meaning of place attachment when studying community formation among temporary tourism workers. The thesis also calls for a re-conceptualisation of the creative class theory to complement explanations of regional development in rural tourism dominated areas.

The results of this thesis stress the importance of place in different types of research on tourism related migration. From a policy and planning perspective, this thesis suggests that if in-migration is desirable to rural tourism dominated areas, there is the potential to attract tourists and seasonal workers, as both groups are attached to the place, albeit in different ways.

Keywords: tourism, mobility, lifestyle migration, amenity migration, lifestyle amenities, creative class, occupational communities, tourism employment, seasonal workers, rural Sweden, Bergslagen Database, interview study, focus groups.

Maria Thulemark, School of Humanities, Education & Social Sciences
Örebro University, SE-701 82 Örebro, Sweden, mth@du.se