



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Swedish tourism actors communicating sustainability

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Challenge

- Small tourism actors
- Limited resources to communicate sustainability
- Work with but do not communicate sustainability
- Need for good examples; provide inspiration





Photo: Lars Sjöqvist/Visit Sweden

Previous research

- Emerging research topic
- Environmental sustainability communication; green marketing
- Calls for holistic approach
- Personal communication
- Communication online

Previous research

- No established theory
- Sustainable, green, inclusive marketing
- Exploitative practices
- Sustainable development
- Bring about change





Focus and method

“How do tourism actors work with and communicate sustainability?”

- Survey
- Interviews
- Online communication



Camp Ripan

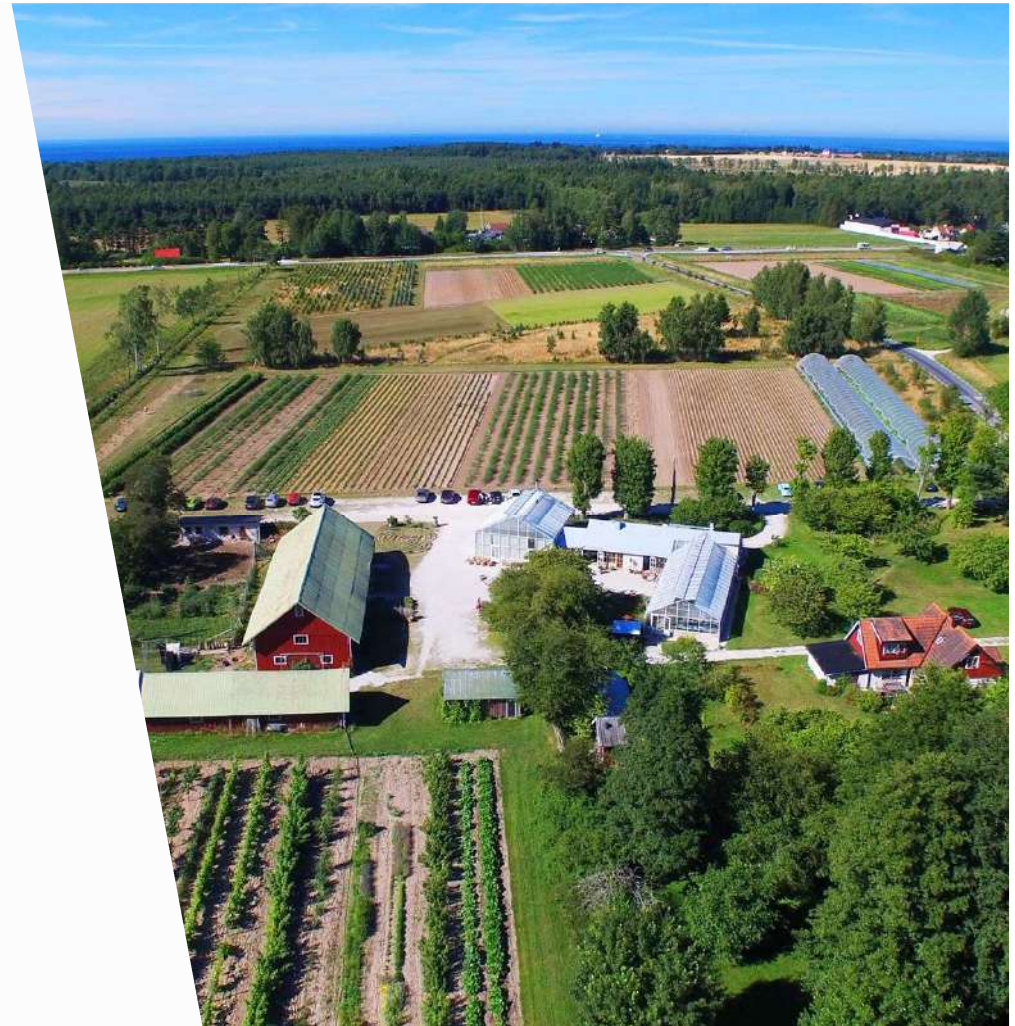
- Experience resort in Kiruna
- Three cultures as a common thread
- Narrating with photos and videos
- ‘Ripan Academy’
- Personal storytelling

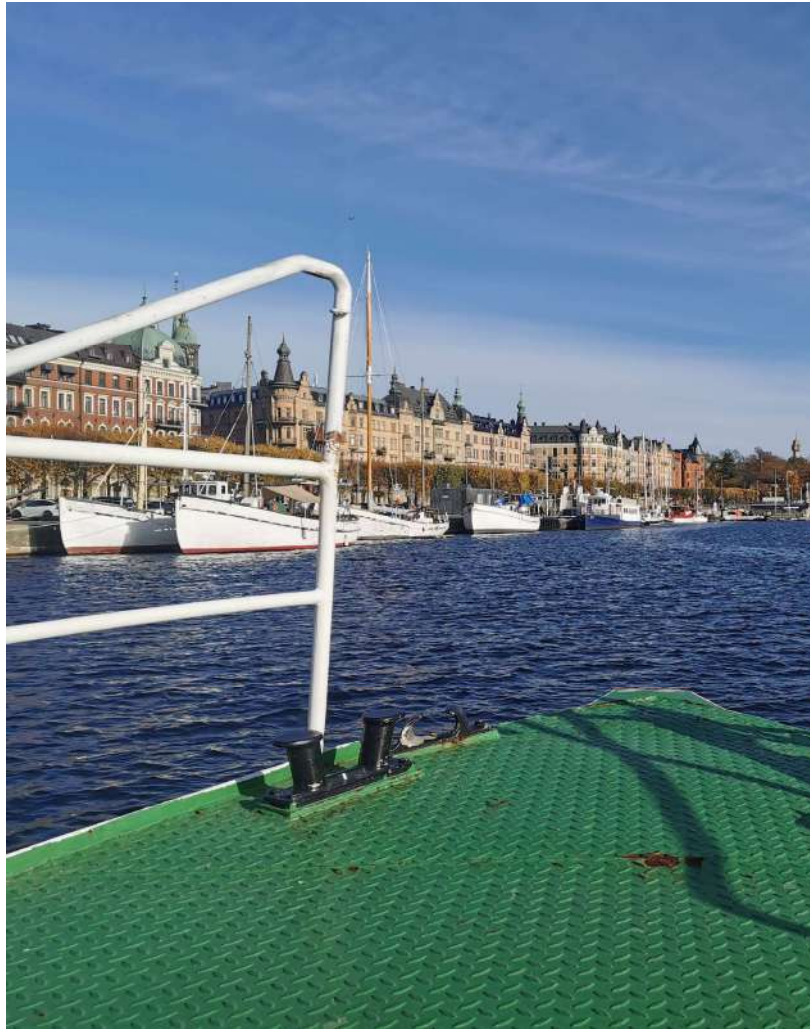
“Much communication about sustainability and culture takes place in the meeting with the guests, as an important part of hosting them.”

Lilla Bjers

- Farm, shop, restaurant
- KRAV certification
- Honest, clear, transparent
- Anchoring in history
- Communication with guests
- Walk the talk

"We do it this way because we think it's good!"





EcoSightseeing

- Electric, certified boat
- No one is too small to make a difference
- Collaboration with museum
- Communication on the boat
- Heart and passion gets the message across

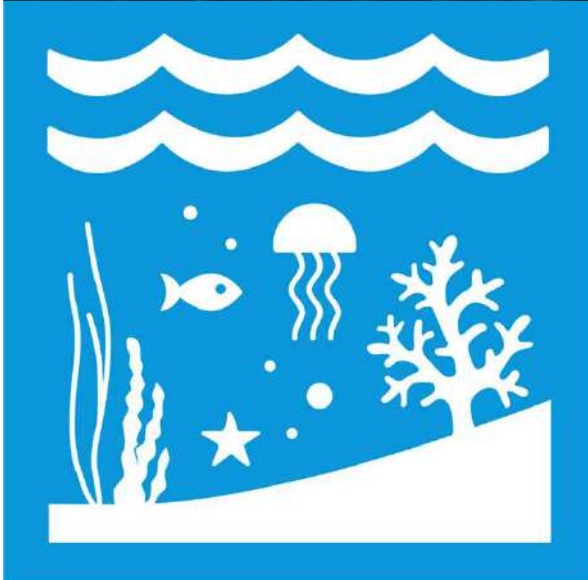
"We want to lead the way in our own way, and hope that more will follow"



Fallängetorp

- Organic, certified agriculture
- Bed & Breakfast in farm setting
- Welcoming people with disabilities
- “Farmer for a day”

“It often becomes an educational conversation, where the visitors take new lessons with them home, which they value very much.”



Marine Knowledge Centre

- Awareness of the ocean
- Interactive exhibition
- Communicating the SDGs
- Personal meetings arouse interest
- Guided tours, snorkelling

“With us, you can be active and experiment”

Malin in Ratan

- Produces and sells organic soap
- Activities and corporate events
- Knowledgeable target group
- Website and social media
- Local collaborations

*“Show that you are aware and genuine,
and that you avoid greenwashing”*





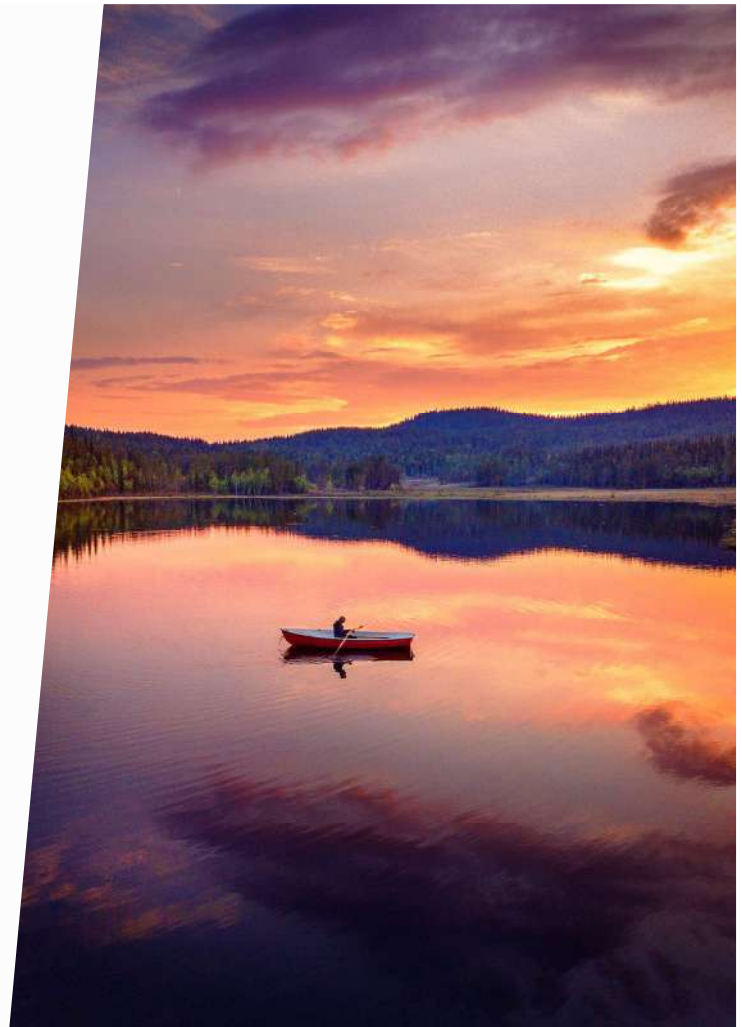
Parks and Resorts

- Inclusive recruitment
- Easy-to-read sustainability report
- Projects that inspire and engage
- ‘Sustainability ambassadors’
- ‘Upcycle Challenge’

“Our sustainability report is fun, easy to read and simple in order to reach many”

Key patterns

- Personal communication
- Honest, clear, transparent
- Collaboration with others
- Passion gets message across
- Activities, projects, competitions
- Visitors want to learn





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