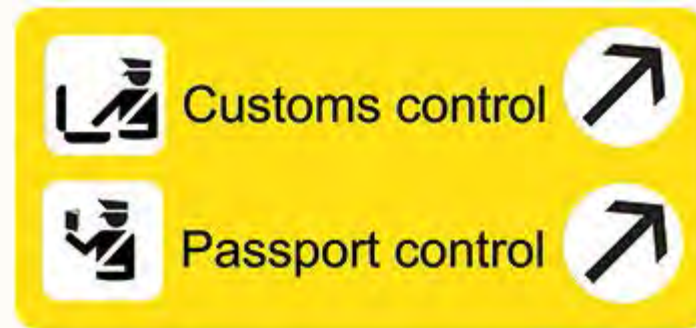
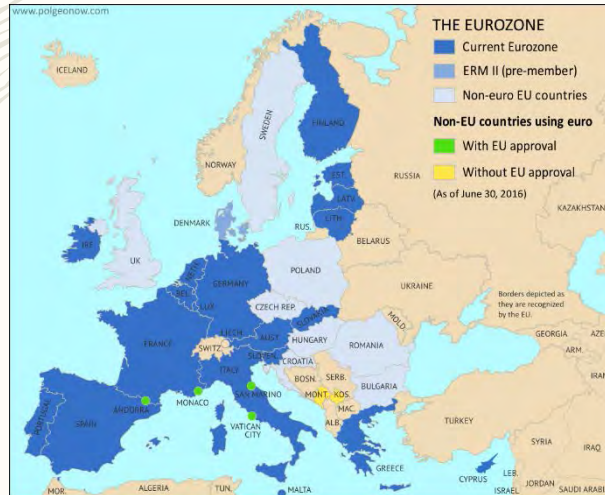




# The role of borders (Legal, economic, control, deterrent, ideological)



# Globalisation: the end of borders?

Globalisation as a unifying force ->  
Serious blows to confidence in globalisation  
-> Re-bordering & De-bordering



Vs.



Vs.



Vs.



# Yes yes, but this is Scandinavia, we are like family.....(?)

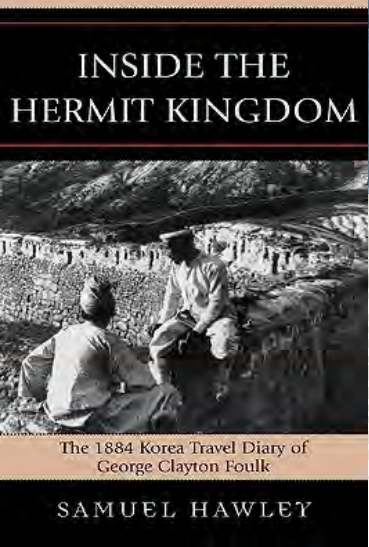
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- Yes. Cooperation is everywhere in Scandinavia.
- Yet....There is the desire to create distance
- 'An open border thus results neither automatically in open minds, nor in suddenly changed everyday practices and spaces. Yet....being very similar often results also in an urge to emphasis differences (Pinheiro, 2009)
- Reflect on the stereotypes you hold about your neighbours.



Is it any wonder?

'We are prisoners of borders' (Leimgruber, 2005)'



<https://www.youtube.com/watch?v=1mYqY5YELd0>

# Tourism & Borders

Tourism and borders cannot be separated. They are integral to one another.

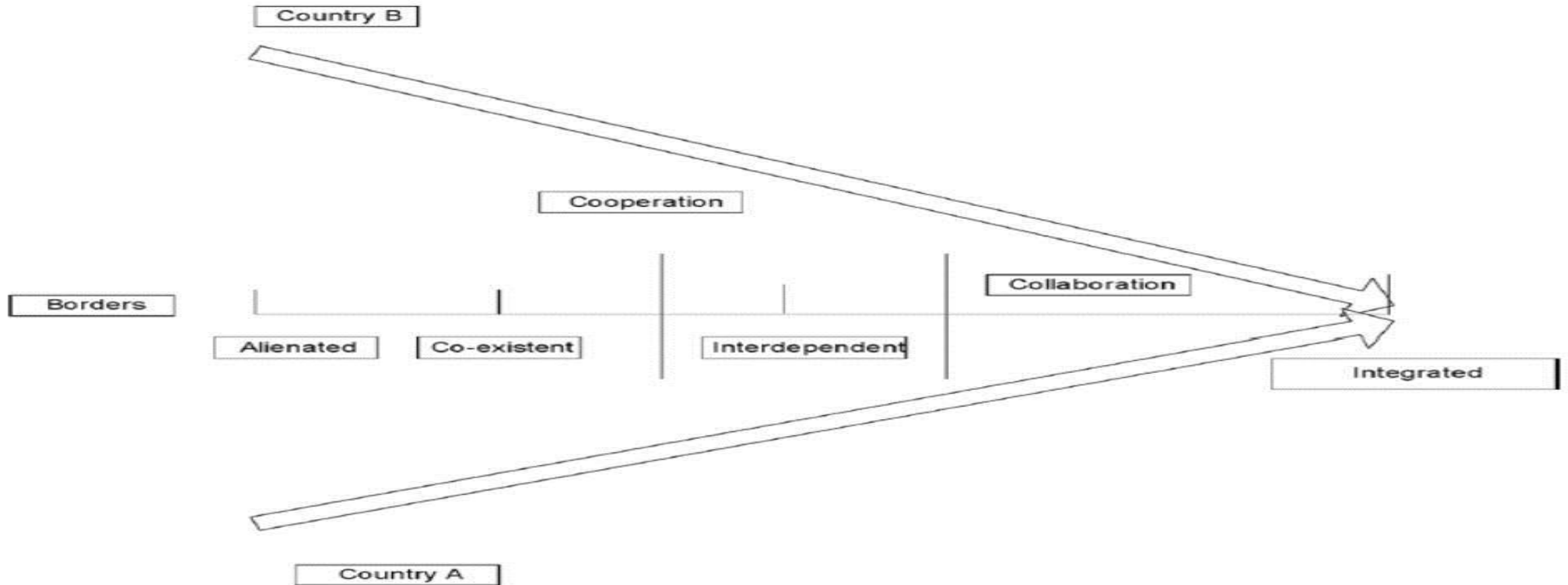
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Yet borders themselves offer a tourist experience:

1. They offer us a change, 'the travel gaze', 'tick-box tourism'
2. They offer us a thrill, a scare etc.



# The value of this leads us to cross-border tourism cooperation



# The purported benefits of cross-border cooperation in tourism

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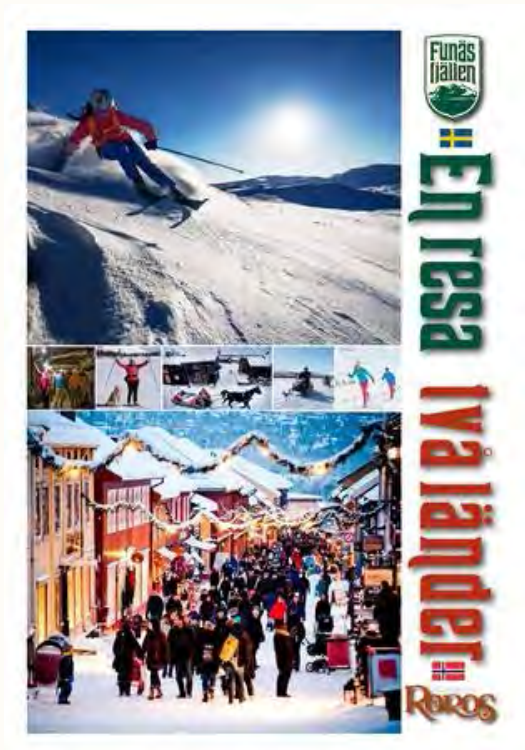
- Sustainability (environment, risk)
- Reducing costs (efficiency, avoid duplication)
- Economies of scale (critical mass)
- Greater leverage in the market
- Larger marketing reach
- Complimentary
- Overcome artificial divisions
- Create more effective links (practical & innovation)
- Reduce the barrier aspect of the border



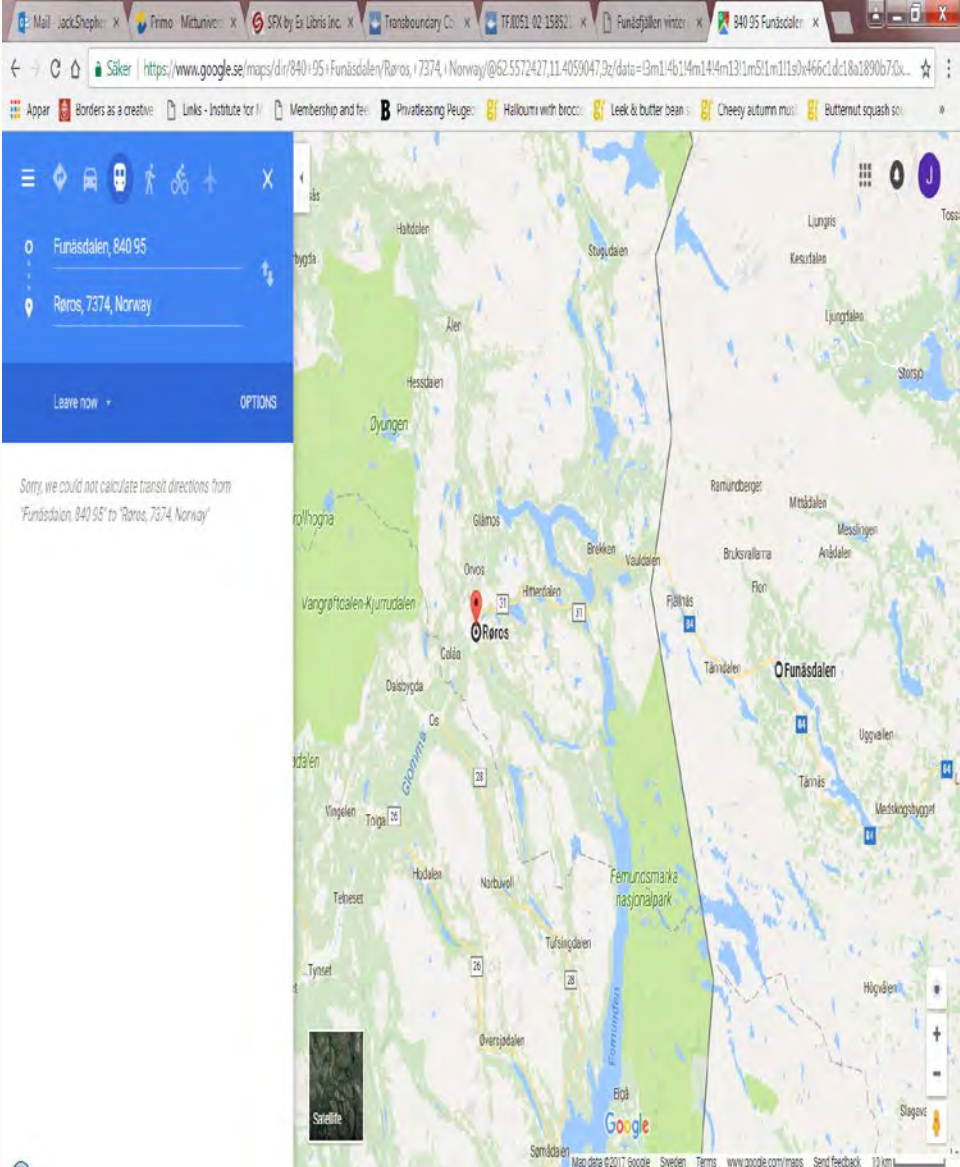
# What did I do, where and why?

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- Interview based research in Jämtland & Trøndelag
- 3 focus areas
  1. St Olavsleden
  2. Vaajma
  3. Funäsfjällen- Röros



Vaajma





# Aims, Objectives, Research Questions

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**Aim:** to analyse the impact of the international border on tourism in Mid-Scandinavia

**Objective:** to improve understanding of the impact of international border on regional tourism development by investigating transboundary tourism cooperation between the regions of Jämtland (Sweden) and Trondelag (Norway)

## Research Questions

1. How is the border perceived by the tourism industry in the region?
2. How is the border affecting efforts to develop cross-border tourism?
3. What barriers and opportunities does the border present for tourism development in the region

# Results

## 1. The border – perceptions

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- The physical border is not considered at all
- *'Mental barrier'*
- For the St Olavsleden, it was recognised that the ability to go 'both sides' was crucial to its success. A 'coast to coast' product.
- An understanding that the tourist is incredibly mobile

*'There is something with the border, yeah, for sure*

*'Even if you can't see the border, there is a border there*

# Results

## 2. The benefits of cooperation

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- Overcoming the confusion of current planning tools
- Ensuring no-one is left out
- Seen as the future, and something worth working for

*'They dont give one krona to the Norwegian side, they are buying everything in Sweden'*

On Vaajma: 'the perfect thing to do, because you get two countrries, three cultures, in one'

*'Grown-up, intellectual, intelligent people had problems planning their journey with the tools that are provided....These are lawyers...not electronical Stone Age people'*

# 3. The problems of cooperation

## A) Imbalance

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- Of commitment
- Of money (salaries & funding)

*'You have an everyday schedule and you have things you need to do and the things that are nice to do'*

*'That makes me totally nuts....they don't take it seriously....they have the money anyway*

*'Norway have more resources for this'*

# 3. The problems of cooperation

## B) Lack of resources

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- Lack of funding to enact cross-border cooperation
- Leads to a dependence on supranational funding
- Relationships become dependent on such funding

*'Now we have the money, so, it's probably now we'll skip them'*

*'I think INTERREG is one of the reasons why we have worked together because you kind of follow that flow of money right'*

# 3. Problems of cooperation

## C) The Capital Connection

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- Lack of funding leads to dependence on national funding which comes with its own constraints
- Issues of loyalty
- Issue of resilience to national change
- Political decisions
- National Gaze within tourism
- Confusion in identity

*'Very often we show only the Norway, our side...When you come to Sweden, you can turn around and go back'*







# Funäsfjällen a part of Sweden



BOOKING: [WWW.FUNASFJALLEN.SE](http://WWW.FUNASFJALLEN.SE) + PHONE +46 (0)684-155 80

# 3. Problems of cooperation

## D) Project Syndrome

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- Demanding projects
- 'Eat more than you can chew'
- Top-down (public-sector driven)
- Timelines
- Champagne train attitude
- Lack of effective communication
- Constant switching of people
- Slow
- Hot-air

Interreg



*'It's all very nice ideas and stuff but rarely turns out into something that lasts you know'*

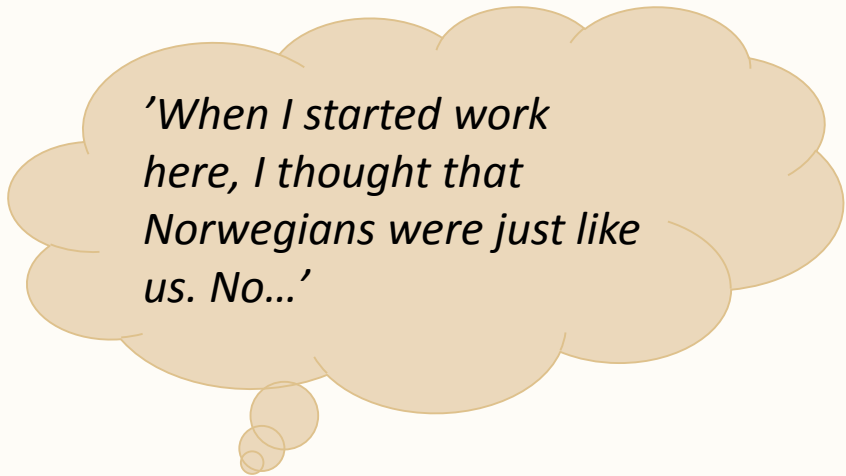
*'I think as long as you have European projects, you will have money to do it'*

# 3. Problems of Cooperation

## E) 'We are very similiar but...'

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- A lot of comfort with neighbours (Scandinavian, border identity, ways of doing things)
- But differing attitudes towards cooperation
- Differing rules and regulations
- Different working practices
- Resort to stereotyping & 'borderism'



*'When I started work here, I thought that Norwegians were just like us. No...'*

# What can we learn from this?

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- That the border IS attractive to tourists and DOES matter
- The border is a supply-side phenomenon
- 'The problem of the border stems therefore not from the border itself or the borderland location, it stems from a failure to make the border as docile on a functional level as it appears at a physical level' (Shepherd, 2016)
- But, we ALL agree that it is beneficial
- The focus was on 'marketing', not the other benefits

# The Ten Commandments of International Cross-Border Cooperation in Tourism within a European context

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1. Plan thoroughly – what is happening after the project?
2. Ensure communication is regular and thorough
3. Start at the bottom and work up
4. Make cooperation visible (no cart before the horse)
5. Risk on behalf of those involved (avoiding risk is counterproductive)
6. DMO should be link-maker and educator, not driver
7. Get off INTERREG dependency
8. Seek harmonisation
9. Be open-minded to cross-cultural differences
10. Look at Oliver's 1990 critical contingencies of IOR. Is our project: necessary, symmetrical, reciprocal, efficient, stable & legitimate?





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**TACK**

**Email: [jack.shepherd@miun.se](mailto:jack.shepherd@miun.se)**