



# Economic Brief 4

## *Recreation & Tourism*



Which environmental and social risks follow as shipping and tourism increase?

How has climate change affected transportation in the Arctic?

What progress is needed for a more sustainable Arctic connectivity?



# ECONOMIC BRIEFS in the Series

JUSTNORTH Economic Brief 1:

ENERGY TRANSITION IN THE ARCTIC: GOVERNANCE AND JUSTICE IMPLICATIONS

JUSTNORTH Economic Brief 2:

ARCTIC TRANSPORT: ENVIRONMENTAL, SOCIAL AND GEOPOLITICAL CONCERNS

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JUSTNORTH Economic Brief 4:

RECREATION & TOURISM

JUSTNORTH Economic Brief 5:

SOCIAL SERVICES, SOCIAL WELFARE AND COMMUNITY DEVELOPMENT IN THE ARCTIC



# JUSTNORTH

## Economic Brief 4

*Recreation & Tourism*

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## About the Economic Briefs

JUSTNORTH economic briefs are topical outputs drawing upon research previously conducted in the JUSTNORTH project, an undertaking funded by the European Union under Horizon 2020 programme. In these briefs, we build on the findings of the research conducted in 17 case studies (Work Packages 2-4) and underpinned by the comprehensive overview of various forms of justice and of the idea of ecosystem services (Work Package 1). The objective is to assess the sustainability of the regulatory frameworks supporting the main economic activities and sectors developed in the Arctic. Sustainability, understood here as the responsible use and management of spaces, common goods and shared resources with the aim of guaranteeing a fair use and enjoyment of them by future generations, is intrinsically linked to the idea of justice, the core concept upon which JUSTNORTH relies.

With the aim to reach a wide audience and to disseminate the previous work developed by JUSTNORTH work packages 1-4, the economic briefs constitute short and accessible analyses on different aspects of regulatory, policy and governance frameworks in the Arctic. As such, they are knowledge resources for policymakers, scholars and stakeholders/rightsholders. They will also serve as background papers in the process of co-producing the EU Policy Analysis Report and Recommendations.

Beyond the personal contributions made by the authors in their economic briefs, they all share a common outline. Each brief opens with the main key messages on the topic under consideration. They continue by outlining relevant findings of the JUSTNORTH case studies, highlighting issues identified by researchers and research participants as problematic, challenging or having implications for the actors' perception of justice. Third, the economic

briefs analyse the governance regulatory mechanisms and gaps and policy frameworks related to the earlier identified findings. Which frameworks correspond to or address these problematic issues? What public goods are to be promoted and harms mitigated? Are future generations considered? What is the spatial scale of these policies and regulations? Fourth, we consider the justice implications derived from the economic sectors and their governance regulatory frameworks. The procedural, distributive, recognition and restorative forms of justice are considered, alongside the rights, balance of different values and interests and opportunities for participation. We ask if the governance frameworks themselves can be sources of social ills and injustices. Fifth, the relevance of discussed policies and regulations is analysed from the perspective of the Sustainable Development Goals and of ecosystem services – regulating services, provisioning services, cultural services and supporting services – that is, the varied benefits obtained by humans from healthy environments.

Finally, we provide initial thoughts on recommendations or areas where recommendations could be proposed – these will become subjects for discussion with Arctic stakeholders and rightsholders leading towards proposing recommendations at the end of JUSTNORTH project.

The briefs build on the findings of the case studies, written outputs of which have not been made public at the time of publication of these briefs. The ideas included in the briefs originate from these written outputs as well as discussions between case study leaders and the drafters of the briefs. However, for reasons of scope, the briefs consider only some aspects of the economic sectors analysed here and do not cover the entirety of said sectors.

## 1. ENERGY TRANSITION IN THE ARCTIC: GOVERNANCE AND JUSTICE IMPLICATIONS

This brief focuses on the governance and justice implications of the energy sector in (Sub-)Arctic in the context of ongoing energy transition. It presents case study-derived insights into: (1) energy demand and energy services; (2) renewable energy and energy storage; and (3) oil and gas extraction. Energy, particularly oil and gas, has played a critical role in the economic development of the Arctic while contributing to the narrative of the region as an extractive frontier. The ambition of the relevant JUSTNORTH case studies and this brief is to contribute to ending this narrative. The brief takes a critical view of the current governance mechanisms and identifies vertical and horizontal fragmentation problems. Placing justice-based conditions as part of permitting and licensing (leasing), wide implementation of strategic energy planning, accounting for equity and justice in rate and tariff-making, and incorporating collective and individual capabilities into environmental and social assessments are identified as

possible solutions for the shortcomings.

The brief also criticises the current supply-centric approach and proposes incorporating the concepts of energy justice and services into energy decision making. This approach is linked to the current energy crisis that poses a challenge for winding down the ongoing hydrocarbon projects in the Arctic and not launching new ones. The issue of a post-extraction development looms large for policymakers, but it also presents opportunities for sustainable redeveloping of post-industrial spaces. The brief also notes conflicts and opposition to energy development are not unique to the O&G sector and that it is not necessary the technology or energy type but the approach to project development that matters. Therefore, renewable energy development cannot be solely justified by the decarbonisation effort and SDG7 considerations must be carefully balanced with complementary sustainable development goals.

## 2. ARCTIC TRANSPORT: ENVIRONMENTAL, SOCIAL AND GEOPOLITICAL CONCERNS

As the second largest contributor to greenhouse gas emissions, the transport sector significantly contributes to environmental degradation. Given this context, this JUSTNORTH Economic Brief considers how Arctic countries have taken different paths towards energy transition in line with European climate change goals. In particular, we consider private transport electrification

and the opening of new railway networks in the region. Special attention has been given to justice issues that have emerged during the research process, as well as to the impact of these initiatives on the Sustainable Development Goals and on ecosystem services. Considerations must be carefully balanced with complementary sustainable development goals.

## 3. NON-ENERGY RESOURCE EXTRACTION (MINING AND FISHERIES): GOVERNANCE, JUSTICE, AND SUSTAINABILITY

The brief provides an overview of the governance of (Sub-)Arctic fisheries and mining – two key economic sectors in the Arctic. Justice, sustainability and ecosystem services are discussed building on the findings of the JUSTNORTH case studies. Fisheries and mining are governed by a patchwork of policies, regulations, resource ownership frameworks, and standards. Governance shapes the distribution of benefits and burdens, and affects sustainability potential and justice outcomes. Justice and sustainability in mining and fisheries needs to be analyzed at different spatial scales, as global sustainability benefits may be intertwined with unsustainable practices when considered from the local perspective. Contrast between

the distribution of positive socio-economic impacts and the distribution of environmental impacts remains a central concern. In fact, extractive industries can exacerbate existing inequalities. The process, timing and stakeholder/rightsholder composition of consultations are the key issues for procedural justice. opposition to energy development are not unique to the O&G sector and that it is not necessary the technology or energy type but the approach to project development that matters. Therefore, renewable energy development cannot be solely justified by the decarbonisation effort and SDG7 considerations must be carefully balanced with complementary sustainable development goals.

## 4. ECONOMIC BRIEF: RECREATION & TOURISM

This report presents findings from across several case studies of the JUSTNORTH project as they relate to tourism in the Arctic.

The Arctic features a landscape and ecosystem that exert a strong pull for visitors. However, climate change is threatening the long-term viability of the region in its current bio-geochemical form and, therefore, the socio-economic foundations of Arctic societies as well. Barriers to sustainability in the economic sector of tourism arise from structural problems associated with the industry, including differential bargaining powers of employment contracts and the broader lack of capacity

for stakeholders to engage in consultation processes at national and international contexts. In addition, the lack of overarching regulatory mechanisms or frameworks beyond consumer rights and safety measures means that a number of UN Sustainable Development Goals (SDGs) are adversely affected.

This report sketches distributive, regulatory and procedural issues of justice as well as different dimensions of ecosystem services as they relate to the SDGs. The report closes with a list of potential regulatory recommendations, including a certification scheme, approaches for employment, and integrated spatial planning.

## 5. SOCIAL SERVICES, SOCIAL WELFARE AND COMMUNITY DEVELOPMENT IN THE ARCTIC

This JUSTNORTH Economic Brief explores the relations between some economic sectors (transport, resources extraction, search and rescue activities) and the social development of Arctic countries and communities. Special attention has been given to how these different economic activities can potentially contribute to or hinder “community viability” in the region. The current governance and regulation

of public transport, of welfare state provisions, of corporate social responsibility, and of search and rescue activities have all been analysed under the light of justice considerations and in relation to environmental sustainability. While progress in Arctic social welfare is clearly observable, major challenges remain. for employment, and integrated spatial planning.

# JUSTNORTH Case Studies informing JUSTNORTH Economic BRIEFS

## Transport

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### Opportunities For Sustainable Mobility and Addressing Transport Poverty in Iceland

#### Lead researchers:

Benjamin Sovacool, Sussex University  
Paul Upham, Sussex University

## Post Industrial

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### Liabilities into Assets — Reviving Post-Industrial Communities Through Repurposing Industrial Infrastructures in the Swedish Arctic

#### Lead researchers:

Roman Sidortsov, Sussex University,  
Timothy Scarlett, Michigan Technological University

## Fisheries

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### Changing coastal communities, fisheries governance and equity issues in Iceland

#### Lead researchers:

Niels Einarsson, Stefansson Arctic Institute  
Catherine Chambers, Stefansson Arctic Institute

## Research Stations

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### Field Research Stations, Sustainable Development, and Knowledge Production in the North

#### Lead researchers:

Hele Kiimann, Uppsala University  
Susan Millar, Uppsala University

## Railway

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### Transportation Links and Power Disparities: the Arctic Railway Plans in Finland

#### Lead researchers:

Soili Nystén-Haarala, University of Lapland  
Pigga Keskitalo, University of Lapland  
Juha Kähkönen, University of Lapland

## WindFIN

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### Balancing Sustainable Opportunities in the Arctic: Wind Power & Reindeer Herding in Northern Finland

#### Lead researchers:

Tanja Joona, University of Lapland  
Soili Nystén-Haarala, University of Lapland

## DataCentres

2

### Sustainable Digitisation & Resilient Communities: Low Carbon Data Centres in Greenland, Iceland & Norway

#### Lead researchers:

Benjamin Sovacool, Sussex University  
Chukwuka Monyei, Sussex University

## OilGas

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### Stranded Assets, Path Dependencies & Carbon Lock-in: Short/Medium/Long Term Implications of Oil & Gas Development in the Russian, Norwegian and U.S. Arctic

#### Lead researchers:

Roman Sidortsov, Sussex University  
Anna Badyna, Sussex University

## Tourism

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### Communities, Globalisation and Marine Tourism in Northern Iceland

#### Lead researchers:

Niels Einarsson, Stefansson Arctic Institute,  
Edward Huijbens, Wageningen University,  
Edward Ariza, Universidad Autonoma Barcelona  
Silvia Gomez, Universidad Autonoma Barcelona

## SAR

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### Northern Seas, Global Connections: Shipping, Search & Rescue and Small Communities in Canada & Norway

#### Lead researchers:

Corine Wood-Donnelly, Nord University  
Hannes Hansen-Magnusson, Cardiff University

## Mining

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### Mining in the Finnish Arctic

#### Lead researchers:

Jukka Similä, University of Lapland  
Henri Wallen, University of Lapland

## IndEntr

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### Empowering Equitable and Robust Indigenous Economy through Indigenous Entrepreneurship in the Swedish & Russian Arctic

#### Lead researchers:

Elena Bogdanova, Northern Arctic Federal University  
Ildikó sztalos-Morrell, Swedish University of Agricultural Sciences

## WindNO

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### Renewable and Ethical?: Motivation for Wind Power Resistance in Sápmi & the Norwegian Arctic

#### Lead researchers:

Ragnhild Freng Dale, Western Norway Research Institute  
Halvor Dannevig, Western Norway Research Institute

## Energy

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### Corporate Cultures & Geopolitical Aspirations: Exploring Socio-Political Barriers to the Energy Transition in Russia & Norway

#### Lead researchers:

Darren McCauley, Erasmus University Rotterdam  
Ryan Holmes, Erasmus University Rotterdam

## Mining

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### Socio-economic Development, Self-determination and Global Change Impacts in Greenland

#### Lead researchers:

Joan Nymand Larsen, Stefansson Arctic Institute  
Jon Ingimundarson, Stefansson Arctic Institute

## Cruise Tourism

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### Polar Tourism, Cruise Ships and Northern Communities: Competing Interests and Resource Use

#### Lead researchers:

Hannes Hansen-Magnusson, Cardiff University  
Charlotte Gehrke, Cardiff University  
Corine Wood-Donnelly, Nord University

## Livelihoods

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### The Power and Perish of Multiple Land-Use for Indigenous and Traditional Livelihoods in Northern Finland

#### Lead researchers:

Mia Landauer, University of Lapland  
Juha Joona, University of Lapland



## Forms of Justice

**Distributive Justice:** “to give everybody their due shares in benefits and costs” (Deplazes-Zemp 2019); equitable distribution of social and economic benefits and burdens within and across different generations and geographies.

**Procedural Justice:** “to give everybody their due voice and participation in decision-making processes” (Deplazes-Zemp 2019); adherence to due process and fair treatment of individuals under the law; justness of procedures that are used to determine how benefits and burdens of various kinds are allocated to people; not necessarily determining the substantive justice.

**Recognition Justice:** “respecting identities and cultural differences; the extent to which different

agents, ideas and cultures are respected and valued in intrapersonal encounters and in public discourse and practice.” (Martin et al. 2016); Inclusion of the vulnerable, marginalised, poor, or otherwise under-represented or misinterpreted populations and demographic groups.

**Restorative Justice:** acknowledging past harms and possibly finding pathways for compensation and reconciliation, as well as ensuring that past conflicts, injustices and harms are not repeated; it should not be confused by the purely “retributive” form of justice, which is primarily concerned with punishment of wrongful acts (e.g. polluter pays principle).

## Ecosystem Services

### Ecosystem services<sup>1</sup>

#### **Cultural Services**

Intangible benefits derived from interactions with nature that contribute to the cultural or spiritual development of people, including the aesthetic appreciation and inspiration for culture; spiritual experience and cultural identity; tourism and recreation, etc.

#### **Provisioning Services**

Provision of natural resources by ecosystems that are subsequently used by human communities for their survival and development. Examples: food, water, medicine, raw materials, etc.

#### **Regulating Services**

Benefits provided by ecosystems through their regulation of environmental processes. Examples: carbon sequestration; erosion and flood control, climate regulation and pollination, etc.

#### **Supporting Services**

Fundamental ecosystem processes and functions that support and enable the other types of services, such as photosynthesis, nutrient cycling, the creation of soils, and the water cycle.

<sup>1</sup>For more on ecosystem services, see: <https://www.nwf.org/Educational-Resources/WildlifeGuide/Understanding-Conservation/Ecosystem-Services> and [http://aboutvalues.net/ecosystem\\_services/](http://aboutvalues.net/ecosystem_services/).

# JUSTNORTH Economic Brief 4:

## Recreation & Tourism

**Lead author: Hannes Hansen-Magnusson**

### **Introduction: Tourism in a changing Arctic Landscape**

Arctic tourism takes place in a broader context of climate change. While not every aspect of Arctic scenery is climate-dependent, such as the attractions of volcanic landscapes in Iceland, most characteristics arguably do strongly relate to climate influence. As a side-effect of warming climate, some areas of the Arctic have become more easily accessible. But overall, this susceptibility has given rise to what has become known as ‘doomsday’ or ‘last chance’ visits.<sup>2</sup>

The Arctic landscape is the primary asset for its inhabitants. It does not only interweave with a way of life but it also can be monetised. Yet, not all benefits are reaped by local businesses because companies external to the region have the capacity for necessary logistics to access the region. As a result, the Arctic landscape is a source of income also for outside actors, such as cruise companies, and questions arise how the economic field of tourism can be developed in a socially and environmentally sustainable manner.

In this regard, it is worth considering a distinct spatial justice aspect in that global capitalist developments interact with local populations. Global profit search also brings global rules, like the working conditions on board cruise vessels, to the region. However, the potential benefit for local and Indigenous communities may arise from empowering strategies if:

- local guidelines and laws are applied and enforced to the benefit of local service providers.

- there is sufficient involvement of stakeholders in spatial planning processes.

- there is support to develop eco-consciousness beyond certain localities (i.e. including among visitors).



This requires frameworks that move beyond transport safety, but which could include certification practices that supplement local norm enforcement regarding work and employment standards, including training.

<sup>2</sup> For example, Denley, T. J., K. M. Woosnam, M. A. Ribeiro, B. B. Boley, C. Hehir and J. Abrams (2020). “Individuals’ intentions to engage in last chance tourism: applying the value-belief-norm model.” *Journal of Sustainable Tourism* 28(11): 1860-1881.

# Barriers to Sustainability in Arctic Tourism

The long-term negative effects of climate change are well known. They will cause the main assets of the region to significantly change over time, perhaps disappear, and threaten the culture and livelihoods of local and Indigenous inhabitants. Burdens are borne by present and future generations whose livelihoods are likely to be subject to change, though it is not entirely clear in what ways.

As a collateral consequence of increased touristic interest in the region, burdens are also borne by some shipping crew – as well as an unspecified number of employees in the tourism industry – who are subject to vulnerable and precarious employment. However, this is arguably a problem indicative of the shipping industry more broadly. Yet, heightened shipping activity further contributes potentially exploitative working relations (let alone to the climate crisis), making more of an issue in the Arctic region than previously.

The tourism sector is volatile due to fluctuations in demand over time, but also in the short-term due to seasonal variation. This structural characteristic adds additional pressures on employees and contributes to the precariousness of employment contracts. Tight profit margins mean that companies may engage in unsustainable competitive practices. This may include negative externalities, that is, the costs incurred in normal business operations – relating to pollution or safety measures – may be shifted onto society more broadly rather than borne by the company. Across case studies, several tourism stakeholders emphasised that they would welcome measures that prevent a race to the bottom regarding the standards of tourism services. This could include certification schemes, licences, and a locality-based collaborative effort to channel the stream of visitors, with a view to provide as good a touristic experience as possible.



# Regulatory Mechanisms and Implications for UN Sustainable Development Goals

There are some international legal frameworks that mainly concern health and safety aspects but also environmental protection. These include the International Convention for the Prevention of Pollution from Ships (MARPOL, 1973) and Annex I (1978), which relates to covers the prevention of pollution by oil from operational measures as well as from accidental discharges; the Polar Code (2017), which addresses issues of design, construction, equipment, operational training, search and rescue, and environmental matters of shipping in polar waters by creating three different categories of vessels operating in polar waters; and the SAR Agreement (2011) and Arctic Marine Oil Pollution Preparedness and Response (2013).

There is no unified European (EU) legal or regulatory framework in the tourism sector, hence barriers to sustainability develop from national, regional or local frameworks and practices. The communications and resolutions emanating from the EU (esp. the Parliament) mirror the international agreements in that they mostly focus on health & safety in transport (by plane or ship) as well as consumer rights (e.g. compensation claims). There is disagreement between EU institutions about the extent to which a more prescriptive legal and regulatory regime should be developed.<sup>3</sup> This predicament is showcased by

the Council’s rejection in 2014 of a more specific programme for tourism in the 2014-2020 multiannual financial framework and the forced withdrawal of the Commission’s recommendations of non-binding principles on the quality of tourism services. This situation in the tourism sector is further complicated by a broad set of stakeholders.<sup>4</sup> Stakeholders comprise tourists as well as the communities they enter, but also the communities’ governments, local businesses, non-governmental organizations and volunteers maintaining local cultural, heritage, and environmental sites, in addition to cruise operators and crews, harbour personnel, and many more. It is important to note that these networks cover the local, regional, national, and international sphere, often operating multilaterally, which means that regulatory and legislative frameworks are difficult to target precisely.

Given the presence of stakeholders across levels and in dispersed localities, and the limited regulatory regime, barriers to sustainability are mostly systemic. This includes unsustainable competition practices in which negative externalities relating to costs of abating pollution or covering health and safety are carried by the general society rather than at the source. Other systemic obstacles arise from the volatility of demand for services over time as well as during specific seasons.

This has implications for a number of Sustainable Development Goals, as listed in the table below:

UN Sustainable Development Goals	Problems
1 No Poverty 5 Gender Equality 8 Decent work & Economic Growth	Tourism creates onshore and offshore jobs, but these often come with gender role expectations, and economic bargaining power differentials between national and foreign workers (e.g. on cruise ships); seasonal volatility creates further relations of dependence
9 Industry, Innovation & Infrastructure 11 Sustainable Cities & Communities 12 Responsible Consumption & Production	Transport infrastructure creates significant costs and demand for investment by national, regional and local governments and SMEs
13 Climate Action 14 Life Below Water 16 Peace, Justice & Strong Institutions	The presence of outside visitors (ships, tourists) often contributes to pollution and invasion of habitats, making spatial planning important

<sup>3</sup> <https://www.europarl.europa.eu/factsheets/en/sheet/126/tourism>.  
<sup>4</sup> The term stakeholders here does not make a claim about rights or rightsholders. It is used in a neutral way to refer to those individuals or other collective entities who are affected by the economic activity and therefore hold a stake in it.



## Justice Issues regarding Arctic Tourism

The problems described earlier raise a number of issues relating to questions of justice, especially with regard to distribution, procedure and recognition.

**Distribution.** The causes of climate change are mostly found outside the region and there is little capacity in the region itself to have an impact on changing policy in economically strong countries or hold polluters accountable. The international meetings that do take place require a significant number of resources (for travelling and staff). National governments are in an advantageous position in this regard but for most other Arctic stakeholders a sustained involvement is difficult. A lack of resources severely diminishes their political and economic bargaining position. Within Arctic states, this imbalance is often accentuated further by a mismatch of resources between centre and periphery.

**Procedure.** The involvement of stakeholders seems to be selective in some consultation cases, leading to an impression that they are not adequately informed and involved in spatial planning. Questions also arise over who counts as a stakeholder in the first instance: People who live locally or also others, including corporations, who are merely 'visiting'? In addition, interviewees in the case studies complained about insufficient enforcement of existing norms, and thus a considerable 'compliance gap' between practices as they take place, on the one hand, and how they should take place according to local norms and laws, on the other. In this regard, it is felt that often too little is done against negative externalities (pollution). Questions arise over whose responsibility it is to assess potential impacts on the environment of certain economic activities.



**Recognition.** Case studies showed that there sometimes exists a mismatch in terms of practices and expectations regarding gender roles. For example, while national policy supports equality, some areas of employment – esp. in shipping sector / sea-going activities – are almost exclusively male with considerable barriers to entry for women. Further, marginalised groups such as seasonal workers and low-skilled shipping crew suffer from weak bargaining power. In addition, case studies found weak intergenerational recognition as well as interspecies justice provision. It is widely recognised that past and present activities have an impact on the future, but it is not clear who speaks for future generations. Relating to the earlier point about procedural justice, regional representation on a global stage is weak, although societies in the region suffer consequences of activities in remote locations, such as pollution generated in industrialised centres.

## Issues for Sustainability relating to Nature and Ecosystem Services

Questions of justice are closely tied to nature and ensuing ecosystem services. Regulating ecosystem services specify that the diverse use of designated spaces for tourism activities requires integrated spatial planning and extensive stakeholder involvement in order to be sustainable. Interviewees responded with a preference for agreements that limit and channel the use of spaces. This may include setting quotas per day and a distribution of activities during days or the entire year so as to maximise (touristic) experience of landscapes and sites. Respondents also suggested minimum thresholds, including certification processes to be put in place to prevent “rogue traders” operating or the issuing of licences to be linked to certification processes.

As a second dimension, supporting ecosystem services underline the importance of biodiversity, healthy societies and economic prosperity. Respondents highlighted a long-term strategy in educating visitors of the precariousness of ecosystems as well as local and Indigenous ways of life. This form of knowledge co-production could tie visitors into the space and exert policy pressure elsewhere. For instance, knowledge about Arctic social and environmental circumstances could lead to greater awareness that a shift towards more environmentally friendly economies in industrialised countries benefit people in other regions of the planet. Finally, cultural ecosystem services underscore the

importance of balancing of economic, environmental, and social aspects. Local and Indigenous communities have an intrinsic interest in long-term wellbeing of the ecosystem as they relate to questions of identity as well as economic wellbeing, while functioning ecosystems may hold intrinsic value. This means that ultimately a functioning ecosystem relates to rights and sovereignty. This includes the need to ensure that economic activities in a particular place are fully processed there too, e.g. profits generated by companies in a particular location are spent or re-invested in the region rather than channelled abroad.



## Suggestions for Regulatory Recommendations for achieving Justice and Sustainability

**Frameworks and regulations:** while there exist far-reaching frameworks for safety regarding transport and consumer rights, very little progress has been made in terms of ensuring the sustainability of ecosystem services and related tourism activities.

- **Certification:** Interviewees would welcome a more widespread system of certification of tourism operators. There seems to be an appetite among stakeholders to ensure that standards are maintained and enforced as this would contribute positively to the long-term sustainability of the activity. These standards are not just about health and safety but relate to the 'tourism product' wholistically, which includes the standard of training made available to employees.

- **Norm compliance:** Repeatedly, interviewees emphasised importance of implementation and enforcement of compliance with existing (national) laws. For the (cruise) shipping industry, this would refer to increased transparency over implementation (or failure to do so) on human rights and decent working conditions, including naming the cruise company and whose flag they operate under.

- **Employment practices:** Tour operators could reconsider employment practices, e.g. providing guides with year-round contracts that would run through periods of lower demand. This would increase the job security of guides and also help operators retain trained and knowledgeable employees for the long-run.

- **Educational approach:** Regarding the general approach to providing tourism packages, knowledge co-production with visitors can help underline the importance of functioning ecosystems for the benefit of local populations but also for visitors. This could highlight the links of climate feedback in creating eco-consciousness.

- **Spatial planning:** Integrated spatial planning with inclusive decision-making, in line with EU Maritime Spatial Planning policy (Directive 2014/89/EU), could lead to a better coordinated approach between EU and neighbouring states on frameworks. Work on this aspect could also tackle the question of what decision-making capacity should reside at local level. Municipalities do not always seem to be sufficiently empowered as a planning authority but are often well-situated to know about local circumstances and stakeholders.



# JUSTNORTH

Toward Just, Ethical and Sustainable  
Arctic Economies, Environments and Societies



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