

ASPECTS OF TOURISM 32

Series Editors: Chris Cooper (*University of Queensland, Australia*),
C. Michael Hall (*University of Otago, New Zealand*)
and Dallen Timothy (*Arizona State University, USA*)

Lake Tourism

An Integrated Approach to Lacustrine Tourism Systems

Edited by

C. Michael Hall and Tuija Härkönen

CHANNEL VIEW PUBLICATIONS

Clevedon • Buffalo • Toronto

Contents

List of Illustrations	vii
List of Contributors	x
Acknowledgements	xii

Part 1: Introductory Context

1 Lake Tourism: An Introduction to Lacustrine Tourism Systems <i>C. Michael Hall and Tuija Härkönen</i>	3
2 Lakes as Tourism Destination Resources <i>Chris Cooper</i>	27

Part 2: Historical Dimensions and Cultural Values

3 Natural Heritage and the Maintenance of Iconic Stature: Crater Lake, Oregon, USA <i>Stephen R. Mark</i>	45
4 The Changing Historical Dimensions of Lake Tourism at Savonlinna: Savonlinna – The Pearl of Lake Saimaa. Lake Representations in the Tourist Marketing of Savonlinna <i>Kati Pitkänen and Mia Vepsäläinen</i>	67
5 Lakes, Myths and Legends: The Relationship Between Tourism and Cultural Values for Water in Aotearoa/ New Zealand <i>Anna Carr</i>	83

Part 3: Tourist Activities and Perceptions

6 Lakes as an Opportunity for Tourism Marketing: In Search of the Spirit of the Lake <i>Anja Tuohino</i>	101
7 Lake Tourism in the Netherlands <i>Martin Goossen</i>	119

8	The Ostroda–Elblag Canal in Poland: The Past and Future for Water Tourism <i>Grazyna Furgala-Selezniow, Konrad Turkowski, Andrzej Nowak, Andrzej Skrzypczak, Andrzej Mamcarz</i>	131
9	Finnish Boaters and Their Outdoor Activity Choices <i>Tuija Sievänen, Marjo Neuvonen and Eija Pouta</i>	149
Part 4: Planning and Management Issues		
10	Planning and Management of Lake Destination Development: Lake Gateways in Minnesota <i>William C. Gartner</i>	167
11	Lake Tourism in New Zealand: Sustainable Management Issues <i>C. Michael Hall and Michelle Stoffels</i>	182
12	Local Considerations in Marketing and Developing Lake-destination Areas <i>Daniel L. Erkkilä</i>	207
13	Research Agendas and Issues in Lake Tourism: From Local to Global Concerns <i>C. Michael Hall and Tuija Härkönen</i>	223
	Index	234

List of Illustrations

Figures

1.1	The lacustrine system	13
1.2	Elements in integrated lacustrine management	15
4.1	Picture from a tourist brochure entitled 'Savonlinna à la Carte': St Olof's Castle, a steamboat and lake landscape	68
6.1	German respondents' comments on picture 'Cyclists'	110
6.2	Italian respondents' comments on picture 'Cyclists'	111
6.3	German respondents' comments on picture 'Angling'	112
6.4	Italian respondents' comments on picture 'Angling'	113
6.5	German respondents' comments on picture 'Midsummer Bonfire'.	114
6.6	Italian respondents' comments on picture 'Midsummer Bonfire'	115
7.1	Coastal and inland waterways of the Netherlands	120
7.2	Number of passages of pleasure craft counted in locks	122
7.3	Use of the waters by sailing boats	125
7.4	Use of the waters by motor craft	126
8.1	The Ostroda–Elblag Canal	133
9.1	Boating groups and groups of participants and non-participants in different recreational activities	155
9.2	Percentage of the Finnish population participating in rowing or small-craft motor-boating as a recreational activity by region	161
9.3	Percentage of the Finnish population participating in sailing or motor-cruising as a recreational activity by region	162
10.1	International tourism distribution channel	170
10.2	Planning horizon	174
10.3	Types of accommodation	175
10.4	Prior visitation	176
10.5	State of primary residence	177
12.1	Minnesota's marketing opportunity map	213

Tables

3.1 Annual visitation to Crater Lake National Park	48
3.2 US national parks located in the three west coast states, 2003	50
3.3 Visitation and funding for selected US national parks, 1910	58
3.4 Visitation and funding for selected US national parks, 1915	58
3.5 Size, visitation and budget for US national parks, 1934	60
4.1 Representations of Finnishness in the advertising material of Savonlinna	72
4.2 Representations of nostalgia in the advertising material of Savonlinna	74
4.3 Representations of the attractions of a 'holiday experience' in the advertising material of Savonlinna	76
4.4 Representations of environmental consciousness in the advertising material of Savonlinna	78
6.1 Responses divided into main categories and subcategories	109
7.1 Summary of water-related tourism in the Netherlands	121
7.2 Age (%) of skippers per type of boat, 1993 and 2002	123
7.3 Number of persons on board (%) per type of boat, 1993 and 2002	123
7.4 Dimensions per type of boat, 1993 and 2002	124
7.5 Median use of the boat per type of boat	128
7.6 Mean expenditure (€) of respondents during last 24 hours per type of boat	128
7.7 Percentage of respondents reporting encounters with specific problems during a boating holiday	129
8.1 Description of the lakes located in the main sections of the Ostroda–Elblag Canal	136
8.2 Accommodation facilities of the <i>powiats</i> (intermediate administrative divisions) of Elblag, Ilawa, Ostroda and the <i>voivodship</i> (province) of Warmia and Mazury in 2002	138
8.3 Accommodation facilities available in the <i>powiat</i> of Ostroda in 2004	139
8.4 Tourist flows on the Ostroda–Elblag Canal – the region of the slipways and the system of the Warmia lakes in 1996–2002	141
8.5 Annual tourist flows in the region of the locks and slipways in 1996–2002	142
8.6 Average seasonal distribution of tourist traffic in the region of the Slipways of the Ostroda–Elblag Canal in 1996–2002	143

9.1	Boating groups described according to choices of other recreational activities	156
9.2	Number of boating days or times, distance to boating site, number of vacation days and amount of money used for outdoor recreation in the household on average in different boating groups	158
9.3	Description of boaters according to their socioeconomic characteristics	159
10.1	Average daily expenditure per party	175
11.1	Lake- and lacustine-related activities and attractions undertaken by international visitors in New Zealand, 1997–2000	184
11.2	Ten largest lakes in New Zealand	186
11.3	Potential lakes of national importance for recreation, identified by the Ministry for the Environment	188
11.4	Phases in the development of a strategy to manage nutrient inflow into Lake Taupo	191
11.5	Goals of strategy for the Rotorua lakes	193
11.6	Objectives and principles for New Zealand's water Programme of Action	201
11.7	Summary of preferred package of actions with respect to fresh water in New Zealand	202
12.1	Underlying motives for taking a holiday trip	210
12.2	'Top of mind' associations with Minnesota	211
12.3	Minnesota's unique equities as a holiday destination	211
12.4	Visitor ratings of elements important in selecting the Itasca lakes area as a destination	214

Contributors

Anna Carr, Department of Tourism, University of Otago, PO Box 56, Dunedin, New Zealand. Email: acarr@business.otago.ac.nz

Chris Cooper, School of Tourism and Leisure Management, The University of Queensland, 11 Salisbury Road, Ipswich, Queensland 4305, Australia. Email: c.cooper@uq.edu.au

Daniel L. Erkkilä, University of Minnesota, 1861 E. Highway 169, Grand Rapids, Minnesota, USA. Email: erkkila@umn.edu

Grazyna Furgala-Selezniow, Department of Lake and River Fisheries, University of Warmia and Mazury in Olsztyn, ul. M. Oczapowskiego 5, 10-957 Olsztyn, Poland. Email: graszka@uwm.edu.pl

Bill Gartner, Applied Economics, University of Minnesota, St. Paul, Minnesota, USA. Email: wcg@umn.edu

Martin Goossen, Alterra, Green World Research, PO Box 47, 6700 AC Wageningen, The Netherlands. Email: martin.goossen@wur.nl

C. Michael Hall, Department of Tourism, University of Otago, PO Box 56, Dunedin, New Zealand. Email: cmhall@business.otago.ac.nz

Tuija Härkönen, MBA Programme Coordinator, Research and Business Development Centre, Helsinki Business Polytechnic, Ratapihantie 13, 00520 Helsinki, Finland. Email: tuija.harkonen@helia.fi

Andrzej Mamcarz, Department of Lake and River Fisheries, University of Warmia and Mazury in Olsztyn, ul. M. Oczapowskiego 5, 10-957 Olsztyn, Poland.

Stephen R. Mark, US National Park Service, PO Box 3, Crater Lake, Oregon 97604, USA. Email: Steve_Mark@nps.gov

Marjo Neuvonen, Finnish Forest Research Institute, Unioninkatu 40 A, 00170 Helsinki, Finland. Email: marjo.neuvonen@metla.fi

Andrzej Nowak, Department of Geodesy and Land Management, University of Warmia and Mazury in Olsztyn, 10–957 Olsztyn, Poland.

Kati Pitkänen, Savonlinna Institute for Regional Development and Research, Kuninkaankartanonkatu 5, PL 126, 57101 Savonlinna, Finland. Email: kati.pitkanen@joensuu.fi

Eija Pouta, Agrifood Research Finland, Luutnantintie 13, 00410 Helsinki, Finland. Email: eija.pouta@mtt.fi

Tuija Sievänen, Finnish Forest Research Institute Unioninkatu 40 A, 00170 Helsinki, Finland. Email: tuija.sievanen@metla.fi

Andrzej Skrzypczak, Department of Lake and River Fisheries, University of Warmia and Mazury in Olsztyn, ul. M. Oczapowskiego 5, 10–957 Olsztyn, Poland.

Michelle Stoffels, Department of Tourism, School of Business, University of Otago, PO Box 56, Dunedin, New Zealand. Email: michelle.stoffels@otago.ac.nz

Anja Tuohino, Savonlinna Institute for Regional Development and Research, University of Joensuu, Kuninkaankartanonkatu 5, P.O. Box 126, 57101 Savonlinna, Finland. Email: anja.tuohino@joensuu.fi

Konrad Turkowski, Department of Lake and River Fisheries, University of Warmia and Mazury in Olsztyn, ul. M. Oczapowskiego 5, 10–957 Olsztyn, Poland.

Mia Vepsäläinen, Savonlinna Institute for Regional Development and Research, Kuninkaankartanonkatu 5, PL 126, 57101 Savonlinna, Finland. Email: mia.vepsalainen@joensuu.fi

Acknowledgements

Although lakes have long been a focal point for leisure and tourism activity, it is only in recent times that they have become a foci of tourism research. The first international academic conference on lake tourism was held in Savonlinna in Finland in 2003, the second in China in 2005. Indeed, concerns over environmental quality, amenity migration, regional development, access to fresh water and environmental change mean that tourism has now become a central issue for those interested in the management and sustainability of lakes and lacustrine systems. Nevertheless, it must also be remembered that lakes are often locations of intense personal and place attachment for people who live on them or visit them. In Nordic countries, for example, there are arguably few locations like a quiet forested lake to make one contemplate a sense of belonging or feelings of absence and longing – the generation of a positive response of wishing you were there. Indeed, in the Nordic context, it is readily apparent that the landscape and water in particular, plays a strong part in senses of national and regional identity, a feeling that is also shared in many other regions of the world.

It is within this context that this volume has been developed. Its origins lie within the Lake Tourism Project that was developed within the Finnish University Network of Tourism Studies (FUNTS) and managed by the Savonlinna Institute for Regional Development and Research at the University of Joensuu. That lake tourism is associated with Finland and Savonlinna in particular should come as no surprise for those with an interest in the area. There are arguably few countries that are so dependent on lakes as an image and activity factor in their tourism than Finland, while Savonlinna is a destination whose development is inseparable from that of its lake setting. However, as this volume demonstrates, while the Finnish experience with lake tourism provides a significant source of knowledge on the subject, interest in lake-related tourism is now a worldwide phenomena.

In addition to the support provided by the Finnish University Network of Tourism Studies and the Savonlinna Institute for Regional

Development and Research, the editors would particularly like to acknowledge the role of Arvo Peltonen, Pellervo Kokkonen and Hannu Ryhänen in developing Finnish academic interest in lake tourism. Michael would also like to thank especially Esa Ahola, Thor Flognfeldt, Stefan Gössling, Tuija, Dieter Müller, Stephen Page, Jarkko Saarinen, Anna Dora Saethorsdottir, Sandra Wall and Brian Wheeler for their support, unwitting or not, of his lake tourism research, as well as the background influence of Fiona Apple, Jackson Browne, Nick Cave, Bruce Cockburn, Elvis Costello, Stephen Cummings, Lucinda Wilson and Chris Wilson. David Duval also read drafts of parts of the manuscript. Thanks must also be given to Jody Cowper for her invaluable support, as well as the assistance of Monica Gilmour with getting the final manuscript printed and posted and, of course, to all the staff at Channel View Publications.

C. Michael Hall, *City Rise*
Tuija Härkönen, *Savonlinna*