

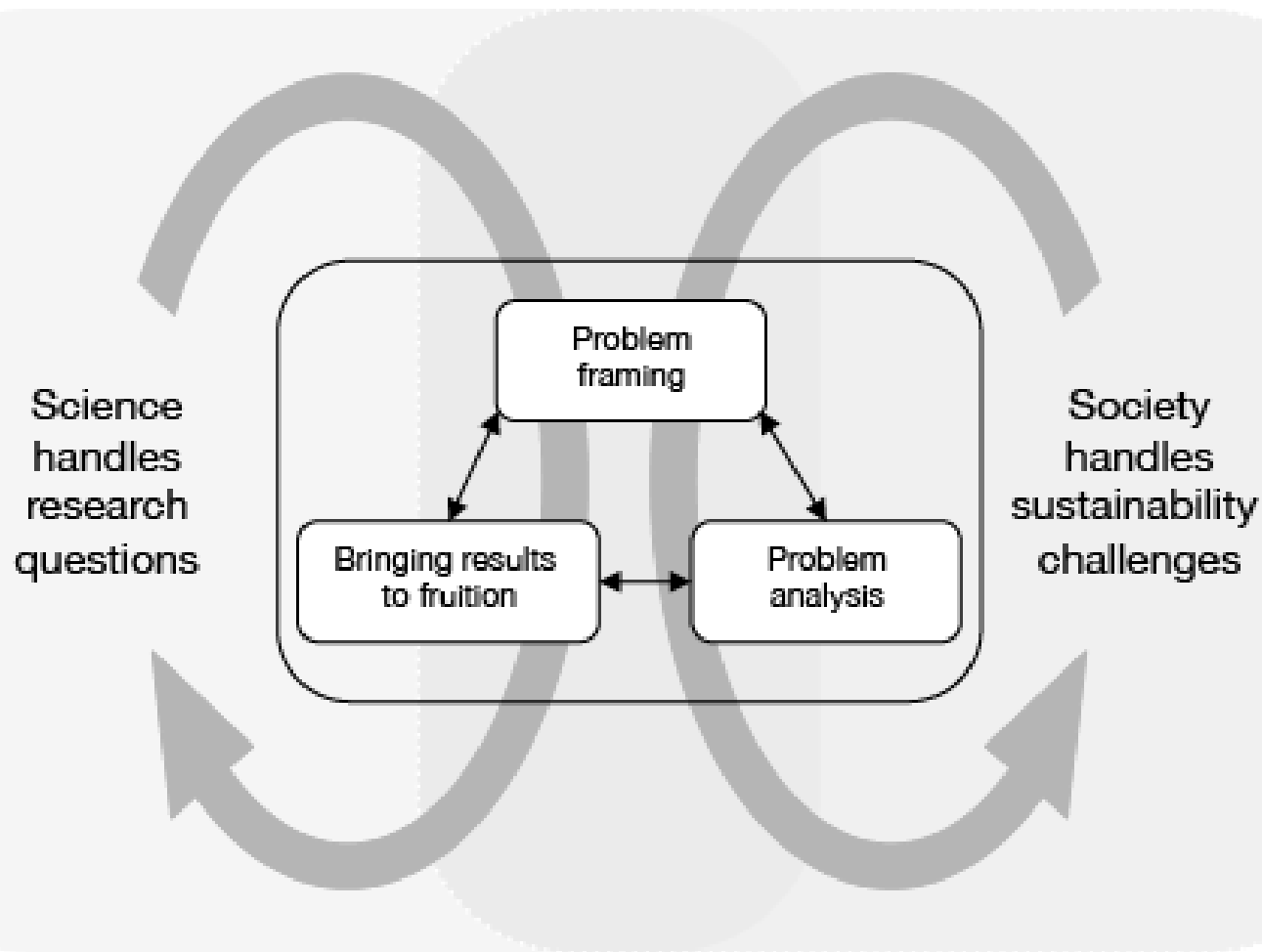
Science and tourism: towards co-production?

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Societal Relevance of Polar Research, 27 November 2018

Environmental Policy Group
Wageningen University & Research

Societal relevance



Need for co-production

- Global, sustainability problems: Wicked problems
 - Crucial engagement of users, policy-makers, companies
- Wide range of contexts: science-policy interface, design, technology, experience, etc.
- Protagonists:
 - Mutual learning, trust, time and resources invested are returned in implementation
- Critics:
 - Domains of science and policy loose credibility



Polar tourism

AECO-passengers

<i>Country</i>	<i>Kayaking or rafting (river and sea)</i>	<i>Wildlife viewing</i>	<i>Cultural heritage tours</i>	<i>Diving and snorkeling</i>	<i>Zodiac and sailing tours</i>	<i>Hunting and fishing</i>	<i>Fjord cruises</i>	<i>Aurora australis/borealis</i>	<i>Cruise and yacht</i>
Russia	X	X	X	X		X			X
Finland	X	X		X	X	X			X
Norway		X	X	X	X	X	X	X	X
Iceland	X	X		X		X	X	X	X
Alaska (USA)	X	X	X	X		X		X	X
Canada North	X	X	X		X	X		X	X
Greenland	X	X	X	X	X	X	X	X	X
Antarctica	X	X	X	X	X		X		X

2008

2009

2010

2011

2012

2013

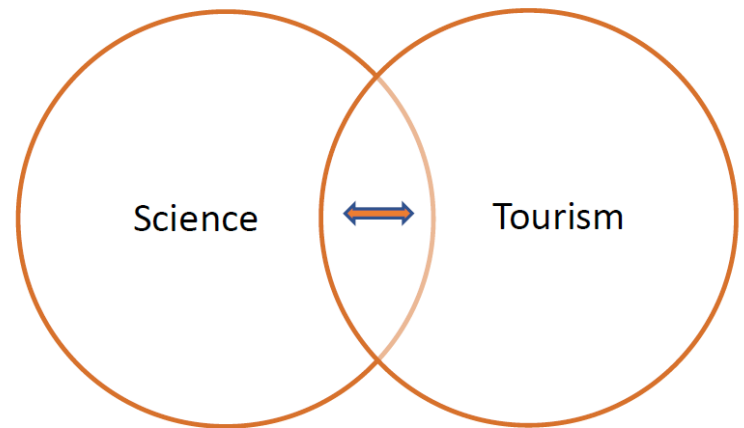
2014

2015



Polar science and tourism

- Tourism is a direct audience of Polar science
- Science concerns: disturbance, costs
- Tourism concerns: wilderness experience
- Mutual interests: legitimacy, transport, cost-efficiency and outreach
- Boundaries managed
- BUT blurring as well



The 2015 Scientific Expedition to Edgeøya Spitsbergen - SEES



The Scientific Expedition to Edgeøya Spitsbergen - realisation

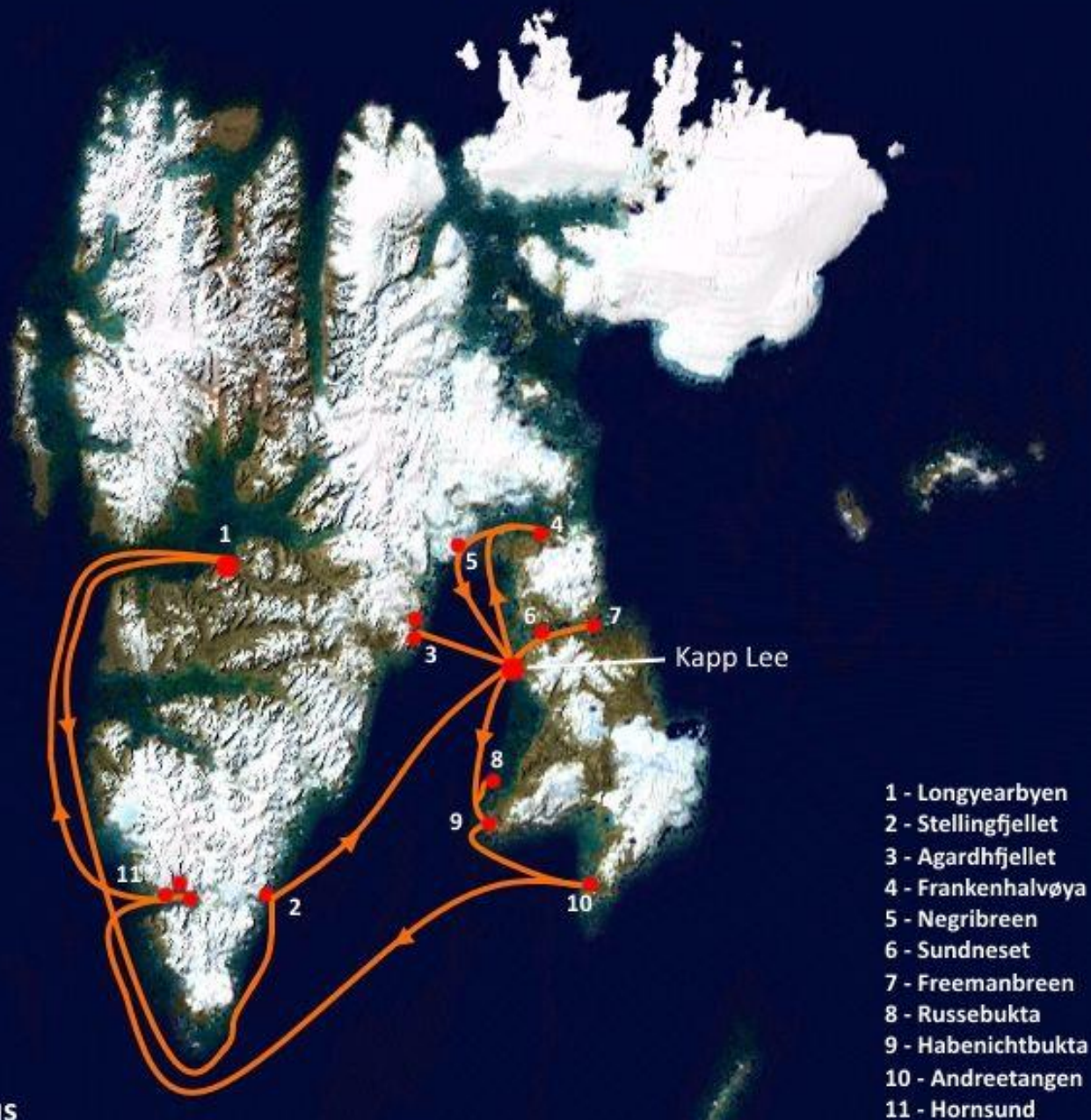
- Goals
 - Public attention for Dutch polar research
 - Looking for new research cooperation
 - Follow up Dutch Edgeøya research
- Participants
 - 50 SEES scientists (funded by NWO)
 - 10 SEES special guests and media (funded by NWO)
 - 40 Arctic Academy tourists (self-funded)

The Scientific Expedition to Edgeøya Spitsbergen - preparation

- Providing information on the goals, itinerary, safety
- Organising equipment
- Aligning scientific objectives
- Aligning science, media and tourism objectives



SEES.nl - Arctic Academy - Edgeøya Expedition 2015



Combining science and tourism practices?

- Diversification of polar tourism
- Trends in science: citizen science, transdisciplinarity
- Changes in activities, materials, goals, rules, skills, meanings
- Impacts and governance implications



Challenge: material arrangement



Challenge: rules

- Insurance
- Guides/permits



Challenge: identity



Challenges: Meeting objectives



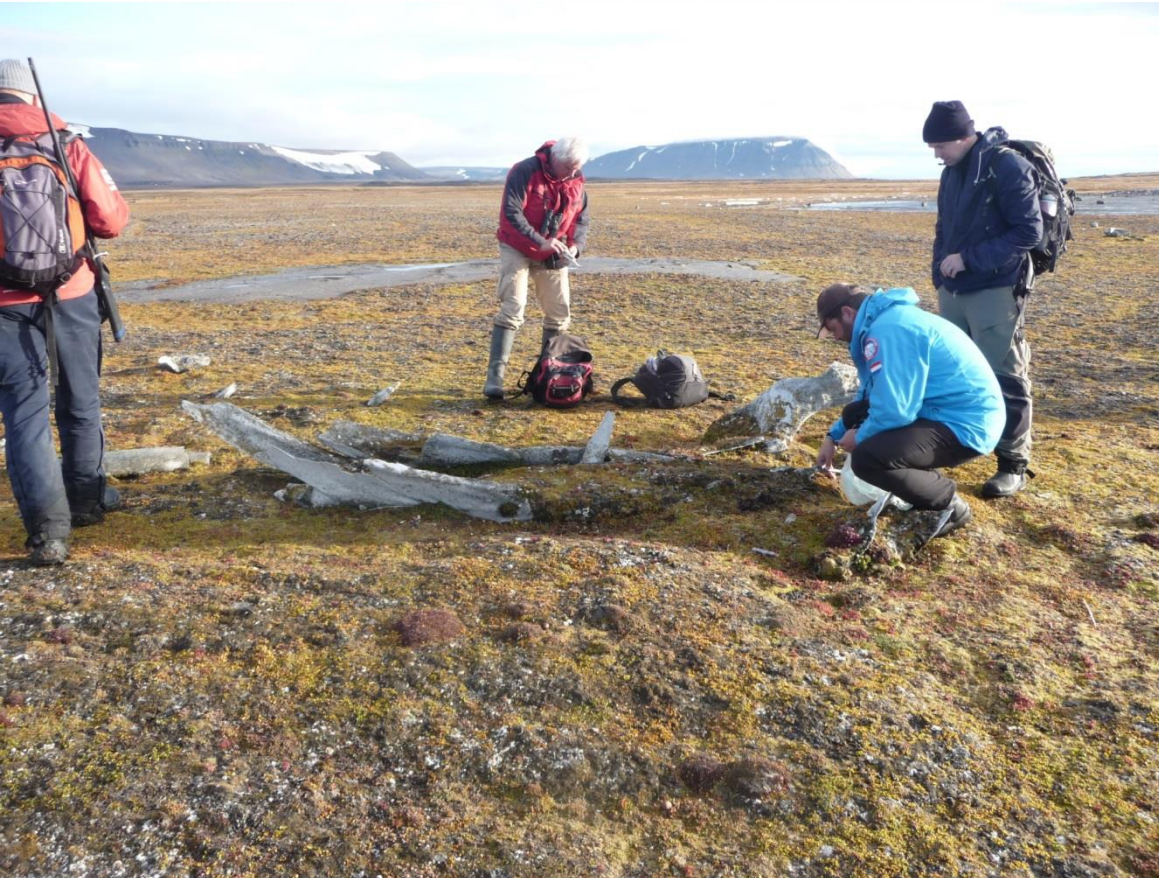
Challenge: Flexibility



Challenges: Focus



Challenge: Skills and understanding



Insight: Some practices overrule others!



Results

- Tourists: very satisfied, some slightly disappointed with level of participation
- Scientists: some real good work done, used to compromising on expeditions, networking
- Organisers: impact has been great, high organizational hurdles

- 2020: next SEES expedition planned



Conclusion

- Societal relevance can be enhanced in multiple ways, including co-production approach, citizen science, eventification
- Science and tourism are two neighbouring sectors with opportunities for mutual benefits
- Co-production also entails compromising
- Learning for best practices: How to obtain mutual benefits?

