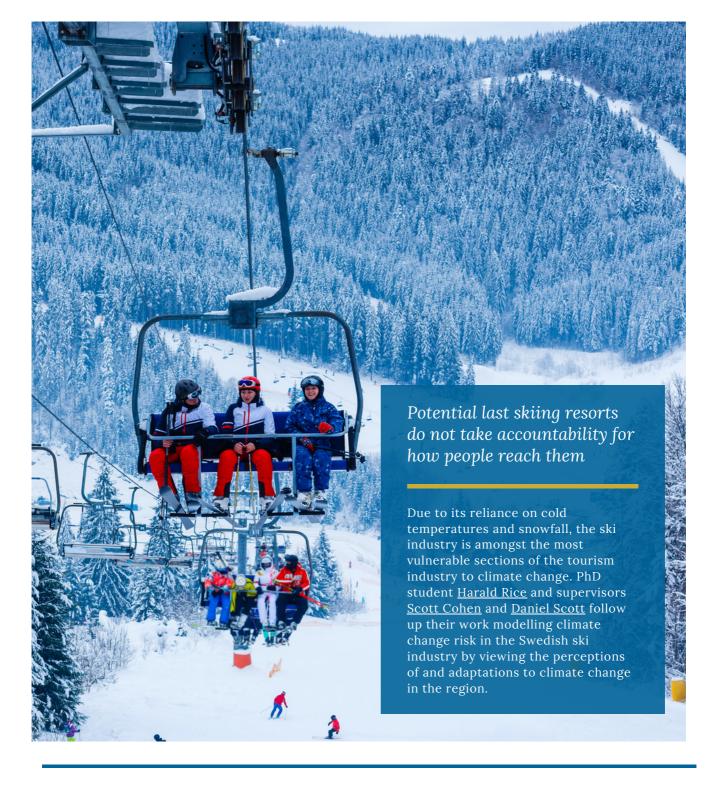
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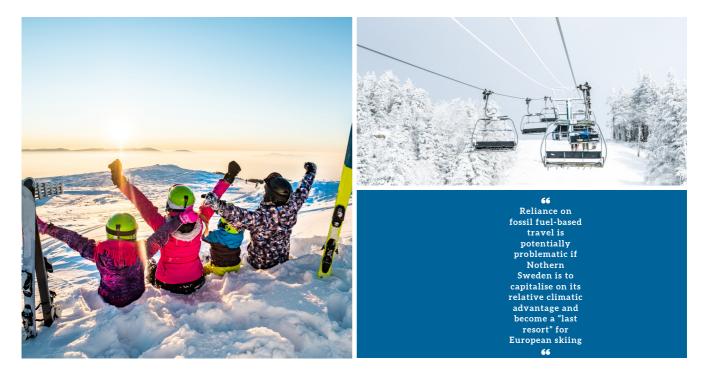
School of Hospitality & Tourism Management



Perceptions of climate change risk and sustainable adaptations in the Swedish ski industry

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Following our work modelling climate change risk under differing climate change scenarios for the Swedish ski industry, this paper viewed how key stakeholders in the industry perceived and adapted to such changes. Amongst the most interesting findings was that despite the progressive work in limiting emissions within Swedish resorts, with many approaching Net-Zero carbon emissions, resorts are taking no accountability for how people reach their resorts. This represents a considerable oversight as around 86% of ski holiday emissions result from transportation. There was no evidence that Swedish resorts are incentivising or even encouraging more sustainable travel in contrast with French resorts like Morzine where tourists arriving by train are offered a suite of discounts on ski lessons, food and drink and even lift passes. Such reliance on fossil fuel-based travel is potentially problematic if Nothern Sweden is to capitalise on its relative climatic advantage and become a "last resort" for European skiing. Spatially substituting skiers will need to travel further to reach Northern Sweden, whilst carbonintense transport options like flying are likely to increase in price due to increasingly stringent mitigation policies.



Additionally, the lack of accountability around resort scope three emissions may increasingly be viewed as greenwashing among a younger, increasingly climate-concerned demographic. These cost changes and environmental implications may ultimately limit Northern Sweden's ability to capitalise on its potential climatic advantage.

Further Reading:

Rice, H., Cohen, S. A., & Scott, D. (2022). Perceptions of climate change risk and sustainable adaptations in the Swedish ski industry. *Journal of Sustainable Tourism*. Link: <u>bit.ly/3VLGwQg</u>