

**Institutt for reiseliv og nordlige studier****Instituttets/senterets vurdering**

Prosjekttittel:	<b>Creative industries and tourism in heterogeneous Arctic coastal communities</b>
Strategisk forankring	<p>The proposed PhD is part of HSL Faculty's overarching alignment with UN's Sustainable Development goals, specifically in terms of sustainable societies. It relates to UiT's Drivkraft i Nord Strategy, in particular the Sustainable Use of Resources-area, where development of business in interaction between tradition and future-oriented industries is emphasized. The PhD also speaks to the Community Development and Democratization-area in the ways it addresses cultural changes, globalizing and economic, legal, and technological developments.</p> <p>Importantly, the Norwegian Government recently pointed out culture-based tourism as a prioritized area of development. The strategy document "Noreg som attraktiv kulturdestinasjon" underscores culture as a pivotal resource for growth and urges more knowledge related to this area. Specifically, more research on culture-based tourism is called for. The proposed PhD also answers to recent calls for research on resource management, as articulated in the Norwegian Research Council's High North Research Strategy "Forskning og innovasjon i og for Nord" which asks for research that help promote and develop Northern Norway as an attractive and resilient region based in strong communities and diverse economies. Also, importantly, the PhD is developed in line with the Department of Tourism and Northern Studies' strategic emphasis on sustainable tourism development and it builds on a combination of the Department's three pillars for research and education: tourism, media, and northern studies.</p>
Gjennomstrømming (navn på fullførte dr.gradskandidater)	<p>IRN har fra 1. august fire phd-stipendiater, hvor av to ble tatt opp på phd-programmet høsten 2019 og en på phd-programmet i 2018. Den siste starter opp 1. august 2020. Alle er ansatt for fire år, og dermed har ingen avsluttet sine phd-utdanninger.</p>

Forankring i fagmiljø	Prosjektet er godt forankret i fagmiljøet og i forskningsgruppen Narrating the Postcolonial North, som er en forskningsgruppe på nivå 2.
Rekrutteringsgrunnlag	Erfaring fra tidligere utlysninger viser at det er stor interesse for phd-prosjekter rettet mot arktiske forhold og vi har gode kandidater fra egen masterutdanning som er aktuelle søkere.
Kvalitet på søknaden (herunder evaluering av prosjekt/fagmiljø)	Søknaden holder et høyt faglig nivå og har sitt utspring i et sterkt fagmiljø i forskningsgruppen Narrating the Postcolonial North. Prosjektet er fokusert, samtidig som det gir søkere mulighet til å gjøre mer eksplisitte problemstillinger gjeldende. Spesielt er fokuset på betydningen av kreative industrier for reiselivsutvikling i små kystsamfunn viktig, men også kunnskapen om hvordan nasjonal forståelse av, og policy om, nordlige samfunn som leverandører av naturressurser påvirker og blir implementert av regionale og lokale myndigheter i disse små kystsamfunnene. Dette reiser spørsmål om hvordan lokale entreprenører i kreative industrier må posisjonere seg i forhold til overordnede politiske strategier.
Forslag til veileder(e)	Professor Trine Kvidal-Røvik, professor Stein Roar Mathisen
Instituttets rangering av søknaden	Prioritet 1

Forskningsgruppa *Narrating the Postcolonial North: Travel, Writing, Performance*  
Institutt for reiseliv og nordlige studier, Fakultetet for humaniora, samfunnsfag  
og lærerutdanning, UiT Norges arktiske universitet

Innspill, stipendiatstilling PhD 2021: **Creative industries and tourism in heterogeneous Arctic coastal communities**

Many Arctic coastal communities entail particular histories of heterogeneity, flow, and change. Spurred by presences of indigenous groups and ethnic revitalization processes among different (national) minorities that add to this heterogeneity, developments within creative industries and tourism mark Arctic coastal communities. The mobility and fluidity in social relations of areas like Finnmark and within Sámi (coastal) areas, constitute communities that allow for many kinds of cultural identities, kinship, and friendships across ethnic divides and subsistence activities. State policies from the national centres, however, address Arctic culture in specific ways, impacting cultural dynamics in heterogenic coastal communities. An analysis of the Northern strategies of the eight Arctic states (Lempinen 2019) points out that culture is generally mentioned in the specific context of indigenous peoples. This state perspective frames culture as a static resource that – in the case of the indigenous (but also national minorities)- should be protected and conserved. Along with this, culture is expected to serve as a selling point in international tourism. In fact, the governmental body *Samarbeidsrådet for kultur og reiseliv* points out not only the profitability-potential in cultural tourism, but also that it is within the cultural tourism segment that tourism is experiencing the highest growth (Innspillsrapport 2018).

Policy makers have embraced the potentials of culture as cultural institutions, services, and knowledge-based events, framed as creative industries. The creative industries are meant to cater to a blooming tourism industry, but also sustain and attract inhabitants to areas threatened by depopulation and demographic changes, such as aging populations in rural contexts. Meeting such challenges, Arctic communities have (along with many other places) been exposed to place development regimes aiming to strengthen place attractivity and competitiveness in a global market. Places are then assumed to prosper from, and through, creative, cultural, and aesthetic strategies and innovations, and creative industries and tourism are set in motion as part of this effort. However, and as is palpable in many Arctic coastal communities, culture is dynamic and fluid and its issues, categories and materializations *are* not, but are *becoming* within hybrid relations and networks. Furthermore, Arctic areas are often characterised as natural resource peripheries; in line with this, cultures, as well as natures, are set in play and expected to be resourcified economically in new ways. Nation states and the global economy continue to practice the Arctic as a natural resource periphery, serving and providing spaces for new extractive industry initiatives in Arctic oceanscapes and landscapes.

The above-mentioned state policy ambiguities and national expectations regarding economic development and innovation within creative industries and tourism, can be seen as enabling but also limiting the development in and of culturally and ethnically heterogeneous Arctic coastal communities. The focus on creative industries and tourism that is practised along with this, impacts current reshaping in Arctic coastal communities. However, it is not easy to tell how this will play out. There is a need for research that can speak to the kind of challenges and the kind of opportunities that can lie in what coastal communities in the Arctic are dealing with, i.e. research that can address issues of who will benefit and who will not in the wake of contemporary state policies and strategies on creative industries and tourism in heterogenous Arctic coastal communities, where natures have been used tacitly by many, in different ways,

for centuries. Furthermore, there is a need for research-based knowledge on if and how new divides are made between indigenous, non-indigenous, and (national) minorities. In specific, knowledge is required on how a static concept of culture is implicit in state policies and impact on heterogeneous coastal communities, where few if any 'emblematic' signs set the population out from the majority. We need to know more about how the above-mentioned processes matter in terms of flexible and heterogeneous places and relations, for instance the 'otherness within' (Ween & Lien 2016), which can for instance play out in national acknowledgements of multiple natures and local nature practices that are radically different from hegemonic and legal notions of nature, culture, and property. In addition, we need knowledge about how entrepreneurs within creative industries act in light of national policies regarding the cultural industries, and, finally, who are enabled and who are marginalized, and in what ways, following such diversifying trends in the new Arctic economy.

Based on this, we propose a PhD that addresses how creative industries and tourism emerge in heterogeneous Arctic coastal communities. We especially suggest a PhD that will contribute with knowledge about conditions that spur, hinder and give direction for formations of creative industries and tourism in Arctic coastal community contexts and illuminate the part such diversifying economy frameworks take in place transformations in such contexts in the age of the Anthropocene. The proposed PhD will address the assumptions in state policies and global trends in cultural industries, as well as speak to how such policies are implemented by regional and local authorities in local communities. Questions of how entrepreneurs in creative industries and tourism manoeuvre in local context where politics on extractive industries, renewable energy production, fishery and fish farming intersect, will be relevant.

### **Strategic Grounding**

The proposed PhD is part of **HSL Faculty's** overarching alignment with UN's Sustainable Development goals, specifically in terms of sustainable societies. It relates to **UiT's *Drivkraft i Nord Strategy***, in particular the *Sustainable Use of Resources*-area, where development of business in interaction between tradition and future-oriented industries is emphasized. The PhD also speaks to the *Community Development and Democratization*-area in the ways it addresses cultural changes, globalizing and economic, legal, and technological developments. Importantly, the **Norwegian Government** recently pointed out culture-based tourism as a prioritized area of development. The strategy document "Noreg som attraktiv kulturdestinasjon" underscores culture as a pivotal resource for growth and urges more knowledge related to this area. Specifically, more research on culture-based tourism is called for. The proposed PhD also answers to recent calls for research on resource management, as articulated in the **Norwegian Research Council's** High North Research Strategy "Forskning og innovasjon i og for Nord" which asks for research that help promote and develop Northern Norway as an attractive and resilient region based in strong communities and diverse economies. Also, importantly, the PhD is developed in line with the **Department of Tourism and Northern Studies'** strategic emphasis on sustainable tourism development and it builds on a combination of the Department's three pillars for research and education: tourism, media, and northern studies.

The PhD will be part of the research group **Narrating the Postcolonial North: Travel, Writing, Performance (NPN)**, recently ranked as one of UiT's HSL **top-level research groups**. The research group has a long history of research on cultural and ecologically sustainable development related to tourism, media, and new interaction practices in the Arctic and explores **interdisciplinarity** and **new academic and mediatory practices** in research. NPN is involved in **several relevant international and national research projects** to which

the PhD candidate will be given access, such as: *ARCTISEN-Culturally Sensitive Tourism in the Arctic* (Northern Periphery and Arctic Programme); *IMMKven: Contemporary kven articulations in fields of family, museum, and culture industry* (NRC's Samkul Programme); *Sami entrepreneurs and research collaborations* and *Čatnat: Forskning med og for innovasjon i samisk reiseliv og kreative næringer* (RFF Nord), *Okta: Kunst og friksjonsfylte fellesskap i Sápmi* (Kulturrådet/Nordisk kulturfond); and *Mediated Arctic Geographies* (Academy of Finland).

We anticipate the proposed PhD will recruit well. Our **networks from past, ongoing, and in-planning projects represent resources** for providing potential applicants. Our own Master in Tourism Studies, with subjects such as *Indigenous heritages in tourism* and *Festival and event tourism*, has educated several potential applicants. Our social science and humanities-based profile attracts scholars from a **wide range of fields**, f.ex. tourism, community planning, culture, media studies, human geography, history, sociology, and nature-resource governance. Our last PhD-position call generated 13 eligible applications, and several very strong candidates were included in the final list of nominations.

The research group consists of experienced researchers and has a **high publishing rate**; on average more than 16 international scientific publications annually during the last three years.<sup>1</sup> Its **steering group** consists of four professors and one associate professor. Prof. Stein R. Mathisen is research group leader. Leadership ambulates. The group provides a **strong arena** for a PhD candidate. While the Department of Tourism and Northern Studies has not been allowed to recruit PhD candidates until 2018 (when we became part of HSL-faculty), the research group has extensive **PhD-supervision and teaching experience** and current PhD-students have good progress. Professor Britt Kramvig is our experienced **PhD-coordinator**. We **work systematically to support our PhD students and junior members** in the research group, for instance by organizing seminars streams in the philosophy of social science, to support young scholars in their process of theoretical and methodological positioning. Also, the research group emphasizes continuous academic development. Several steering group members have completed the **UiT Pedagogical Training**, the **CBS Research leadership course**, and the **UiT PhD supervision course**. We work in **supervision teams** of at least two. We strive to put together **supervision teams** based on specific PhD project descriptions and candidate profiles, and several of us are relevant, available, and interested in supervising a potential candidate in creative industries and tourism: Associate Professor Brynhild Granås, Professor Britt Kramvig, Professor Trine Kvidal-Røvik, Professor Stein R. Mathisen, Professor Kjell Olsen, and Associate Professor Stine Sand.

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<sup>1</sup> Based on 2016, 2017, 2018 numbers. For an overview of publications and activities, visit the research group web page: [https://en.uit.no/forskning/forskningsgrupper/sub?p\\_document\\_id=409092&sub\\_id=561734](https://en.uit.no/forskning/forskningsgrupper/sub?p_document_id=409092&sub_id=561734)

