

SMART MOUNTAINS

XII European
Mountain
Convention

25 – 26 – 27
October 2022

How to make our territories attractive and
future-oriented?

Veronica Blumenthal, PhD

*Senior researcher, Inland Norway University of Applied
Sciences*

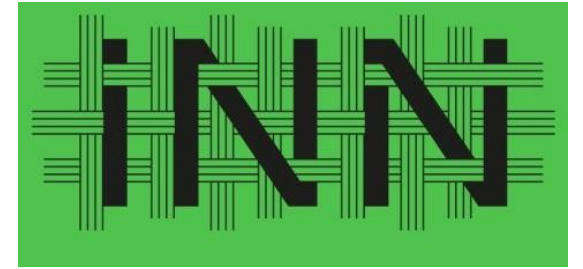
***CREATUR: The sharing economy and its potential for the
tourism industry in rural mountainous areas***



**Inland Norway
University of
Applied Sciences**

Email: veronica.blumenthal@inn.no

INTRODUCTION



- Introducing the project: CREATUR
- What is sharing economy?
- Is it good or bad?
- Drivers of the sharing economy
- How do we get there?



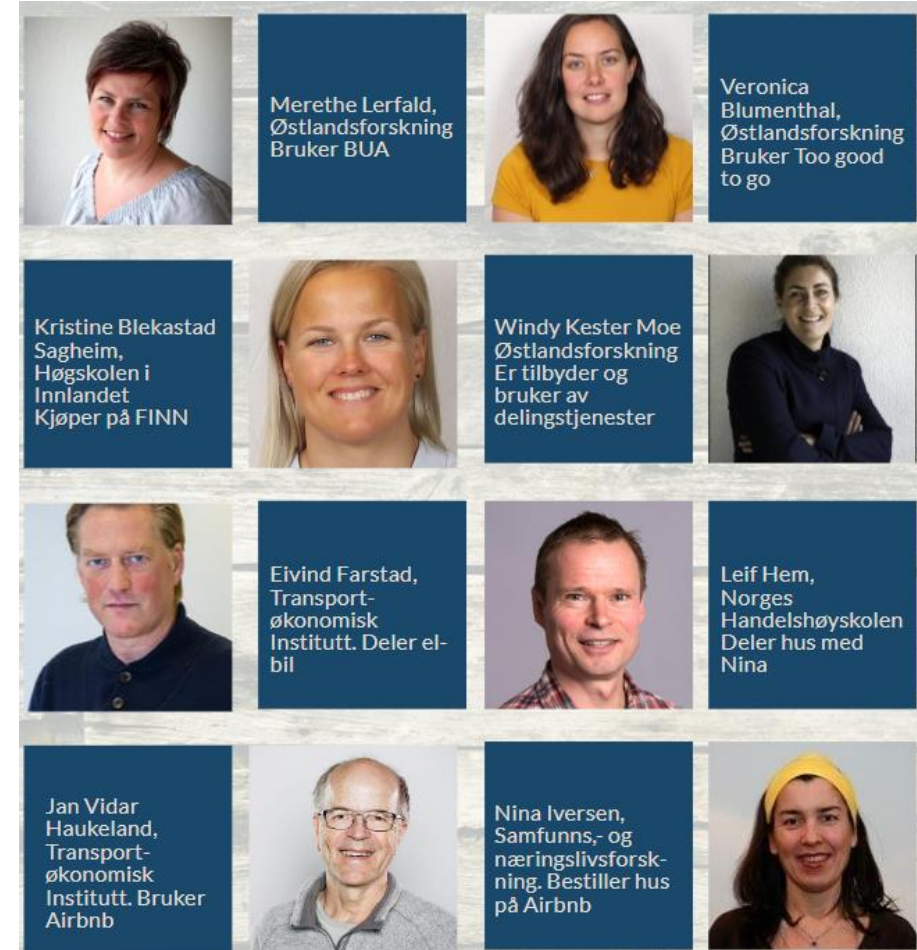
Collaboration between:

- Inland Norway University of Applied Sciences
- The (Norwegian) Institute of Transport Research
- Norwegian School of Economics
- Centre for Applied Research at NHH

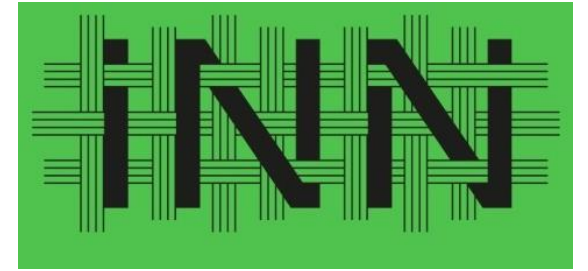
Purpose:

- Explore the sharing economy's potential in relation to tourism in rural, mountainous areas.

Project period: 2019-2022



WHAT IS SHARING ECONOMY?



Economic transaction



Digital platform

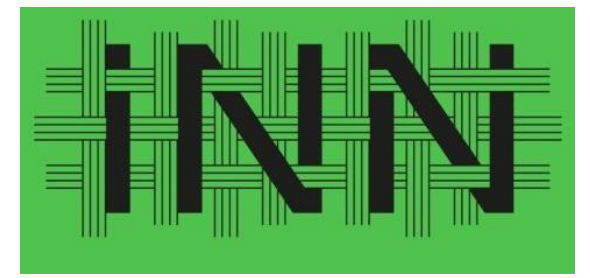


No transfer of ownership



Better utilization of existing resources

WHAT IS SHARING ECONOMY?



Too Good To Go

TaskRabbit



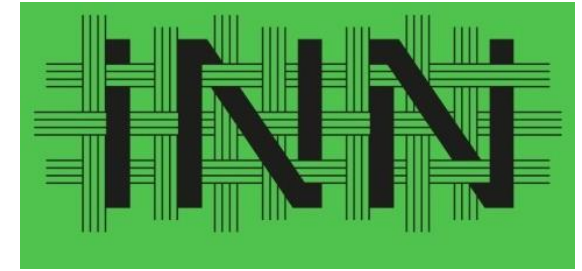
JustPark



Getaround

IS IT GOOD OR BAD?

PERSPECTIVES FROM THE TOURISM SECTOR IN INNLANDET, NORWAY



Sharing economy can undermine existing tourism suppliers

- International companies like Airbnb can put small actors out of business.
- Sharing economy is a city phenomenon not suitable for rural areas
- More regulation is needed

Sharing economy can contribute to economic growth and renewal in rural areas

- Platforms such as Airbnb can facilitate visitation to areas lacking tourism infrastructure
- Small actors gain access to platforms that reach a wider audience
- Airbnb potential motivates preservation and renovation of old farmhouses and barns
- Better utilization of resources

SHARING ECONOMY – OPPORTUNITIES FOR INNLANDET



Trend



An increasing number of second homes



Increased focus on local Northern-European markets



Norwegians continue to travel in Norway



Generational change = more technologically competent travelers. The new generation is less concerned about owning



The division between work and leisure is becoming blurred



Opportunity

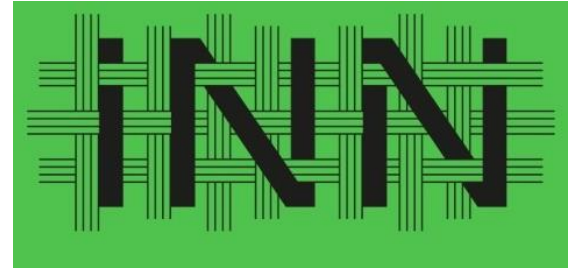
Increased demand.
The increased cost of owning can motivate sharing

Increased interest in activity-based & nature-based tourism can lead to increased demand for knowledge and equipment sharing

Increased demand for user-friendly solutions that makes it easier to plan and organize individual travel

More flexible workdays, home office, and “cabin office” create opportunities/demand for mid-week and off-season rental

BONUS: INSIGHTS FROM THE YOUTH – WHAT DO THEY EXPECT?

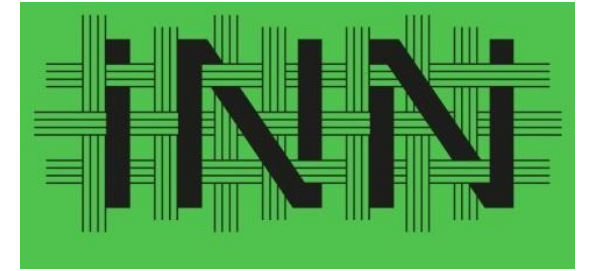


- Easy «one stop shopping»
- Flexible experiences they can tailor to their own needs
- Highly facilitated experiences
- Offline access opportunities
- Facilitation of sustainable choices
- To share their experiences through social media

They enjoy:

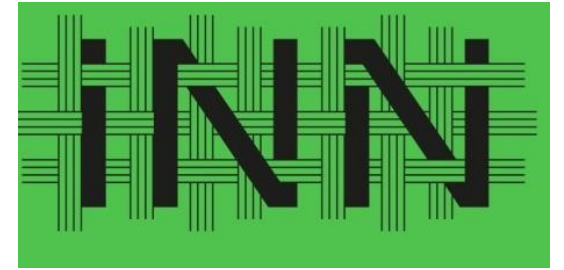
- Gamification

DRIVERS OF THE SHARING ECONOMY – WHY DO PEOPLE WANT TO SHARE?



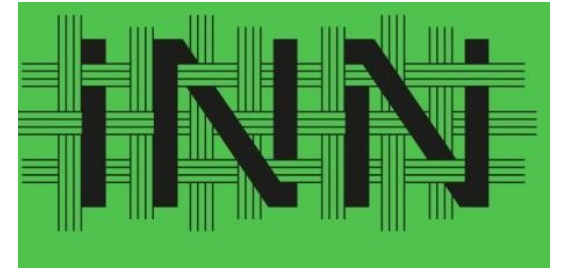
HOW DO WE GET THERE?

THE AUTHORITIES



- Improve broadband access in rural areas
- Stimulate cross sectorial cooperation and network development between tourism providers and technology firms
- Promote competence development and transferal
- Implement «sharing friendly» regulations in the establishment phase

HOW DO WE GET THERE? THE TOURISM INDUSTRY



- Improve/recruit technological competency
- Sharing economy = part of the social and environmental responsibility future customers expect from you
- Local, cross sectoral cooperation to the benefit of both locals and visitors
- Focus on flexibility and reliability
- Be realistic – think long term sustainability
- Share stories

THANK YOU / MERCI / GRAZIE!

