

TOURISM GEOGRAPHY

ANNUAL REPORT 2025



UMEÅ UNIVERSITY
DEPARTMENT OF GEOGRAPHY

A YEAR IN REVIEW

In 2025, the Tourism Research Group further developed its research profile within tourism studies, with a strong emphasis on Arctic and rural contexts. The year was characterised by solid academic output, active participation in international research arenas, and continued engagement beyond academia.

Researchers in the group published in well-regarded journals, contributed to key edited volumes, and presented ongoing work at major conferences. Several externally funded projects were awarded during the year, including initiatives supported by the European Union and Swedish research councils, providing important foundations for future research.

The group's work in 2025 addressed central issues such as tourism and migration, second-home dynamics, climate change impacts, and regional development in peripheral areas. Alongside scholarly contributions, the group also maintained a visible role in public and policy-relevant discussions through media participation and outreach activities.

This report offers an accessible overview of selected publications, projects, and activities from 2025. Contributions are organised by theme, with direct links provided throughout.

The year also ended with a profound loss for the group, as Professor Dieter K. Müller passed away unexpectedly. A tribute to his contribution is included at the end of this report.



EXTERNALLY FUNDED PROJECTS

*ELIN NILSSON, ROGER MARJAVAARA,
URBAN LINDGREN & MAGNUS STRÖMGREN*

AGAINST THE ODDS - SUCCESSFUL RETAILING IN PERIPHERAL PLACES

Research project funded by The Swedish
Retail and Wholesale Council 2026-2027.

*LINDA LUNDMARK, MARCO EIMERMANN
AND AN INTERNATIONAL CONSORTIUM.*

ARCTICKNOWS: JUST KNOWLEDGE CO-CREATION FOR A REGENERATI- VE ARCTIC ECONOMY (2025-2028).

Research project funded by the European
Union's HORIZON-CL6-2024-COMMUNI-
TIES-01.

*DORIS CARSON, DEAN CARSON &
ANDREAS KOCH.*

SOCIAL FUTURES OF SMALL VIL- LAGES: INCLUSIVE SOCIAL INFRA- STRUCTURE IN RURAL PERIPHERIES.

Research project funded by the Swedish
Research Council FORMAS, 2025-2029.



THEME

TOURISM AND MIGRATION

PUBLICATIONS

Marco Eimermann, Camille Hochedez, Stefan Kordel, Ricard Morén-Alegret, Karijn Nijhoff, Daniel Tomozeiu, Kate Torkington & Tobias Weidinger (2025): *Assessing roles and strategies of public sector stakeholders in an evolving (lifestyle) migration industry: the case of the Dutch Emigration Expo*. Geografiska Annaler: Series B, Human Geography. <https://doi.org/10.1080/04353684.2024.2405671>

Kate Torkington, Marco Eimermann, Filipa Perdigão Ribeiro, Susana Conceição (2025): *Challenges for tourism-related lifestyle migrant entrepreneurship in rural areas of the Algarve, Portugal*. Journal of Rural Studies 115, 103562. <https://doi.org/10.1016/j.jrurstud.2025.103562>

CONFERENCE PAPER

Eimermann: organised a conference on [Regional labour markets in times of shrinking populations: challenges, social inequalities and ways ahead](#). 25 - 28 March 2025

Eimermann & Lundmark: conference paper on *Regenerative coastal tourism as part of the Horizon 2020 project Arctic Knows*. The presentation was given at the [Nordic Symposium for Tourism and Hospitality Research](#), Bornholm (Dk). 17-19 Sept 2025.

PRESENTATION

Yalki, I., Demiroglu, O. C., & Lundmark, L. (2025). *A Revisit to the Tourism Labour Force in the Swedish Mountain Range*. Presentation at the conference [“Regional Labour Markets in Times of Shrinking Populations: Challenges, Social Inequalities and Ways Ahead”](#), 25 - 28 March 2025. Umeå University.



PUBLICATIONS

Aubrunner, A., Back, A., & Marjavaara, R. (2025). *From cabins to caravans: expanding the horizons of second-home tourism in Sweden*. Journal of Policy Research in Tourism, Leisure and Events, 1-18. <https://doi.org/10.1080/19407963.2025.2476696>

CONFERENCE PAPER

Back, A. (2025). *Birds of a feather flock together? Occupational clustering and informal networks in second-home communities*. 33rd Nordic Symposium on Tourism and Hospitality Research, 17-19 September 2025, Rønne, Denmark.

Müller, D.K. (2025). *Changing geographies of multilocal living during the Covid-19 pandemic: Second-home tourism in northern Sweden*. EUGEO, 8-11 September, Vienna.

Müller, D.K. (2025). *Second-home mobility, multilocality and taxation*. 33rd Nordic Symposium on Tourism and Hospitality Research, 17-19 September 2025, Rønne, Denmark.

EXHIBITIONS

Demiroglu, O. C.; Müller, D. K.; Marjavaara, R. (2025). *ZooMIn: Zoomtowns, mobility, and the 'invisible' population of the countryside*. Esri User Conference, San Diego, USA & Online. July 14-18. <https://mapgallery.esri.com/submission-detail/39725>

MEDIA

Interview with SVT Västerbotten: Myllyniemi, M. (23 April 2025). Umeåforskarnas upptäckt: Här döljer sig hundratals okända fritidsbostäder. SVT Västerbotten. <https://www.svt.se/nyheter/lokalt/vasterbotten/umeaforskarnas-upptackt-har-doljer-sig-hundratals-okanda-fritidsbostader>

Fjällström, A. (3 April 2025). Fler använder husvagnar som fritidsboende. Lokaltidningen. <https://www.lokaltidningen.nu/2025-04-03/fler-anvander-husvagnar-som-fritidsboende-9ce5e>



OUTREACH

Müller, D.K. (2025). *Spelar landsbygden någon roll*. Kullar & klang, Vännforsbäck, 31 juli 2025 (ca 15 deltagare). <https://www.youtube.com/watch?v=VJFaIN8pOrU>

Aubrunner, A. (2025). *Osynliga fritidshus – en utmaning för kommunal planering*. Samhällsplaneringsdagarna, Lycksele, 14 november 2025 (ca 40 personer) <https://regionvasterbotten.se/play/samhallsplaneringsdagar-2025>



THEME

TOURISM AND CLIMATE CHANGE

PUBLICATIONS

Bachmann-Vargas P, Demiroglu OC, Ruiz Pereira S, Bohn D, Vereda M, Gale T and Barrena J (2025) *A South–North research agenda for cryotourism in a warming world*. *Front. Hum. Dyn.* 7:1520622. doi: 10.3389/fhumd.2025.1520622 <https://www.frontiersin.org/journals/human-dynamics/articles/10.3389/fhumd.2025.1520622/full>

CONFERENCE POSTERS

Demiroglu, O. C. (2025, November 27). *Cryotourism: Facing the Polycrisis*. Poster presented at the Umeå Transformation Initiative (UTRI) Conference, Umeå. <https://www.umu.se/en/umea-transformation-research-initiative/utri-conference-2025/>

PRESENTATIONS

Demiroglu, O. C. (2025, December 18). *How Possible is Climate Resilient Development for Sustainable Ski Tourism?* Keynote speaker at the International Congress on Keycivilization & Futurehenge, Ataturk University, Erzurum, Türkiye & Online. <https://kefcongress2025.atauni.edu.tr/>

Demiroglu, O. C. (2025, March 17). *Tracks and pathways to ski tourism and the climate crisis*. Invited speaker at Days of Future Past: Archives for Research and Learning, Oulu University, <https://www oulu.fi/en/events/days-future-past-archives-for-research-and-learning>

Demiroglu, O. C. (2025, May 22). *Skiing into the climate crisis*. Invited speaker for CeTLer Seminars, Dalarna University. <https://www.du.se/en/research/research-about-culture-and-society/centre-for-tourism-and-leisure-research--cetler/cetler-seminar-series/>

OUTREACH

Amelung, B., Amore, A., Adie, B. A., Balas, M., Buijendijk, H., Cohen, S., Demiroglu, O. C., van der Duim, V. R., Duineveld, M., Eijgelaar, E., Fletcher, R., Hall, C. M., Higham, J., Hoogendoorn, G., Huijbens, E. H., Koens, K., Peeters, P., Renes, R. J., Saarinen, J., & Strasdass, W. (2025, March 21) *Expert Statement on banning tourism fossil fuel advertisements from public spaces*. Nijmegen/Breda, NL. <https://verbied-fossielereclame.nl/wp-content/uploads/2025/04/Expert-statement-tourism-emissions-AND-signatories-Buitendijk-cs.pdf>



THEME

TOURISM AND REGIONAL DEVELOPMENT

PUBLICATIONS

Bohn, D. (2025). *Pathway evolution of Arctic enclave resorts*. *Annals of Tourism Research*, 114, 104004. <https://doi.org/10.1016/j.annals.2025.104004>

Müller, D.K. (2025). *Polar tourism and the changing geographies of the Arctic and the Antarctic regions*. *Tourism Geographies*, 27(3-4), 872-880. <https://doi.org/10.1080/14616688.2025.2462777>

Marjavaara, R., Nilsson, E., & Strömgren, M. (2025). *Economic success in unexpected places: spatial anomalies in Swedish retailing*. In Timothy, D. (ed.) *Contemporary perspectives on shopping, retail and tourism* (pp. 143-158). <https://doi.org/10.21832/9781845418847-011>

Brunet Johansson, A., Carson, D.B., Carson, D.A., Jonsson, F., & Hurtig, A.-K. (2025). *Local government planning for community sustainability in municipal peripheries: insights from the inland north of Sweden*. *Planning Practice & Research*. <https://doi.org/10.1080/02697459.2025.2594479>

CONFERENCE PAPERS

Bohn, D. & Carson, D.A. (2025). *Communities' valuation of Arctic tourism in Northern sparsely populated areas*. 33rd Nordic Symposium in Tourism and Hospitality Research, 17-19 September 2025, Rønne, Denmark.

Carson, D.A., & Carson, D.B. (2025). *Innovation and survival strategies of rural grocery stores: experiences from sparsely populated areas in Sweden*. 10th EUGEO Congress: Geographies of a Changing Europe, 8-11 September, Vienna, Austrian Academy of Sciences.

MEDIA

Müller, D.K. (2025). *Polar tourism and the changing geographies of the Arctic and the Antarctic regions*. *Tourism Geographies Podcast*, Season 3, Episode 37: May 16, 2025 - <https://shows.acast.com/tourism-geographiess-podcast/episodes/polar-tourism-and-the-changing-geographies-of-the-arctic-and>

Müller, D. K. (2025). *Besöksnäringen får allt svårare att rekrytera. Det nya framtidslandet? Podcast 16 oktober 2025*. <https://open.spotify.com/episode/5iQrEsQYxZ-nipDLwCUyka7>



THEME

TOURISM AND REGIONAL DEVELOPMENT

MEDIA

Lindsten, P.O. (2025, 25 November). När skolan och macken försvinner – framtidens mötesplats på landsbygden. Dagens Nyheter, <https://www.dn.se/ekonomi/nar-sko-lan-och-macken-forsvinner-framtidens-motesplats-pa-landsbygden/>

Viksten, E. (2025, 02 October). Tre länder – tre sätt att skapa levande landsbygd. Extrakt, <https://www.extrakt.se/tre-lander-tre-satt-att-skapa-levande-landsbygd/>

OUTREACH

Müller, D.K. (2025). *Platsens betydelse för turismutveckling – ett relationsdrama?* Destinationsdialogen – Swedish Lapland Visitor Board mötesforum för besöksnäringen. Luleå, 15 maj 2025 (ca 100 deltagare)



THEME

TOURISM GEOGRAPHIES

PUBLICATIONS

Back, A., Lundmark, L. & Zachrisson, A. (2025). *Bridging (over)tourism geographies: proposing a systems approach in overtourism research*. *Tourism Geographies* (pp. 1-20). <https://doi.org/10.1080/14616688.2025.2502507>

Bohn, D. (2025). *Experiencing untouched nature in the great indoors: on the production of wilderness in Arctic tourist enclaves*. In E.C.H. Keskitalo (Ed.), *Human-nature practices for environmental management: examples from Northern Europe*, (160-182). Routledge. <http://dx.doi.org/10.4324/9781003481041-9>

Bohn, D. (2025). *Measurement and evaluation of governance in tourism*. In J. Saari-nen & C.M. Hall (Eds.), *Handbook of tourism governance*, (pp. 60-78). Edward Elgar. <https://doi.org/10.4337/9781800374287.00014>

Müller, D.K. & Hall, C.M (2025). *The tourism – geographies nexus*. In J. Wilson & D.K. Müller (Eds.), *The Routledge Handbook of Tourism Geographies* (pp. 10-25). Lon-don: Routledge. <https://doi.org/10.4324/9781003286301-3>

Müller, D.K. & J. Wilson (2025). *Tourism geographies for the 2020s*. In J. Wilson & D.K. Müller (Eds.), *The Routledge Handbook of Tourism Geographies* (pp. 421-426). London: Routledge. <https://doi.org/10.4324/9781003286301-47>

Wilson, J. & Müller, D.K. (Eds.) (2025). *The Routledge Handbook of Tourism Geo-graphies*. Routledge. <https://doi.org/10.4324/9781003286301>

Wilson, J. & Müller, D.K. (2025). *Keeping pace with the evolution of tourism geo-graphies within space, place, society and environment*. In J. Wilson & D.K. Müller (Eds.), *The Routledge Handbook of Tourism Geographies* (pp. 3-9). London: Rout-ledge. <https://doi.org/10.4324/9781003286301-2>

MEDIA

Müller, D.K. (2025). Färre norska turister hittills i år. Intervju i SR 19 maj 2025. <https://www.sverigesradio.se/artikel/farre-norska-turister-hittills-i-ar-inte-lika-billigt>

Müller, D.K. (2025). Forskare: Skjut upp skolstarten för att gynna turistnäring-en. Intervju i SR 27 augusti 2025. <https://www.sverigesradio.se/artikel/forska-re-skjut-upp-skolstarten-for-att-gynna-turistnaringen>

SPECIAL MENTION

2025

ALAN A. LEW BOOK AWARD

Editors



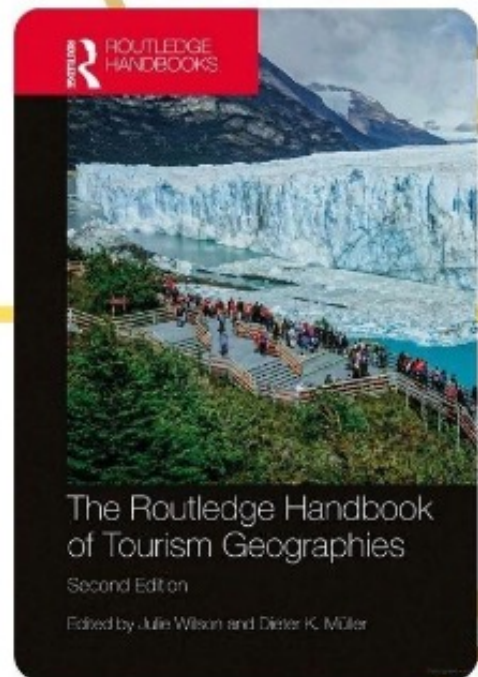
Julie Wilson is Associate Dean for Research and Associate Professor in the Faculty of Economics and Business Studies at the Open University of Catalonia (UOC), where she is also co-PI of the New Perspectives on Tourism and Leisure (NOUTUR) Research Group. She received the Roy Wolfe Award (2019) and the John Rooney Award (2022) from the American Association of Geographers (AAG) and was Chair of the Tourism, Leisure and Global Change Commission of the International Geographical Union for the period 2020-2024. Her research interests focus on tourism impacts and the socio-spatial transformation of urban/rural landscapes, geographies of the platform economy and evolutionary economic geography as interpretative frameworks for sustainable tourism transitions. She has published over 10 edited books and 40 refereed journal articles and book chapters and is a member of the editorial boards of *Tourism Geographies* and *Current Issues in Tourism*.



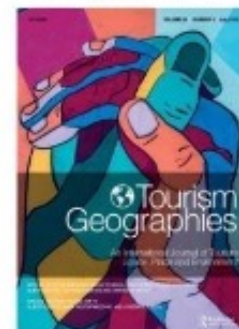
Dieter K. Müller is a professor of geography and currently a Deputy Vice-Chancellor at Umeå University, Sweden. Müller received the Roy Wolfe Award from the American Association of Geographers (2018) and was elected to the Royal Swedish Academy of Sciences (2023). He also chaired the IGU Commission of Tourism, Leisure and Global Change (2012-2020). Geographies of second home tourism have been at the center of Müller's research for a long time. Today, he also focuses on tourism and regional development, particularly in peripheral areas and the Arctic. His publication record comprises more than a dozen books and more than 100 articles and book chapters. He is a member of the editorial boards of several journals, e.g. *Tourism Geographies*, *Current Issues in Tourism*, and the *Scandinavian Journal of Hospitality and Tourism*, and he is co-editing the Springer book series on *Tourism and Global Change*.



Wilson, J., & Müller, D. (Eds.). (2025). *The Routledge Handbook of Tourism Geographies*. Routledge



Recreation, Tourism
and Sport Group



IN MEMORIAM

During the year, the tourism geography research group suffered a great loss when Professor Dieter K. Müller (1968–2025) passed away.

Dieter was affiliated with the Department of Geography at Umeå University from the early 1990s and played a pivotal role in the development of tourism geography as a research field, both nationally and internationally. His research on second homes, tourism and regional development gained wide international recognition and contributed significantly to establishing Umeå as a leading centre for tourism research in Sweden and the Nordic countries.



Photo: Mattias Pettersson.

Beyond his scholarly achievements, Dieter was a deeply committed supervisor, colleague and academic leader. He fostered an inclusive and creative research environment characterised by intellectual generosity, integrity and societal engagement. His contribution to the research group, the department and the discipline is difficult to overstate. He is remembered with great gratitude and deep respect.

ARTICLE

DIETER MÜLLER – HIS LEGACIES IN NORDIC TOURISM RESEARCH
ARVID VIKEN, C. MICHAEL HALL & JARKKO SAARINEN

SCANDINAVIAN JOURNAL OF HOSPITALITY AND TOURISM

[HTTPS://DOI.ORG/10.1080/15022250.2026.2624112](https://doi.org/10.1080/15022250.2026.2624112)

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