

OUTDOOR RECREATION IN SWEDEN – A FIRST LOOK AT A NATIONAL SURVEY

Peter Fredman¹, Ulla Romild²

¹Mid-Sweden University, 831 25 Östersund, +46-70-6670806, peter.fredman@etour.se, www.etour.se, www.friluftsforskning.se

²Mid-Sweden University, 831 25 Östersund, ulla.romild@miun.se, www.friluftsforskning.se

Abstract

To succeed in adequately manage natural areas with respect to outdoor recreation values and nature tourism it is crucial to collect relevant and accurate information on both outdoor recreation demand and supply. The reasons for visiting natural areas are often just as diverse as the visitors and a wide spectrum of recreation landscapes with very different characteristics could be identified in Sweden. Understanding why people do or do not travel to different places to participate in certain activities is also fundamental to understand the mechanism of nature based tourism demand. Monitoring outdoor recreation participation typically includes both counting the number of people and surveying their characteristics, attitudes, preferences and behavior. This presentation reports the first findings from a national survey on outdoor recreation in Sweden. The survey questionnaire was distributed to 7000 randomly selected Swedish citizens from October 2007 to January 2008, including a national sample of 4700 and three regional samples of 800, 100 and 500 each. The questionnaire included a large number of questions related to outdoor recreation activity participation, non-participation and visitation to specific recreation areas. We also asked questions concerning nature as a concept, how valuable the nature is for well-being and how important it is to be able to perform outdoor recreation. The survey is part of a 'common empirical arena' in the research program *Outdoor Recreation in Change*, an interdisciplinary program which will analyze current dynamics of outdoor recreation and nature based tourism in Sweden. The survey will give a comprehensive input to five deepening projects focusing on Outdoor recreation patterns, Urban-proximate outdoor recreation, Outdoor recreation in spatial planning, Outdoor recreation and nature conservation, and Nature tourism for regional development.

Key Words

Outdoor recreation, Sweden, National survey

Key References

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