

Sustainable Development and Tourism Labor in the Nord/Arctic

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Background

The tourism industry has grown in all the Nordic countries which has causing labor shortages. It is difficult to commit the skilled labor to the sector. Covid-19 has significantly increased the number of leaving workers from the field.

The challenges for commitment are similar all the Nordic countries: seasonality, irregular working hours and comparatively low wages. The problem is also global and therefore international cooperation is important.

What do we do in Lapland University of Applied Sciences?

Lapland UAS has conducted several regional and national projects and studies related to tourism labor. Namely the research and development interests lie in

- Managing the employee experience
- Developing solutions to keep the international workforce
- Public management of tourism work

Calling for partners

The next step is advancing international cooperation in R&D concerning tourism labor. We are interested in socially sustainable development of tourism labor in the mentioned themes. Our interest is also in finding new viewpoints to development.

If interested in joint development contact

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