Tourism and Transport
-How will improvements in the transport section change the tourism flows to a city?
Case study of Umeå, Sweden and Wasaline

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ABSTRACT

The tourism industry includes many industries and can be affected by many things. The tourism flows’ are highly linked with the accessibility of the destinations and improvements in the transportation have historically had impacts upon the intensity in the tourism flows. But the exact role is still in a way blurry. This thesis studies how improvements in transportation effects the tourism flows to a city, and the case of Umeå was chosen. Factors like comfort in traveling, fare tickets and improved availability tend to increase the number of passengers. These factors are studied when a new ferry was introduced in 2013 for the traffic linkage between Umeå in Sweden and Vaasa in Finland. Statistics over the number of passengers and Finnish guest nights in Umeå was compared over the years 2011-2013 and an interview with the local Tourist Agency in Umeå was held. In addition, there was a survey that included passengers’ views on the ferry and the improvements that have been done. Local newspaper were also studied to get the societies’ views upon introducing Wasaline. The result that was given in this thesis indicates that improvements in transportation are highly linked to an increase in the tourism flows. In 2013 both passenger numbers and guest nights had a rapid increase.

Keywords

Tourism and transportation, Umeå-Vaasa, number of passengers, transport improvements
1. INTRODUCTION

A tourist can often be explained as “one who travels to a country other than in which he/she has his/hers usual residence for at least one night but not more than one year” (Duval, 2007 pp. 11). For the most part the transportation is there to make tourism activities possible, it solves the movement possibility for the tourists from the origin to the destination, but sometimes the transportation itself can be the key attraction of a trip, for example cruise tourism (Lundmark et al., 2011 pp. 57). Tourism can therefore be seen as both a service activity and as an industry (Page, 1999 pp. 1). Tourism flows and patterns to destinations are highly linked with the accessibility of the destination. To attract tourists, the destinations must have the available transportation needed to travel to the specific destination (Duval, 2007 pp. 7). Both Duval (2007) and Lundmark et al. (2011) would argue that transport is the key element for making tourism possible and Page (1999 pp. 1) claims that transportation has been the most important element for tourism development worldwide.

The transport system can include both travel to and from a destination but also transportation within the given destination (Duval, 2007 pp. 15). Lundmark et al. (2011 pp. 57) argue that without transportation there will be no tourism. People’s possibility to travel has over time changed as a result of the improved transport systems there are in the world’s physical sphere. The perceived world has also changed in our mental space and it has become much smaller because of greater accessibility, so the world is now more available to a greater number of people. Peoples’ mental reach has changed. Today’s society also indicates a better understanding because of language improvement, especially in English. Therefore it is, easier to get access to important information about the destinations and also easier to travel when people can communicate in the same language (Pashkevich, 2011). Another reason for the tourism industry emergence nowadays is the high standard of living that has become more common over greater parts of the world. A better welfare, better infrastructure and technical developments in transport modes create conditions for the tourism industry to grow (Pashkevich, 2011).

The tourism flows’ intensity is strongly connected to the transport supply, but also vice versa, where there is a demand of transportation there will be transport developments (Duval, 2007 pp. 10). Duval (2007 pp. 10) argues that technological innovations in transportation are directly linked to tourism intensity. The introduction of new technologies as well as better and more comfortable ways of traveling has had a clear effect on the demand of travel (Duval, 2007 pp.11). Historically, improvements in the
transport sector have had significant impacts on people’s mobility and traveling behavior, the travel has increased. Mobility has been a reflection of the current times’ transport outcome. In the Roman Times people traveled to Pompeii for leisure activities and were highly dependent on well-engineered road systems that were designed and built for horses and carts (Prideaux, 2000). The transportation and infrastructure improvements have followed each other with better, faster and cheaper ways to travel. The steam engine, the car and today the airplane has made it possible to explore every single place on earth. The development of railways in the 1800s made the seaside resorts in the United Kingdom grow, while the introduction of the private car had great impact on the mass tourism in Europe and North America in the 1900s (Prideaux, 2000).

Prideaux (2000) is studying the importance of transportation in the destination development and he is arguing that the role of transport is greatly acknowledged but it has not been truly investigated (Prideaux, 2000). Duval (2007 pp. 23) is also targeting this role that transport has in the tourism industry and its role in the great expansion it has had worldwide. Duval (2007) means that development in transportation has a huge impact on tourism flows and people’s mobility, but unfortunately the exact role of transportation in the tourism industry is not very clear. The relationship between tourism and transport is in a way blurry. Both Prideaux (2000) and Duval (2007) are targeting the question of the role of transport in the tourism industry. They have both made studies about the effects that improvements in technology have had on the transport modes and the intensity of tourism arrivals. They both agree though, that there has to be more investments done on the outcome of the relationship between the two elements.

Umeå in northern Sweden and Vaasa in western Finland are two cities with a long history of cooperation and a transport linkage. To create interaction the cities need an effective transportation in form of a ferry, which has over time had different impacts on the tourism flows between them (Umeå Tourist Agency, 2014). Historically the passenger numbers have been influenced by both regulations by politics and improvements of the ferries. In 2013 Umeå and Vaasa decided to take the cooperation a step further. The cities came together to create a transport company where the cities started to operate the transport linkage together over the Gulf of Bothnia with the ferry, named Wasaline. With this thesis I want to get a closer look on the impacts that the improvements in transportation have had on the tourism flows to Umeå with consideration to the changes made in 2012-2013.
2. AIM OF RESEARCH

The aim of this thesis is to study the change in Finnish tourism flows to Umeå, Sweden due to improvements in transportation and comfort in traveling. The thesis will study the transportation development of the Wasaline ferry between Umeå and Vaasa in 2013, and how it affected the Finnish tourism flows traveling to Umeå. The following questions will be answered:

(i) To what extend do the Finnish tourists coming to Umeå rely on the transport linkage of the Wasaline ferry?
(ii) What effects have improvements in transport and introducing Wasaline had on the Finnish tourism flows to Umeå in 2013 compared to 2012?

2.1. Outline of the thesis

The thesis is organized as follows. First, there will be a short section where definitions used in the thesis will be explained. Second, there will be a review of theoretical points of departure that are relevant for the thesis about the tourism industry and transport. Furthermore, there will be an overview of tourism in Sweden followed by a historical overview about cruise tourism in the Gulf of Bothnia. After that, there will be discussion of method and a review of the methods used in this thesis. In the result section, which will follow, there will first be a short description of the two chosen cities and the operator Wasaline. It will be followed with an explanation of the linkages between the cities and different route options. Next, there is a description of statistics and a summary of the tourism flows to Umeå as well as the interview from the tourist agency’s view on the increased tourism flows. Next, a section of summarizing the survey will follow. Last there is a discussion and a conclusion part upon the chosen case and the results given in this thesis. It will all end with a short summary of the research.

3. THEORETICAL POINTS OF DEPARTURE

3.1. Definitions

In this thesis there will be analysis and discussions upon subjects including definitions like tourism, tourism activity, a tourist and a destination. Therefore, to get a better understanding throughout the paper we must determine which explanation will define these words and what
approach the thesis will have on the definitions. For tourism and a tourism activity the same approach as the Swedish *Tillväxtverket* was chosen, which also is a definition from the UNWTO organization and a worldwide definition (Lundmark *et al*, 2011 pp. 14). It describes tourism as “people’s activity when they travel to or visit a place outside their normal residence for a shorter time than a year, for leisure, business or other purposes” (*Tillväxtverket*, 2013 pp. 6). This definition defines a tourist as all consumption that is connected to traveling when people are outside their normal environment of residence. It is a definition that explains time, place and purpose (*Tillväxtverket*, 2013; Lundmark *et al*, 2011 pp. 14). There might be a misjudgment with that definition in this thesis regarding the tourism of VFR (visiting friends and relatives). By this definition these people are clearly tourists, while not included in the statistics over guest nights due to the fact that they usually do not stay at places where a payment has been made. This is something that will be taken into consideration in the thesis later on.

In the thesis, when scrutinizing the passenger numbers, all passengers traveling with Wasaline are considered a tourist. This because of the fact that they are crossing a national border while traveling with the ferry. With this everyone is included in the statistics; students, tourists, truck drivers and people visiting friends and relatives. This will not affect the purpose of the analysis any further. The purpose of observing the passenger numbers is to compare the numbers in different years and not to categorize the characteristics of the people traveling with the ferry. A place, city or a region where people travel to is called a destination (Bohlin & Elbe, 2011 pp. 11). A destination in this thesis will be according to this definition. This means that Umeå and Vaasa are destinations, but also the regions Västerbotten and Ostrobothnia. This definition is clear due to the fact that traveling with Wasaline will take the passengers to a destination, whether it is Umeå or Vaasa.

### 3.2. The tourism industry and transport

The tourism industry involves many different industries. Tourism activities and people’s mobility create understanding between different cultures and builds relationships between places and people. The tourism industry develops infrastructure, it gives natural and cultural appreciation but it also creates employment opportunities and economic income (*Tillväxtverket*, 2013 pp. 7). To create an attractive destination there are a lot of sectors that have to collaborate and work together. Lundmark *et al* (2011 pp. 13) argue that there are four aspects that a destination needs to
take into consideration to be successful. First and foremost the destination needs to have one or more definite attractions; something that will attract the tourists to travel to that specific destination. Second the destination needs to have a complete supply of amenities, restaurants and housing, all of a great standard. The destination also needs to have good transportation; traveling there needs to be easily achieved. The last aspect that Lundmark et al (2011 pp. 13) recognize is good marketing and promoting. The information for the tourists needs to be supplied easily and openly displayed for everyone.

The American scientist Ullman has created three primal elements for spatial interaction to occur. These are essential to increase a place’s attraction, its competitiveness and to create accessibility (Pashkevich, 2011; Wheeler et al, 1998). The three elements are: complementarity, transferability and intervening opportunities. Complementarity means that destinations have a certain attraction that compels the tourist to travel there and this specific attraction can’t be found elsewhere. With transferability Ullman argues that destinations need transport access to make the mobility possible but also in a certain price range that is accepted by the tourists. The last element, intervening opportunities, indicates that there cannot be a similar attraction elsewhere with easier access than the chosen destination, because otherwise it may lead to people choosing to travel to other destinations (Pashkevich, 2011). When the bridge between Malmö in Sweden and Copenhagen in Denmark was finished in 2000 the transferability between these two regions increased significantly and the countries became closer. It also created new patterns and greater accessibility to other countries in northern Europe such as Germany (Pashkevich, 2011).

According to Butler (1980) there is a number of ways that transport has affected tourism. For example: “A reduction in financial cost, especially on a per capita basis”, “improvement in comfort and safety for passenger” and “increased accessibility of destinations”. Page (1999 pp. 7) is also targeting this aspect and he discusses the importance of the travel experience and that the passengers must enjoy the travel. Everything should match the passengers’ expectations. Bieger and Wittmer (2006) discuss that tourism flows and passenger increase is not only determined by tourism development factors. They argue that personal preferences and tourist demand together with tourism supply at a destination also must be included in the research of tourism flows. The attractions and the tourism amenities need to satisfy the tourists to make the tourism flows. There are certain factors that will work as magnetism for a destination, a so called pull factor for the tourists, for example a big attraction or a specific
museum. This is also influenced if the destination has a high standard of transportation to the location, or in addition, if the transport system will work as a node to other places and destinations (Pashkevich, 2011). Wheeler et al. (1998 pp. 80) is discussing a phenomenon which he calls distance decay. This means that the interaction between different destinations is in the opposite range than the physical distance between them. The majority of the Swedes’ trips in 2005 went to the nearby countries such as Finland and Denmark. This pattern is something that applies in general for tourism patterns worldwide; the majority of the travel goes to neighboring countries (Pashkevich, 2011).

The model of the tourism/transport system is a model where origins are linked with destinations. The tourism flows that occur between these nodes are linked and dependent on the transportation opportunities between them (Duval, 2007 pp. 15). The flows intensity is influenced by different factors which include availability, cost-effectiveness, motivation of traveling and time (Duval, 2007 pp. 15). The model is also illustrating the transport modes within the destination that may occur which can for example be taxis and public transportation. When people are traveling they might have more than one destination involved in their traveling plan. The traveling pattern will then be affected by which infrastructure and transportation that is available. To understand the relationship between tourism developments and transport the most important factor to remember is the accessibility. It is also the most critical aspect which is the main purpose of the tourism flows worldwide. Usually one place is connected to many other destinations and every place works as a gateway and opens up to give the tourists access to many other destinations. This means that one transport route can create and open up other routes as well (Duval, 2007 pp. 57).

If a destination already receives tourists it is important to expand and to continue to attract tourists, plus accommodate them in the right way (Bohlin & Elbe 20011 pp. 11). For places that are not yet a destination but have the potential and with something unique, it is interesting to start reflecting on the possibilities and how this transformation to becoming a desirable destination will take place (Bohlin & Elbe, 2011 pp. 11). For this, the transport system in some places can play a significant role. Not only if there already is accessibility but also how the government is planning the future. Infrastructure changes, developmental or political decisions can have consequences on places that will be affected by these factors. If a place creates an increase in accessibility and more tourists are coming there, it does not necessarily always have a positive outcome. When places
become more available it brings more pollution to the environment and also more abrasion on the land (Pashkevich, 2011).

To maintain the tourism patterns and global networks, investments in capital and infrastructure is required. Both the transport providers and the destinations have a financial interest in making the destinations attractive and available to tourists (Duval, 2007 pp. 33). It can also be an aspect of image, perception and expectations and these may vary, depending on the type of tourists and type of traveling it is (adventurous, families, etc.). On the other hand, this may have an effect on the transport demand as well (Duval, 2007 pp. 78). The financial interest can also be political and national and sometimes connecting two countries can be of an international interest.

4. BACKGROUND

4.1. Tourism in Sweden

Sweden is a country of great size but it is sparsely populated. This means that in general it is a long distance between places and cities which puts a heavy demand on the transport system. Due to this reason, the development in the tourism industry in today’s Sweden is showing a clear importance of a good infrastructure and that transport matters (Bohlin & Elbe, 2011 pp. 12). The tourism industry can be divided into categories dependent of transport mode and the most common one in Sweden in 2009 was air travel which had a revenue of 22,7 million SEK. Third place was the cruise sector with about 3 million SEK in revenue (Lundmark et al, 2011 pp. 58). The most common way to travel in Sweden in 2009 was by car, but longer trips were made by air, this included both tourists and business travel. For the cruise section it was more common as an element for travel for leisure activities rather than business travel (Lundmark et al, 2011 pp. 62).

Tourism can be divided into three different types of tourism; domestic (people traveling within the chosen country), incoming (international tourist coming to the country) and outgoing (people traveling away from the country) (Lundmark et al, 2011 pp. 16). The tourism type in this research would align to the incoming tourism. People traveling with Wasaline are coming from or going to another country than where they are residents. Looking at Sweden as one destination the incoming tourists is in general the factor with the highest growth, and in 2000-2009 the
incoming tourists to Sweden increased with 130% (Lundmark et al, 2011 pp. 19).

The tourism industry is continuing with an increase of the total revenue in Sweden. In 2012 the total revenue had an increase of 4.8% compared to the year before. Both the occupations in the tourism sector and the incoming tourism value also had an increase in 2012 (Tillväxtverket, 2013 pp. 4). Compared to other sectors, the total export value in the tourism sector in Sweden had an increase in 2012, but at the same time the total export value of all industries together in Sweden had a decrease (Tillväxtverket, 2013 pp. 4). The biggest tourism sector is the incoming tourism which means that a lot of destinations are dependent on being available for foreign visitors (Bohlin & Elbe, 2011 pp. 12). To be fully satisfied in both capacity and profitability the destinations need to have a high standard of transport system with great efficiency. The geographic placement of Sweden also implies that Sweden, as a destination, don’t receive mass tourism (as in sun, sand and sea) which means that destinations in Sweden need to attract foreign visitors else way. Sweden, as a country, also has a very high standard in wage levels, compared to other tourist destinations, which sets a high requirement in other areas to create a value that attracts tourists (Bohlin & Elbe, 2011 pp. 12). To satisfy tourists and to create a high standard of attraction as a destination, Sweden needs to have a long-term growth and strengthen the international competitiveness. To achieve of being an attractive tourist destination, Sweden needs knowledge about tourism development and elements that satisfy tourists. This includes knowledge for both the private tourism entrepreneurs but first of all for the government and the public sector (Tillväxtverket, 2013 pp. 5).

A good way of comparing and to get a view of the quantity of the tourism industry is to look at numbers of guest nights. The accommodation sector is strongly linked to people traveling and gives the viewer a clear digit for the quantity. This sector had, in Sweden in 2009, a revenue of 15% of the total revenue of the tourism industry. Almost a quarter of the total guest nights in Sweden in 2009 came from foreign visitors and almost 10% was from only the northern countries (Lundmark et al, 2011 pp. 107). This means that almost half of all the international tourists came from the neighboring countries of Sweden. In general in Sweden it looks like the international guest visitors get a greater part of the total. Finnish visitors were 1,01% of the total (Lundmark et al, 2011 pp. 107). Conclusion is that not only is the accommodation a big part of the tourism industry but it creates wages and work opportunities for people. A significant effect of the increased number of tourists is the increased employment which also
indicates on a growing industry. For the last ten years the employment rate in the tourism industry in Sweden has had a growth of 35%. That is, to create a contrast, more than the biggest companies in Sweden (such as Husqvarna AB, Scania, Skanska, Saab and Volvo AB) together (Lundmark et al, 2011 pp. 20). The accommodation sector is a great part of the tourism industry and it is generating employment to the people. But the most common way of spending the night somewhere is actually at friends and families place. This is also the most common motive behind going on a trip. This form of tourism, VFR (visiting friends and relatives) had in 2009 in Sweden approximately 49.6 million guest nights (Lundmark et al, 2011 pp. 102).

4.2. The cruise tourism in the Gulf of Bothnia

Both Lundmark et al (2011 pp. 57) and Duval (2007 pp. 23) explain transport both as a form of mobility to and from a destination but also as a form of tourism itself. Transportation can be used by both tourists but also by locals and non-tourists. Ocean cruising is a great example of both phenomena. Ferries can either be just transportation from point A to point B but it can also be the tourist activity itself. However, in the case of cruise tourism and transportation the tourists are usually not recognized as tourists, instead they are recognized as passengers (Page, 1999 pp. 7). The case of this study is just that; the Wasaline ferry is on one hand just a transportation to make the mobility possible, for example for students traveling from Finland to Umeå and are using the ferry as transportation and not as a tourist attraction. On the other hand it can be a tourist activity and the entertainment on board can be the key attraction of one’s trip.

The Gulf of Bothnia is the sea between Sweden and Finland and the narrowest part is called Kvarken which has a length of 80 km from coast to coast, a little further from the center of the cities (Kvarkenrådet’s homepage, 2014a). The transportation link over Kvarken had its beginning in the 1900 century with a steam engine ship. It made frequent trips over Kvarken with an interruption during the Second World War. In 1958 the first ship carrying vehicles started operating and in 1972 it became a year around activity (Kvarkenrådet’s homepage, 2014b). Throughout the years the transport link over Kvarken has varied between the cities Pori, Kaskinen, Vaasa, Pietarsaari and Kokkola on the Finnish side with Umeå, Örnsköldsvik, Sundsvall, Gävle and Stockholm on the Swedish side. There has also been a multitude of different ships operating, and a couple of times there has been more than one ship simultaneously. Today Wasaline
is the only ferry operating over Kvarken and it started January 1st 2013 (Kvarkenrådet’s homepage, 2014b).

The passenger number for the cruise tourism/travel over Kvarken has had a rapid increase over time. In the 1950s there were less than 20 000 passengers a year but in the 1960s the number increased to 80 000 passengers a year. In the 1970s the car use increased which also had an effect on the tourism industry. The transport linkage over Kvarken needed bigger and better ferries to match the demand from the passengers. In the 1970s the passenger number increased to 400 000-650 000 per year. In the 80s the numbers hit 1 million passengers (Kvarkenrådet’s homepage, 2014b). Before 1995 the cruise industry over the Gulf of Bothnia was a well-known tourism attraction for the population on both sides of the sea. The cruise network was characterized with low fare tickets, a high standard in passenger transport and with a great number of passengers. All of this was due to tax free selling on board of the ferries (Kvarkenrådet, 2010). However, all of this changed in 1995 when Sweden and Finland entered the European Union. Regulations within the European Union removed the tax free selling in this region in 1999 and the economic conditions for the cruise service had a rapid deterioration. The result of the regulation was higher fare tickets and economic support from the countries Sweden and Finland was needed to continue with the traffic over Kvarken (Kvarkenrådet, 2010). During the 90s the passenger numbers decreased from 1 million to half a million in 1998 and to 300 000 in 1999. In 2000 they had to discontinue the traffic due to unprofitability. It went from being one of the most profitable routes to a route they had to disconnect (Kvarkenrådet’s homepage, 2014b). In 2001 a private stakeholder started operating the traffic over Kvarken again, and it lasted for 10 years but in 2011 the company announced bankruptcy. During the history of the transport network over Kvarken the ferries have had different owners and the name has been changed numerous times. Both private stakeholders and companies as well as the government has operated the traffic (Kvarkenrådet’s homepage, 2014b).

The traveling path over Kvarken where Wasaline today is operating is not only aligning Umeå and Vaasa, it is also connecting Norway and the Nordic Sea with Sweden, Finland and Russia. This makes the ferry route and the connection an international collaboration. The European Union has different projects where they give funding for developments in border crossing regions. The INTERREG-program within the EU is a project that is funding tourism development which is emphasizing opportunities in nearby countries instead of pointing out the problematic outcome that may occur (Bohlin och Elbe, 2011). They are also funding communication
and transport developments between countries involved to create a better interaction. The region that Umeå and Vaasa are located in belongs to the Cross-Border Program in the Baltic Sea: “Botnia-Atlantica” (Kvarkenrådet, 2010). This program is a cross border cooperation between Sweden, Norway and Finland and its aim is to strengthen the relationship between the parties and to create a long-term integration and development (Interreg homepage, 2014). Today this project helps in financial aspects in marketing Wasaline trough TV commercial in Sweden (Umeå Tourist Agency, 2014). This project is discussing about a new ferry on this route that would be more environmentally oriented and sustainable, but for now it is only in the planning process.

5. METHOD

5.1. Discussion of method

To examine and study the impacts on tourism flows as a result of improvements in the transport sector the city of Umeå as well as the ferry operator Wasaline was chosen. Wasaline is the transport link between Umeå and the city of Vaasa in western Finland. Wasaline started as an operator on January 1st 2013 (Wasaline, 2014). The thesis will study how the improvements of the transportation and comfort made in 2013 have influenced and affected the Finnish tourism flows to Umeå. Statistics over passenger flows and guest nights in Umeå was collected. The statistics for guest nights for the years of 2011-2013 were given from the head director at Umeå Tourist Agency, Maritta Holmberg. The statistics for the numbers of passengers were given from Wasaline. The statistics were compared over the times 2011-2013 to see the differences and to see if there were any significant change in 2013, when Wasaline started as new operator for the ferry line.

There was an interview held at the tourist office in Umeå with the head director at the tourism agency, Maritta Holmberg, to study her reflections and thoughts about the transport development and the tourist flows. The questions asked at the interview are found in the appendix 1. There was also an interview with Wasaline through email to get background information about the company. The interviews have been studied to sum up their thoughts about the improved transport link. There is also a survey included in the thesis, made with people traveling with the bus from Umeå city out to the port and further traveling with Wasaline, which will be explained in a separate part later on. The thesis also includes some newspaper articles from local newspapers in both Finland and Sweden to
get an overall view about the improvements of the ferry and to get additional sources from the society.

Two maps are included in the thesis and are shown in figures 1 and 2 and they are created with help of the tool Google maps. The maps show what the route options are for tourists wanting to travel between the two cities.

5.2. Interview/Survey as a method

An interview with the director of the tourism agency was held at the tourism agency in Umeå. The place was chosen because it was easy access for both participants and it felt familiar and casual (Denscombe, 2009). The interview was arranged beforehand and the respondent was informed of the purpose of the interview as well as the purpose of the thesis and she gave her approval. This conforms to the research ethics (Denscombe, 2009 pp. 231). The interview was recorded and later on transcribed. The interview questions were produced beforehand and also send to the participants through email. The interview can be characterized as a semi-constructed interview where there was a list of questions that was asked but it gave the participants a more flexible approach both with the answers but also with the order of the questions (Denscombe, 2009 pp. 234). The purpose of the questions was to get an understanding on what the tourist agency thinks about the changes, both with the ferry but also how the Finnish tourism flows have changed. The questions also target the topic of how important the transportation link is for Umeå as well as the Finnish tourists’ importance for Umeå. During the interview the tourist agency’s strategies were also discussed as well as patterns among the Finnish visitors.

The other interview, with the marketing director of Wasaline; Catarina Fant, was an email interview, where the questions were made as open questions and sent to her. The questions asked can be found in the appendix 2. The questions were designed so that the respondent could answer freely. The characteristics of the questions and also the purpose of this interview was to collect information about Wasaline and their purpose, as well as the previous operator RgLine. The questions target topics like when and why Wasaline started, who they want to attract and what significant changes the ferry has compared to the previous one.

The thesis also includes a smaller survey with tourists traveling with the bus which takes passengers from Umeå city to the port. People traveling with the bus, are tourists without own transportation and usually the
tourists are only coming to explore Umeå. Due to this reason, it was a conscious choice of the author, to only include the people traveling with the bus in the survey for passengers, to be able to reach the wanted characteristics among the tourists (Denscombe, 2009 pp. 35). This choice excluded passengers traveling with their own cars, because the main focus in this research is to examine the changes in the tourism flows to Umeå. Therefore this choice was made because passengers with own cars usually have another purpose of their trip, for example going to Hemavan/Tärnaby for a ski trip, rather than being a tourist in Umeå. As a researcher it is almost impossible to collect data and surveys from everyone included in a research group, therefore answers from the survey are hopefully influenced and able to apply on the bigger group in general (Denscombe, 2009 pp. 32).

The survey included eleven questions and was made in three languages; Swedish, Finnish and English, this to not exclude any ethnicities. It was made face to face with the respondents to get a higher response rate but it also gave the researcher an opportunity to explain any uncertainties. Collecting the surveys out on the field also gives the researcher an opportunity to get an observation about truthfulness from the respondents (Denscombe, 2009 pp. 29). The results from the survey and the quotation from the answers later on in the thesis are translated to English by the author. The response rate of the survey was 32 participants. The survey could be explained as a small scale study and the size needed to be more than 30 participants to get a realistic idea of the answers (Denscombe, 2009 pp. 51). Collecting participants for the survey ended when the researcher felt that no more different answers were given. The researcher went to the exact bus stop for Wasaline in order to get respondents that were relevant for the survey and to be able to exclude other travelers (Denscombe, 2009 pp. 35). People that looked willing to participate were asked and everyone was happy to answer the survey, which means that there were no loss participants. The survey happened during three different occasions to get more variety of the passengers; Friday and Saturday evening and Sunday morning. The choice of days may indicate beforehand that the respondents were in Umeå as tourists because of the fact that it was a weekend, but once again, the purpose of the thesis is to study the change in tourism flows, and it was relevant for the purpose to choose these days of the week.

The survey began with a section of an introduction of the author and an explanation of the purpose of the survey. There was also mentioned that the respondents would be completely anonymous and the participation was voluntarily. Participation in the survey was made when the tourist
were waiting for the transportation to occur from the center of Umeå to the port. Answering the survey took about 5 minutes. In the appendix 3 there is a sample of the English version. The emphasis of the survey and the main purpose was to collect data from tourists visiting Umeå with the ferry with a high purpose of being a tourist in the city. The survey was focusing more on collecting data and information rather than constructing a theory, which is a common phenomenon with small scale surveys (Denscombe, 2009). The questions in the survey had different types; there were close-ended with single options, some had possibilities of multiple choices and there were also questions that the respondents were able to answer entirely manually. First, there were three questions that were describing the personal characteristics of the participants; gender, age and nationality. Second, there were question about their trip; purpose of trip, end destination and if they had/were going to stay overnight and in that case; how many nights and where. The last questions were about the ferry; if the respondents had traveled with Wasaline before and if they had traveled with the previous ferry RgLine. The survey ended with questions where the respondents freely could write how they experienced Wasaline and how Wasaline was compared to RgLine if they had travel with both ferries. They were also able to answer why they had not traveled with RgLine and now chose to travel with Wasaline.

5.3. Credibility

The cities, regions and the transportation link which this thesis are studying were familiar to the author beforehand. However, the thesis is not a research based on understanding concepts, instead it is more about finding cause and effects upon the changes in tourism flows. This means that the familiarity did not necessary have an impact on the results. The familiarity from the author may instead have been an advantage when newspaper article have been collected over a longer period of time than the thesis were given in general. Another advantage with this familiarity upon the chosen subject might have been the background information that the author already had. It gave the author a benefit in knowing which companies and persons to contact to get the wanted information. The author also had the knowledge of the history of the ferry linkage and did not have to put as much reading into the history as might have been needed if it was an unfamiliar case.
5.4. Problems and limitations

One limitation was time; to make a more complex survey would have been interesting. To get a more complex understanding of the passengers’ approach of the improvements of the transportation, would have been another interesting approach for the thesis. The other limitation was the narrow approach that was chosen for the statistics. To get a wider and more complex understanding of the change in 2012-2013, it would have been appreciated, afterwards, from the author to collect statistics for previous years and not only 2011-2013.

6. RESULTS

6.1. Background

Umeå is the biggest municipality in northern Sweden with a population of 118 349 and one of Sweden’s top universities is located here. The city has high standard of transport networks; an airport, two train stations, a port and two big highways are passing through the city. All of these transportation modes give the inhabitants easy access to transportation and the mobility to other cities and places is easily overcome (Umeå municipality’s homepage, 2014). In a little over 50 years the population has doubled itself and the average age is low compared to other regions in Sweden due to the big number of students studying at the university. Umeå is characterized by a rich culture life and varied nature (Umeå municipality’s homepage, 2014).

Vaasa is located in the region called Ostrobothnia in western Finland and is the biggest economic center in this region. The city is bilingual with a division of 71 % Finnish-speaking and 23 % Swedish-speaking people. 6 % of the inhabitants in Vaasa have another mother tongue than Finnish or Swedish. Vaasa has a population of over 65 000 people with a significant increase the last 10 years. Together with nearby regions and municipalities the region of Vaasa has a population of 112 000 (Vaasa municipality’s homepage, 2014). The nearby regions in Vaasa have a much higher number of Swedish-speaking inhabitants than Vaasa city itself, which could be an indication of the purpose of a trip to Umeå, because of the same language. But the purpose of the travels are not being emphasized any further in the thesis. Vaasa is characterized as a student city with great educational opportunities in different languages. The city is also known for its beautiful archipelago which became a world heritage site in 2006 (Vaasa municipality’s homepage, 2014).
The Wasaline ferry is the marketing name for the shipping company NLC Ferry Ab Oy which started to operate the ferry traffic between Umeå and Vaasa on January 1st 2013. Wasaline is a federal company and is owned 50% by the municipality of Vaasa and 50% by the municipality of Umeå (Wasaline, 2014). In the beginning they had the marketing name Vasabåtarna but the name needed to be more national and bilingual and the new name Wasaline was created. Before 2013 this route was operated by a private stakeholder and the RgLine ferry had more focus on transporting goods rather than passengers. The stakeholder owning RgLine filed for bankruptcy in 2012. The two municipalities then felt the need and the importance of a good transport link so the company of NLC Ferry Ab Oy was established. Today Wasaline has a clear focus on both attracting private persons, groups, cruise travelers and goods traffic (Wasaline, 2014). Wasaline, according to themselves, wants to be the bridge over Gulf of Botnia [sic] (Wasaline’s homepage, 2014a). According to a newspaper article almost 80% of the passengers traveling with Wasaline are Finnish, which also been the case, it is more common for Finnish people to travel to Sweden than the other way around (Stolpe, 2013). The biggest changes that was made when Wasaline started as the operator, according to Maritta Holmberg (head director of the tourist agency in Umeå), was less expensive fare prizes and better quality on the ferry (Umeå Tourist Agency, 2014). The ferry and the travel itself became more enjoyable and the service on board became better. Holmberg explains that Wasaline is not a fancy and luxury ferry, but the passenger no longer feel as they are traveling with a cargo ferry.

Umeå and Vaasa is connecting Sweden and Finland and traveling with Wasaline is one of two travel routes available between these two cities. There have also been a flight route between Umeå and Vaasa operated by Air Baltic but it ended in the fall in 2012 due to too low passenger numbers (Svenska yle’s homepage, 2012). The duration of the flight between Umeå and Vaasa was estimated to 36 min and started in March 29th 2011 (Skyscanner’s homepage, 2010). The other travel option, as for today, is driving with a car or taking a bus up north and around the Baltic Sea. Comparing these two traveling options in time, costs and length it gives the ferry an advantage in all three elements (see figure 1 & 2). Traveling with Wasaline takes four hours and for one person it costs 35 Euros one way (Wasaline’s homepage, 2014b). The distance is 120 km over the Baltic Sea from Vaasa city to Umeå city. If one person drives with a car around the Baltic Sea it is approximately 835 km and takes about 10 hours without any breaks. The cost for the drive is estimated to 120 Euros
Traveling with Wasaline is therefore the shortest, cheapest and fastest travel route for one person between the cities.

![Figure 1. Map of road option; 835 km Source: https://www.google.se/maps](image)

The connection between the cities is also a cooperation between the two regions Ostrobothnia and Västerbotten, which is of interest in many aspects and in many levels. There is a student flow to Umeå from the region Ostrobothnia due to the fact that the area in Finland has a majority of Swedish speaking Finns. This is also creating a tourism flow when friends and family are coming to Umeå to visit (VFR). This is something that is not included in the statistics over guest nights because they don’t...
sleep at a location where a payment has been made. However, they are a group of travelers that are in need of a working transport link.

In the last decades many municipalities have realized that they might not be the sole reason for people coming there and that they in fact play a very small part in the decision making of the tourist destination. To make up for this and to become successful the municipalities have started to collaborate with close by municipalities, tourism organizations (both local and regional) and private stakeholders. These collaborations strengthen the place’s attraction but it also helps in marketing and destination development. There are destinations that have been created through interactions between two or more municipalities. Their goal is to develop their industry and economic sector with help from the tourism industry and this is called co-opetition (Müller, 2011). This means that the municipalities are working together on the local level to compete on a global level and this approach is very common in destination development. Even though it has been possible to travel between the two regions before 2013 and the fact that Wasaline did it not introduce a new travel option at this time, the cooperation between Västerbotten and Ostrobothnia have been sparse before this time. In a local newspaper the business sector announced the new cooperation developing in 2013. After Wasaline started operating the ferry traffic in the Gulf of Bothnia, a new way of thinking have occurred among especially the industry and business sector on both sides of the sea. In May 2013 a number of companies from both countries came together at a conference to discuss and create a new cooperation among businesses and industries. They feel that this is now made possible due to Wasaline and its popularity (Stenbacka, 2013). Holmberg is also during the interview mentioning a cooperation between cities like Hemavan/Tärnaby and Umeå, who together are trying to attract Finnish tourists but also Russia can become a market of interest if the transportation becomes even better.

6.2. The tourism flows to Umeå 2011-2013

The tourist company in Umeå, Visit Umeå, stated in an article that they have a strong belief that it is because of Wasaline that the tourism industry in Umeå has increased. For them there is only one explanation to this, and that is Wasaline. The tourism director, Maritta Holmberg, explains that the distance from Finland is not very far, so if only the infrastructure and the transportation are in order, the Finnish tourists will come (Bergman, 2014). According to Holmberg it was necessary, for the tourism industry in Umeå, to get a better and cheaper ferry on this route. In addition to the
increased number of Finnish guest nights in 2013, the daily traveling to Umeå also increased (Bergman, 2014).

The Finnish guest nights in Umeå city was in 2011-2012 on third place behind Norway and Germany with a total number of guest nights of 5 707 and 6 959 (see table 1). Norway had the highest with a number of over 10 000 both years and second came Germany with over 7000 both years. In 2013 this order had changed and Finland had the highest number of guest nights with a total of 12 467 which was an increase of 81 % compared to 2012. Norway had the second highest with an increase of only 0,7 % compared to 2012 and Germany also had a small increase in 2013 of only 1,2 % (Umeå Tourist Agency, 2014). Table 1 is also showing that the number of guest nights from both Norway and Germany have been quite steady from 2011-2013. The guest nights from Finland had an increase of 19,6 % in 2012 and then a rapid increase in 2013.

Table 1. Number of guest nights in Umeå municipality 2011-2013 (Camping not included). Source: Umeå Tourist Agency (2014)

<table>
<thead>
<tr>
<th>Country of origin</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norway</td>
<td>10 280</td>
<td>10 244</td>
<td>10 318</td>
</tr>
<tr>
<td>Germany</td>
<td>7 354</td>
<td>7 008</td>
<td>7 095</td>
</tr>
<tr>
<td>Finland</td>
<td>5 707</td>
<td>6 959</td>
<td>12 467</td>
</tr>
</tbody>
</table>

The head director of Umeå Tourist Agency, Maritta Holmberg, claims during the interview that these numbers are a direct consequence from the improved transport linkage between Umeå and Vaasa. To her the transport access to a destination is the most significant reason if mobility will occur, “the transportation is essential for tourism to happen” (Umeå Tourist Agency, 2014). This is something that is clearly shown in their work and strategy for many years. She explains how the tourism flows from Finland almost disappeared in the late 90s and how the tourist agency in Umeå decided to stop targeting the Finnish market. Even though the Finnish tourists were the biggest foreign group in the early 90s. This phenomenon was due to the regulations of tax free sale on board the ferry over Kvarken which made the fare prize go up. Holmberg states that marketing a destination will not help the tourism flows if the infrastructure and access to the destination are not in order. So for ten years Umeå Tourist Agency did nothing to attract the Finnish market, instead they focused on Norway and Germany which were the other two big markets. For the tourist agency this does not make sense because Finland and in particularly the region of Ostrobothnia is so close, location wise. However, in the end of 2012 this all changed. One element which
may play a significant role of the increased number of tourists on the ferry is the fare prize. Under the period of 2012-2013 the fare for traveling has had a huge decrease with almost 50 %, which can be discussed as a significant factor for the increase of travelers. The other factor that may be the reason of this rapid increase, is according to Holmberg during the interview, personal experiences for the tourists from Finland. In the early 90s Umeå was a common tourist destination, but due to the history of the transportation linkage they have not visited Umeå since. Wasaline gave them an opportunity to come back, with a new and better ferry which had a clear focus on the tourism industry. Holmberg thinks that the Finnish population is curious about Umeå once again and wants to visit. But this rapid increase is a surprise even for the tourist agency in Umeå.

Table 2 is showing the passenger numbers of people traveling over the Gulf of Bothnia in the years of 2011-2013. They are including passengers traveling both to and from Umeå and are given as a yearly number. In 2012 it had an increase of 62 % from the year before from 46 299 to 75 039 passengers. In 2013 the increase was 103,9 % from 75 039 to 153 000 passengers.

<table>
<thead>
<tr>
<th>Source: Wasaline (2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
</tr>
<tr>
<td>Numbers of passengers</td>
</tr>
</tbody>
</table>

Negative outcomes from the tourism industry are something that has been discussed in the municipality of Umeå. In the local newspaper there was an article about tourist buses’ impact on the air quality in the center of the city and new regulations. If this regulation takes place it will prevent the Finnish bus companies from taking the tourists into the city (Brodin, 2014). With this said it is not only the demand and supply that is creating the tourist flows; the society, the government and different regulations may prevent people from traveling to a certain destination. This might create conflict between different interests, both local and national but also between different geographical interests.

6.3. Tourists’ views about Wasaline

The survey included 32 respondents with 100% representing the nationality Finnish. The biggest age group was 20-30 years old, which included 75 % of the participants and all of them came to Umeå for leisure and tourism activities. The other age groups represented were 31-40, 51-
60 and 61-70. Both genders were represented and 60 % where male and 40 % where female. Comparing the answers in the survey the following results were given. Every respondent was on her/his way home. 90 % of the participants had stayed more than one night in Umeå and from that number 69 % stayed at a hotel and 31 % with friends or family. 60 % of the respondents had traveled with the previous ferry and the ones who answered freely about what they think about the Wasaline ferry where united that it was a positive change. The most common words were “better, bigger and nicer boat”. It was also an emphasis on “much better boat”. The response upon why they had not traveled before this time was that they had not felt the need of traveling to Umeå before. There were no answers given that had a negative outcome when comparing the Wasaline ferry with the previous one, RgLine. The purpose of the respondents trips were leisure activities, and 40 % of the respondents gave additional information that indicated that it was a group activity, for example field trip.

7. DISCUSSION

The transport linkage between Umeå in Sweden and Vaasa in Finland is connecting not only two cities but two countries. These regions have had an historical linkage with ferries traveling this way for many decades and the travel pattern between these two regions is not a new phenomenon. In 2013 there was an improvement in transportation; with a better and bigger ferry and improvements in travel comfort and it has shown in the tourist numbers traveling with the ferry. The result of this improvements is increased passenger numbers for the ferry and an increase in Finnish tourists staying in Umeå. The number of guest nights was in 2013 the highest number since 1994.

What does transport then mean to the tourism industry? This can be discussed from different angles. For many authors the key element in the tourism industry is the transport section, which indicates how important this element is for a destination to be successful. To this statement, due to the results in my studies, I agree. For tourism to occur we need good transportation systems. This is something that can directly be discussed in the aspect of the case Umeå and Wasaline due to the ferry connection being almost the only possible travel way for tourists between Umeå and Vaasa. Duval (2007 pp. 13) argues that changes and disruptions in transportation can have various impacts upon some destinations. This is something that I think has been shown earlier in the history of the cruise tourism over Kvarken. One very significant example would be the
changing of the tax free policy in EU, in the 90s. Before the regulations took place the ferry was a popular attraction and a lot of people, both from Finland and Sweden, used it as transportation as well as a tourist attraction. In the 90s the EU made some regulations about the tax free policy for the cruise ship industry which had some direct impacts on the passenger volume in this region. It decreased dramatically and continued only as a transport utility. In 2012 the private company that was the carrier for the transportation, went bankrupt due to the fact that it was not profitable with the low number of passengers. In January 2013 the city of Umeå and Vaasa decided to start collaboration and start the Wasaline ferry as one unit. This because the municipalities felt the need of a transport link. This is something I think was really successful. The prices decreased, the comfort became better and it was a different ship. All of these changes made the passenger volume increase rapidly. These changes are something that Butler (1980) is discussing; cost and comfort. The rapid volume increase is a popular topic in the local newspapers both in Umeå, when the Finnish tourists once again are coming to visit, but also in Finland, when Umeå now is a major tourist destination. I would argue that this is strongly connected to the transport development and with the fact that the introduction of the Wasaline ferry made Umeå more available for Finnish tourists.

The impacts that the improvements of the ferry traffic have had cannot only been seen in the number of passengers traveling with the ferry but also in the statistics for Finnish guest nights in Umeå. Wheeler et al (1998) is discussing the term distance decay which means that tourists tend to travel to destinations that are located close to the origin. This pattern can in general be applied worldwide; tourists travel to neighboring countries. With the case of Umeå this was the case in 1950-1990 when Umeå was a well-known and frequent destination for the Finnish tourist. However, when the transport link started lacking in good quality and the fare prize went up, this pattern changed. I would argue that tourism flows are highly linked to the accessibility of a place but there is also other aspects that needs to be taken into consideration, like financial aspects and comfort of traveling. Another angle to target this questions can be personal preferences (Bieger & Wittmer 2006). They claim that tourism flows can also be determined by the demand from the tourists. Sweden in general is a popular destination for Swedish-speaking Finns for personal reasons, they feel a connection to Sweden because of the language as well as the culture. Umeå has been a popular destination for the tourists living in the region of Ostrobothnia thanks to this unity they feel with Sweden. I would argue that this connection can have impacts upon the choice of destination if there is a good transport link. This means that when Wasaline started
their business the demand from the Finnish tourists grew bigger because of personal preferences together with a better transport link. There are also new ways of mobility such as visiting friends and relatives (VFR) which is becoming more and more common between certain destinations (Duval, 2007 pp. 7). In the survey there were multiple of answers indicating on this element, that the tourists had come to Umeå to visit friends. One reason might be that there are students from Ostrobothnia studying at Umeå University and they have family and friends that come to visit them.

Ullman created three primal elements for spatial interaction to occur; complementarity, transferability and intervening opportunity (Pashkevich, 2011: Wheeler et al, 1998). With the case of Umeå and Wasaline I think the most significant element is the transferability. There need to be transport access at the price range that is accepted by the tourists and once again this is something that is shown in the case of the ferry link over a long period of time. The other two elements might, in this case, be very similar. The cities that could be a complementarity can also been seen as an intervening opportunity. The region of Ostrobothnia has a lot of Swedish-speaking inhabitants which could be an indication that the tourists want to travel to a Swedish-speaking city. The closest one in Finland would then be Turku, which is over 400 km away. If the case would only be a bigger city the closest ones would be Tampere (240 km away), Jyväskylä (270km away) or Oulu (320 km away) (Google maps, 2014). But these cities have a characteristic of being very Finnish-speaking, which may not be the key reasons for the tourists wanting to travel to Umeå. In these elements, I would argue that Umeå today has an advantage, Umeå is easy access for the Finnish tourists with Wasaline and the travel is, compared in time, very similar. With introducing Wasaline as the operator Umeå might be the complementarity for the other cities, instead of the other way around.

The model of the tourism/transport system shows how destinations are linked together and how the flows intensity in between are influenced by a number of factors. The model shows that the most significant aspect of tourism is the accessibility of a destination but it has other aspects that might increase or decrease the intensity of the flows. Wasaline is the access that tourists from Finland have to Umeå and with other aspects as comfort of traveling and financial aspects the intensity of the flows have varied during the years, both earlier in history but most significant in the years of 2012-2013.
7.1. Conclusions

Before starting my thesis I have been following the newspapers debate about the changes and improvements of the transport linkage and how they have affected the Finnish tourism flows to Umeå. There have been a big response from the society and I have heard tourists talk about how it felt like it opened the tourism pattern between the regions again. Reading the newspapers it showed an enormous increase of the Finnish tourist traveling to Umeå, and I wanted, with this thesis, to get a closer look at the impacts upon the tourist flows to Umeå from Finland.

With the thesis I decided to focus on two main questions; the first one: To what extent do the Finnish tourists coming to Umeå rely on the transport linkage of the Wasaline ferry? The ferry linkage between Umeå and Vaasa, Wasaline, is an important transport access for Umeå municipality and for the Finnish tourists wanting to visit Umeå. However, there is a possibility to travel around the Baltic Sea but the tourists intend to not go that way. Wasaline seems to be very important for the tourism flows to Umeå due to the fact that the increase of guest night was 81 % in only one year. The second question reads: What effects have improvements in transport and introducing Wasaline had on the Finnish tourism flows to Umeå in 2013 compared to 2012? When introducing the ferry in 2013 both the number of passengers and the number of Finnish guest nights had a rapid increase, due to this transportation change. I can with my studies make the conclusion that the Finnish tourist intensity is strongly connected to the characteristics of the ferry linkage.

8. SUMMARY

Historically the tourism flows worldwide have been a reflection of the current times’ transport supply. Improvements in transportation have had a significant impact upon travel and people’s mobility. The transportation supply is by many researchers seen as the most important factor for tourism development and improvements and change have had an increase on the tourism flows. The tourism flows are highly linked to the accessibility of the destination.

The purpose of this thesis was to study the change in tourism flows from Finland to Umeå when a new ferry was introduced in 2013. It was also acknowledge to what extend the Finnish tourist were dependent on the Wasaline ferry as a transport link to Umeå. While studying the changes in the ferry linkage between Umeå and Vaasa during the 2000 century and
when comparing that with the passenger numbers it shows a connection between the elements. Improvements in the 70s and 80s made the passenger numbers increase while regulations in the 90s made a clear stagnation. Due to high fare prizes and lack of quality the company operating the traffic filed for bankruptcy in 2012. The cities decided to come together and started operating the traffic as one company in 2013. This cooperation and improvements of the ferry had a clear effect on the volume of Finnish tourists coming to Umeå.

By comparing passenger numbers for the ferries operating the transportation link over Kvarken and the number of Finnish guest nights in Umeå over the years of 2011-2013 a significant result was given. The statistics showed a clear effect with a rapid increase in the year of 2013. The thesis also includes an interview with the head director of Umeå Tourist Agency. She explained the importance of a good and reliable transport link between the cities Umeå and Vaasa. She claims that the transportation is the most important element for tourism to occur. Due to the ferry being one out of two possible travel route it plays an important role for the tourists wanting to travel to Umeå. Comparing the two route options the ferry has the advantage in all three categories; prize, time and distance. For the tourists these improvements was a significant factor for them deciding to travel to Umeå with Wasaline.

The tourism flows are and have been strongly connected to the accessibility of a destination. Improvements in quality and comfort as well as financial aspects also affect the outcome of the flows intensity which are also shown in this study over the Finnish tourist flows to Umeå.
9. REFERENCES

Written sources


**Electronic sources**


http://www.vaasa.fi/Pa_svenska/Forsta_sidan/Information_om_Vasa

Wasaline’s homepage (2014)a. Start page

Wasaline’s homepage (2014)b. Prices. One way prices

http://www.umea.se/umeakommun/kommunochpolitik/faktaomkommunen.4.bbd1b101a585d704800061691.html

**Personal communication**

Wasaline (2014)
Interview with the marketing Director Catarina Fant. 2014-05-12

Umeå Tourist Agency (2014)
Interview with the head director Maritta Holmberg. 2014-05-09
Appendix 1. Interview questions for Umeå Tourist Agency

1. How much do you think that the Finnish tourist are dependent on a ferry link to Umeå?
2. What are the specific changes that occurred with Wasaline compared to the previous ferry RgLine?
3. What are the biggest changes in the Finnish tourist that you noticed, during 2013 compared to 2012?
4. Why do you think this change occurred?
5. What are your reflections on this change?
6. What changes have you at Visit Umeå done during 2013, when Wasaline started as the operator between Umeå and Vaasa?
7. Why do you think that the Finnish tourism flows increased this greatly in just one year?
8. What can Umeå offer the Finnish tourists coming here?
9. For how long do they stay in Umeå?
10. Do you see any patterns among the Finnish tourism flows? For example are they Finnish-speaking, Swedish-speaking, do they visit friends in Umeå and so on?
11. How important are the Finnish tourists for Umeå?
12. How important is Wasaline for Umeå according to you?
Appendix 2. Questions for Wasaline

1. What does the organization for Wasaline look like? Who is the owner?
2. When was the company established and when did it start as the operator for the transportation link?
3. Why did the company Wasaline start?
4. Why did they change the name from Vasabåtarna to Wasaline?
5. What is the main purpose of Wasaline? What kind of passengers do you try to target as customers?
6. What does it look like in reality? Can you see any characteristics in the passengers?
7. Why did RgLine end the transportation?
8. What are the specific changes that occurred with Wasaline compared with the previous ferry RgLine?
9. What was the number of passengers for 2013? What was the distribution with nationality in mind?
10. Do you have statistic for the number of passengers for 2011-2012?
Appendix 3. Survey

Hello, my name is Elin Skutnabba and I am at the moment writing my thesis at the tourism program at Umeå University. I will be focusing on what impacts innovations and development of transportation may have on tourism flows to a city. Your answers will help me understand the tourism flows between Umeå and Vaasa.
Your participation in this survey is voluntary and all the answers will be anonymous and they will only be used for my thesis.

1. **Gender**
   - [ ] Male
   - [ ] Female

2. **Age**
   - [ ] - 0-20
   - [ ] - 21-30
   - [ ] - 31-40
   - [ ] - 41-50
   - [ ] - 51-60
   - [ ] - 61-70
   - [ ] - 70-

3. **Nationality**
   - [ ] Swedish
   - [ ] Finnish
   - [ ] Other: ____________________________________________

4. **The purpose of your trip with Wasaline today?**
   - [ ] On my way on vacation
   - [ ] On my way home

5. **End destination for your entire trip:** ___________________

6. **Your purpose of traveling with Wasaline**
   - [ ] Business trip
   - [ ] Tourism
   - [ ] Visiting friends or relatives
   - [ ] As a transportation/transit
Commuting
 OTHER: __________________________

7. How many nights will you/have you been gone? _____

8. Have you stayed/will you stay in Umeå?
   ☐ No
   ☐ Yes
   If Yes; How many nights: __________

9. Where have you stayed/will you be staying?
   ☐ Hotel
   ☐ Hostels
   ☐ Camping site
   ☐ With friends or relatives
   ☐ Other: ____________________________

10. Have you traveled with Wasaline before?
    ☐ No
    ☐ Yes; how many times: _____

11. Did you travel with the previous ferry RgLine?
    ☐ No
    ☐ Yes: how many times: _____
    If Yes: How do you think Wasaline has changed compared to RgLine?
    ___________________________________________________________________
    ___________________________________________________________________
    ___________________________________________________________________
    ___________________________________________________________________
    If No: Is there a reason why you did not travel with RgLine, but now decided to travel with Wasaline?
    ___________________________________________________________________
    ___________________________________________________________________
    ___________________________________________________________________
    ___________________________________________________________________

Thank you so much for your participation and I hope you will have a great trip!