



Observatory PASCAL

Place Management, Social Capital and Learning Regions

PURE Regional Profile

JAMTLAND, SWEDEN

Appendix 1

Region:

Jamtland County, Sweden

Principal PURE contact:

Henrik Zipsane

Title:

Director

Institutional base with full postal mailing address:

**Jamtli
Box 709
831 28 Östersund
Sweden**

Contact Details:

Email: henrik.zipsane@jamtli.com
Tel: + 46 63 15 01 13
Mob: + 46 70 282 11 68

Name of main collaborating region:

Jamtland County

*Suggested members of your Regional Co-ordinating Group (RCG) (between 3 and 5 Persons):
Name, organisation and email:*

- 1. Henrik Zipsane, Jamtli Museum**
henrik.zipsane@jamtli.com
- 2. Robert Pettersson, Mid Sweden University**
robert.pettersson@etour.se
- 3. Mats Forslund, Jämtland-Härjedalen Tourism**
mats.forslund@jht.se
- 4. Anna Hansen, Jamtli Museum**
anna.hansen@jamtli.com
- 5. Erik Andersson, Jämtland County Council**
erik.andersson@jll.se

Suggested Peer Reviewer from region:

Henrik Zipsane
(especially for a region and a university profiling itself with tourism)

'Identity' of Region (eg. governmental admin. region; special development zone; informal 'working reality' region, etc)

Located in the "inland" and in the "north" of Sweden the region is disadvantaged in terms of large distances, heavy proportion of older people and relatively poor average educational background. The regional strength seems to be the forest industry, the water and wind power, the nature and the traditions and economy from tourism.

REGIONAL PORTRAIT

(Please list key issues of interest and relevance to PURE)

(i) Approx. population and any key features: (e.g. new migrant numbers)

- 126, 000 in the region – of which almost half live in the regional capital Östersund
- Relatively few immigrants
- Disproportional relation between men and women – "too many men and too few women in fertile age groups"
- Old population
- Relatively low average educational background

(ii) Other essential geographical features:

Jämtland is a very large region with long distances through "endless" landscapes of forests and mountains.

(iii) Economy, industries and employment features:

Forest and power industry are the traditional major industries together with tourism, private and public service.

KEY ISSUES AND CHALLENGES CONFRONTING THE REGION

(i) Economic issues:

1. Employment
2. Tax revenue for council and municipalities

Key websites for more information:

1. <http://www.regionfakta.com/templates/>
2. <http://www.z.lst.se/z/>

(ii) Social issues including health:

1. Unemployment
2. Relatively expensive healthcare in large region

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Key websites for more information:

1. <http://www.regionfakta.com/templates/>
- 2.

(iii) *Environmental issues:*

1. Sustainable development of tourism

Key websites for more information:

1. <http://www.miun.se/ETOUR/Hem/>
2. <http://www.jamtland.info>

(iv) *Cultural issues:*

1. **Informal social acceptance of non productive lifestyle.**
2. **The relation the traditional nomad living of the Sámi people, the forest owners and development of tourism.**

Key websites for more information:

- 1.

(v) *Other issues or dimensions:*
(e.g. political & administrative, civic and participation)

1. **The opposition to EU is strong in the region at the same time as the region is a large receiver of European funding.**

- 2.

Key websites for more information:

- 1.

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UNIVERSITY AND OTHER HIGHER EDUCATION INSTITUTIONS (HEIs) PORTRAIT

(Please describe in a few words the HE system operating in the region, in terms of any important matters, the following):

(i) *Structure, legal and financial status of HE system*

The Mid-Sweden University's University Board is appointed by the national government and the Vice-Chancellor is a member of the Board. The Vice-Chancellor is also the Head of the University.

(ii) *Main priorities for the HEIs in the region*

Mid-Sweden University's special commitment to priority areas is primarily concerned with research and postgraduate programmes but this also presupposes a sufficiently large undergraduate programme linked to these areas. One of the five priority areas is; Tourism, Sports Science and Adventure Technology. This area is considered to have good research potential, and contributes to social interests such as welfare and growth. Researchers in these area works at both national and international levels. Many of them are closely linked to regional issues.

(iii) *Relevant recent changes and developments in policy and/or practice*

(iv) *Ways of organising and managing within the HEIs*

The university has a decentralized structure with three faculties. Education and research are carried out in eight departments. This project cooperates with the European Tourism Research Institute and the Tourism Department. The conveyance of information is carried out in several ways: through addressed information, during meetings and dialogues with representatives of the tourism industry and in interactive projects where Etour cooperates with tourism companies.

<http://www.etour.se/>

www.etour.se

<http://www.miun.se/Mittuniversitetet-In-English/Presentation/Organization>

www.miun.se/Mittuniversitetet-In-English/Presentation/Organization

HEIs in REGION

1. Mid Sweden University
Mittuniversitetet

Östersund*

[http://www.miun.se/
robert.pettersson@etour.se](http://www.miun.se/robert.pettersson@etour.se)

* With campus' in Östersund (in Jämtland) and in Härnösand and Sundsvall (in neighbouring region Västernorr-land)

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Appendix 2

Regional Aspirations and Agenda

1. *What aspects of regional development and the role of higher education in particular do you wish to engage with, focus on and improve, through your involvement in PURE?*

(a) *From the point of view of the region and its priorities, objectives and ways of working?*

The region has an interest in creating a broader engagement in tourism with a larger economy, more jobs and better tax income to the county council and the municipalities. This means that the focus is on developing more tourism both summer and winter, in the whole region and making the tourism sustainable in relation to social issues, to environmental perspective and over time.

(b) *From the point of view of the higher education institutions and their priorities, objectives and ways of working?*

The Mid Sweden University has education and research in tourism at a high international level as a priority and both the education and research has been a relative success story so far.

2. *In terms of the wider global, political, administrative, economic and environmental setting it was agreed at the PURE Glasgow working meeting (September 2008) that the following aspects (included in Briefing Paper No. 3) were of wide general significance for the PURE project as a whole:*

(a) *What role are strong national and/or regional policies in favour of third mission playing to overcome barriers for PURE work in regions?*

There is a great will from both the region and the university to cooperate. There should be great possibilities for PURE work in Jämtland.

(b) *Will strong national and regional policies in favour of sustainable development have an impact on PURE activity on environmental issues?*

As much of the regional tourism is based on experiences in the nature any initiative on governmental, regional and local level has an impact.

(c) *Will strong policies on implementing LLL at national and/or regional levels have an impact on PURE activities? (LLL = life long learning?)*

Lifelong Learning initiatives are strongly connected to the employment policies in Sweden and are primarily initiated at governmental level.

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- (d) *Will strong national and/or regional innovation and research policies have an impact on PURE activities?*

The government and the region have decided that the European development funding has tourism as one of its main priorities. The latest efforts of the government to strengthen research at the universities in Sweden seems to have been creating a slightly disadvantage for Mid Sweden university as the main priority of the government is in the areas of medicine, technology and science. On the other hand the government made tourism research at the university a priority when three years back the region had economic compensation as the government shut down three military regiments and schools in the region.

- (e) *Will strong and/or regional policy on administrative and governance issues have an impact on PURE activities?*

At the moment there are discussions in Sweden about merging counties into larger regions. The Mid Sweden University works in two counties today (Jämtland and Västernorrland) on three campuses (Östersund, Härnösand and Sundsvall). The University has declared its interest in merging these two counties but at the moment there seems not to be an interest from both counties in such a merger. In stead there are discussions about half Västernorrland joining a large region in far north of Sweden and the Southern half of Västernorrland joining Jämtland together with maybe one or two municipalities from a neighbouring county to the south of Västernorrland.

- (f) *How is the third mission seen and developed, and how central is it to the future especially of non-elite universities?*

To the Mid Sweden University it is very important with the third mission and good relations to the region. However a growing proportion of the students are not coming from the region and the Mid Sweden University has had success with developing distance education. In the faculty areas of priority among which is tourism the university struggles for being regarded as a elite university and maintain such a position.

- (g) *Is the globalisation of the economy changing regions' ecological, social and cultural policies? If so, how will it impact on PURE activities in the region and the university?*

The globalisation is gradually changing everything in the region! In the area of our interest tourism we see both a growing interest and possibilities in attracting tourist from further away and from the perspective of the University to see the regional tourism in a larger international perspective. On the one hand this creates a more knowledge based engagement in tourism in the region but on the other hand demands new competences from work force in order to professionalize the tourism sector. The regional tourism also becomes more sensitive to global development and to changing demands on the world market.

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3. *At this stage, do you have a clear sense which subject(s) of special interest you would like to concentrate on in a PURE regions sub-group; for example – ecotourism, SME development, mega-events like the Olympics, cultural development and creative arts, etc?*

Sustainable tourism based on natural and cultural resources.

We would be interested in the following sub-group specialism(s):

- **Ecotourism based on locally produced food and local nature and culture**
- **Winter *and* summer tourism**
- **Tourism strengthened with or without use of ITC technology**

4. *Are there any other points that you wish to mention at this stage?*