

Besøksforvaltningens potensial til å styrke eller svekke mangfold – biologisk, kulturelt, opplevelsesmessig

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Ph.D. avhandling, 2025:

Besøk i grenseland: relasjonelle perspektiver på turisme i verneområder

<https://hdl.handle.net/11250/3213766>

The multiple mandates of protected areas

- Providing recreational and tourism opportunities
- Halting the loss of biodiversity
- Nature conservation
 - Intact ecosystems
 - Reference areas
- Educational, spiritual, and inspirational tasks
- Cultural heritage



These mandates are interdependent.

The objective of research in (*with*) protected areas should be to improve conditions for fulfilling all these mandates.

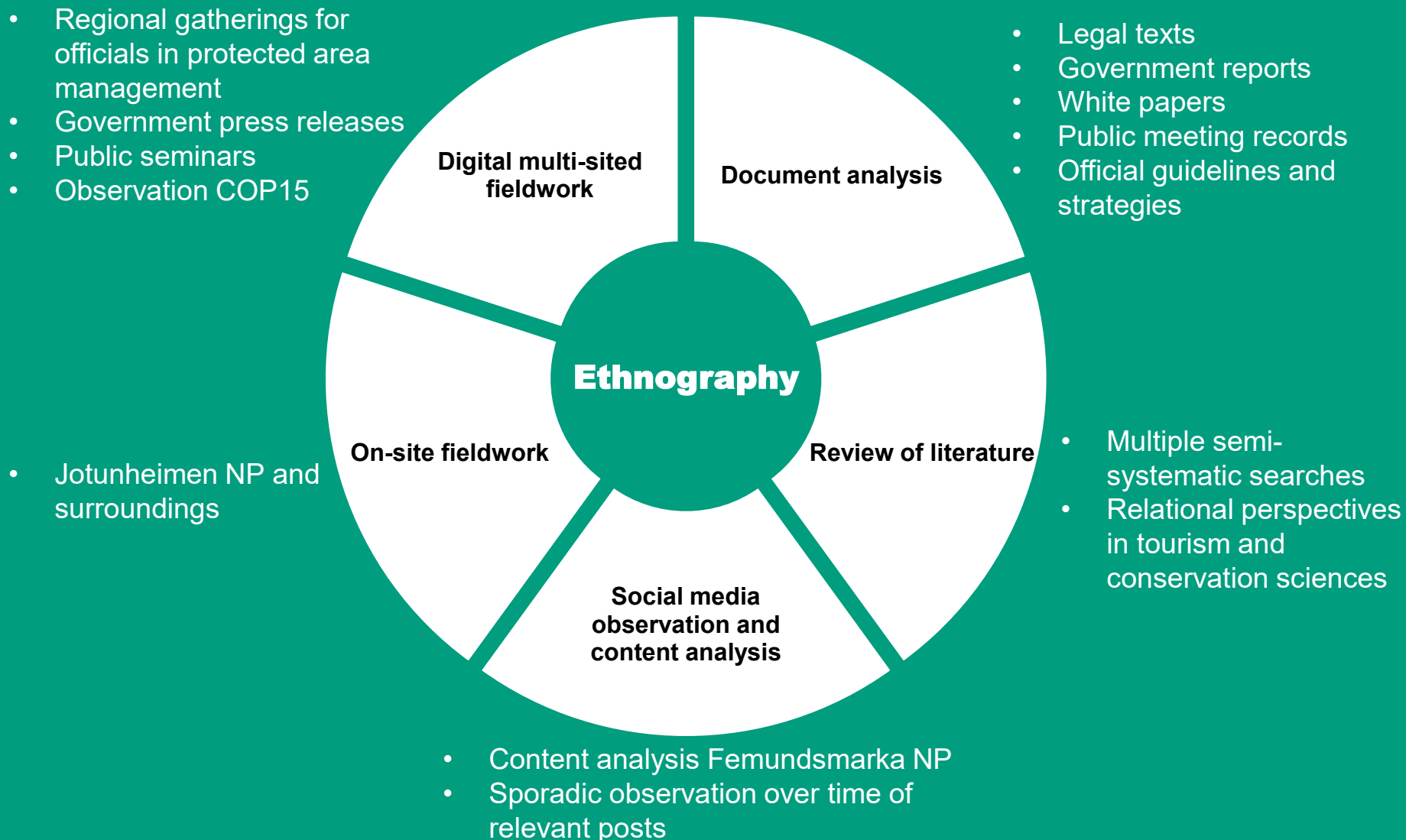
Research questions

Studying interdependencies of policy mandates of protected areas in Norway with a vantage point in tourism issues.

How is policy **interacting** with visitors' relations to protected areas?

- 1 What agencies in protected area tourism contribute to shaping people's relation to 'nature'?
- 2 What are underlying assumptions, definitions, and valuations of current visitor management in protected areas?
- 3 What sociopolitical and environmental contexts are protected areas in question embedded in as places?

Study design: Sensing relations and Tracing boundaries



Reinterpreting central concepts in sustainable tourism



PLACE

Places as relational events in time and space, where time is a dimension of continuity and space a dimension of multiplicity.



EXPERIENCES

Tourism experiences as relational assemblages of heterogenous entities, providing opportunity to explore social identity and more-than-human intra-action.



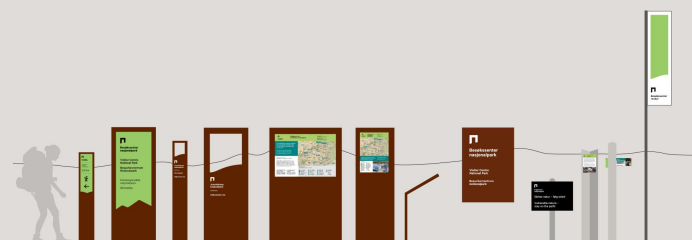
POLICY

Policy as a process of assembling relations with intent to harness social power for social change.

Norwegian area protection and use policy

Political interest to increase use of protected areas.

- 2002 Mountain Text [fjellteksten] emphasised the *management* of protected areas.
 - Redefined acceptable 'use' of protected areas as 'sustainable use'.
- 2009 protected area governance decentralisation reform



Norwegian area protection and use policy

- 2014 rebranding of national parks
‘Velkommen inn’.
 - Marketing Norway as a sustainable destination.





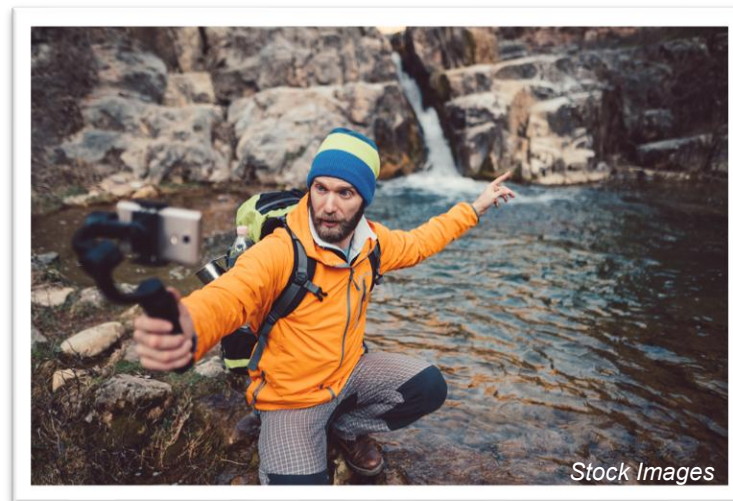
How Instagram shapes visitors' relations to wild places

Unique approach

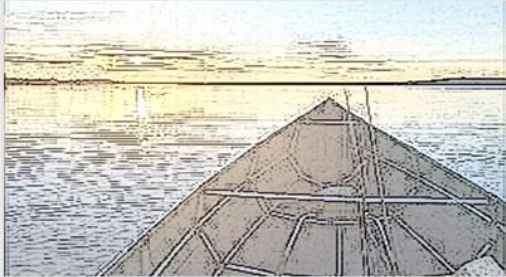
Develops an ethnographic sensitivity to feelings, by connecting research on social media, visitor management, and visual culture in tourism geographies.

Main contribution

Attention to feelings can be a way for visitor management to diversify relations to a place and counteract a regeneration of harmful stereotypes and norms.



Using feelings to sense relations

Main clusters of feelings	Attachment 	Mobility 	Separation 
Examples of feelings in main clusters	Connection 	Pride 	Dominance 
Feelings connecting main clusters	Feeling small/part of something bigger 	Peace, quiet, reflection 	Struggle 

Sosiale medier innen besøksforvaltning

- SoMe plattformer ofte sett på av forvaltningen som en **kanal for spredning av enveis informasjon**.
- Bør sees som mange forskjellige plattformer for **kreativ interaksjon** med ulike grupper av mennesker.
 - Toveis kommunikasjon og inkludering av ulike ambassadører for natur- og verneområder.
 - Styrkt av interesser til internasjonale selskap og trender.



Advancing visitor management research in protected areas: a sensory ethnographic approach

Unique approach

Combines sensory and auto-ethnography, posthumanism theory, and critical cartography to discuss epistemic privileging in visitor management.

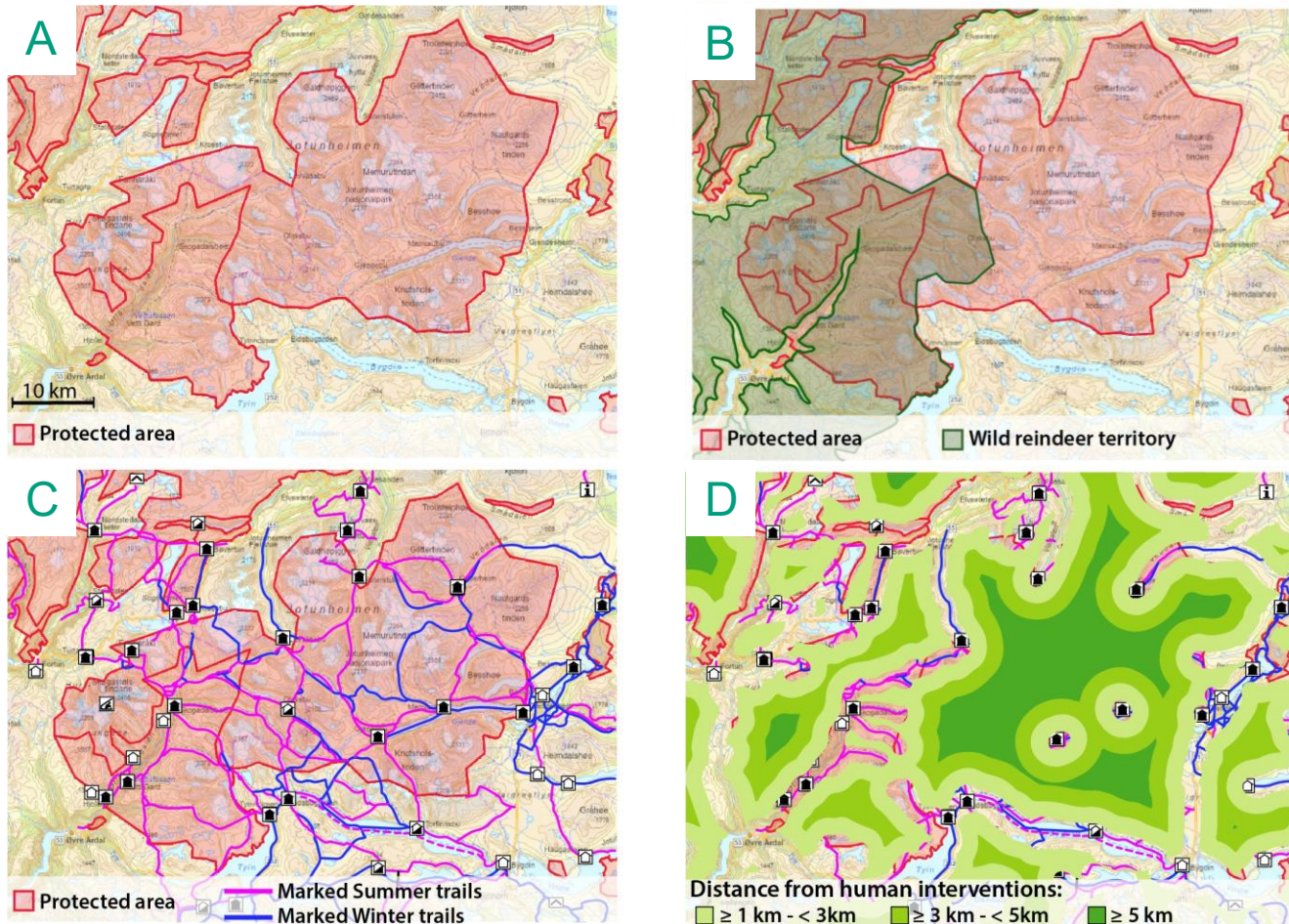
Main contribution

Ethnographic research can promote relational values and interpretations in protected area tourism, contrary to conventional binary logic in management.



Tracing boundaries and definitions

Binary map logic: positive 'nature values' and negative human impact.



Boundary-making practices: a process of delineating and defining one entity from another.

Barad, 2007

Manage impact or sustain relations that uphold a place?

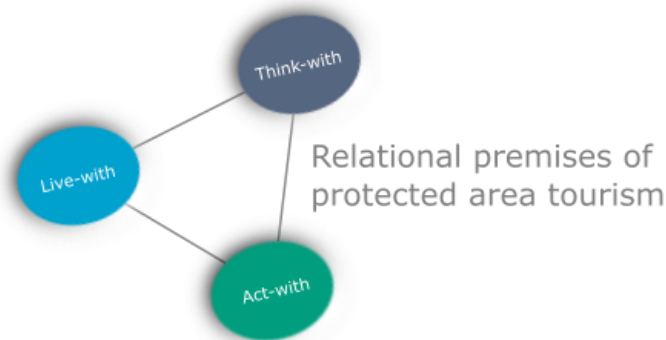
- Binary logic of management maps flattens representations of place.
- Possible to sense – cultivate a relationship to – a place in multiple diverse ways.
- (Human-Nature) Relations cut across binary values.
 - Necessary to attend to what connects.
 - E.g. sound, affect/feelings, stories.



Kartlegging og overvåkning som grunnlag for besøksforvaltning

- Nødt til å **revurdere infrastruktur (sti og skilt) som standardtiltak.**
 - Problematisk med en overordnede ensidig forvaltningsstrategi.
 - Besøksforvaltning skaper nå smutthull for infrastrukturutvikling i og rundt verneområder.
 - La naturlige barrierer i landskapet gjøre jobben.
 - Gjør det nødvendig for besøkere å lære om lokale livsmønstre og rytmer.
 - Relasjonelle tilnærminger til guiding og naturveiledning (Omma, 2025).
- **Positive verdier fra reiseliv må ikke være besøksvekst eller økonomisk vinst.**
 - Hva holder sammen alle mandatene til et natur-/verneområdet?
- **Kunnskapen må knyttes sammen.**
 - På tvers av fagfelt og forvaltningsinstanser.

Key issues



Visitor infrastructure developments need to be problematised further.

- Accessibility must be reimagined.
 - Distribution of tourism ‘resources’ and accountability according to more-than-human justice.
 - Mobile ‘infrastructure’ with relational sensitivity?
- Avoiding ‘false’ sense of security.
 - Demanding relational skills and situated knowledge to ‘stay safe’.

Reciprocal relations with other species and beings.

- ‘Wilding’ research and management practices.
 - Disruptive of norms and diversifying.
 - Nourishing wildness (diverse vitality).
 - Integrating more-than-human agency.
- ‘Wilding’ visitor experiences.
 - Giving up presumption of control.
 - Attentive to dynamic landscapes and changing conditions.
- Assigning relational accountability to visitors, tourism actors, researchers, and government.

Indications for future research in Norwegian contexts

1. Protected areas need to be understood as places **embedded in wider sociopolitical realities**.
 - Underlying drivers for homogenisation and ‘progress’
 - Explore research in connectivity and mobility.
2. A need to **examine actors with significant response-ability** within current power structures of protected area tourism but outside formal governance.
 - E.g. DNT
3. **Relating multiple processes of knowledge production** useful for visitor management and protected area tourism.
4. **Relational interpretations can strengthen the agency of the Nature Diversity Act** and area protection among other policy.
 - Sum of effects
 - Right of public access



Ansvar må deles, men ikke deles opp.



Fisher, A. C., Jacobs, S., & Remillard, C. (2025). **Mind the gap: questioning the existence of a 'knowledge deficit' in conservation social media message** evaluation by scientist, science-trained, and general public audience groups. *Cogent Social Sciences*, 11(1).

<https://doi.org/10.1080/23311886.2025.2480727>

Toomey, A. (2023) **Why facts don't change minds: Insights from cognitive science for the improved communication of conservation research**, *Biological Conservation*, 278, <https://doi.org/10.1016/j.biocon.2022.109886>.

Hvem inviterer til besøk, og på vegne av hvem?

