

Tourism Development and Changing Labor Markets in Rural Sweden, 1985 – 2000

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Commonly tourism development is expected to create new employment opportunities in rural areas suffering from economic decline and out-migration. Although there is some evidence that this might be possible and true, the quality of the employment created is often not questioned. Hence, the purpose of this paper is to analyze the interrelationship between tourism development and changes on the rural labor markets in Sweden. This is done regarding the number of employment opportunities created within tourism, and also regarding the amount of income generated. It is argued that tourism development itself is a major factor of change. Not only does it create new employment opportunities, it also introduces a new labor market regime to rural Sweden characterized by more flexible forms of labor. This hypothesis is tested regarding by utilizing a GIS and a comprehensive geo-referenced database containing individual information on all persons living in Sweden.