

2nd International Polar Tourism Research Network Conference Abisko 2010

Disneyfication of the Polar Experience – Ice- and snow hotels, snow castles and igloo villages.



Hans Gelter
Luleå University of Technology

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Goals of Presentation

Present a survey on recent trends of experience
production based on snow and ice construction based on
the concept of the Inuit Igloo

Focus on the Disneyfication of the North



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Methodology

- ✓ Arm Chair research: Internet survey 2009-10
- ✓ Benchmarking tour in Finish Lapland 2009
- ✓ Involvement in the project "Ice Dome Concert Hall" and project leader for project "IglooEvents & IglooCamps" for product development in Swedish Lapland



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Benchmarking tour



1. LumiLinna/SnowCastle, Kemi
2. Santa Clause Village, Arctic Circle, Rovaniemi
3. Hotel & Igloo Village Kakslauttanen
4. ProSanta, Kurivaarantie, Rovaniemi
5. Lainion SnowVillage Ylläs
6. Levi ski resort
7. Olos Lapland Hotels, Muonio
8. Harriniva, Muonio

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Background

Image of the north "Winter Wonder Land"



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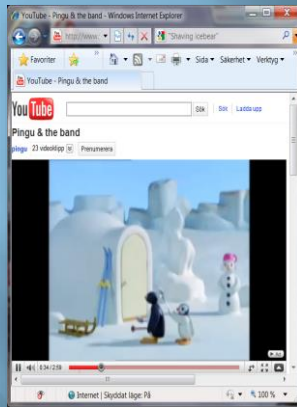
Background

Icons of the north "Winter Wonder Land"



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Disneyfication & Image of the Poles



Penguins & Igloos



Coca-Cola
Penguins & Polar bears

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Disneyfied North



Polar Circle, Rovaniemi

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Non-Disneyfied North



Polar Circle, Pajala

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Disneyfied North ProSanta ElfCentre, Rovaniemi



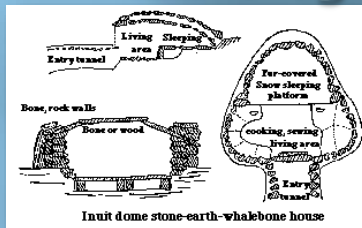
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Igloo Constructions the interest in this study



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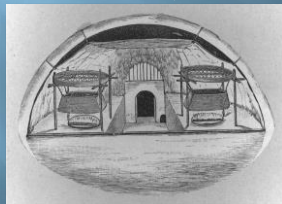
Original Igloos



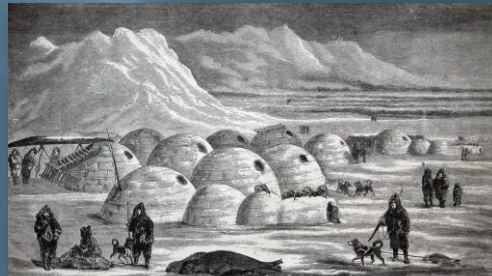
Traditional Inuit winter "igloo" of rocks (Geise 1996)



Snow igloo photography by Frederick Cook



Drawing of interior of Eskimo igloo in Alaska, 1916, from U.S. Library of Congress.



Igloo Village, Frobisher Bay, illustrated by Charles Francis Hall's *Arctic Researchers and Life among the Esquimaux*, 1865.

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Results

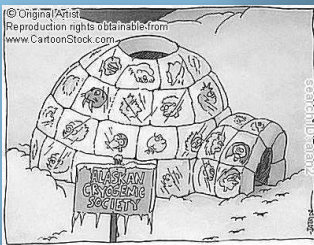
Google search on "igloo" gave
4 220 000 hits
1 250 000 pictures



As icon in games - Disney Club Penguin

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Igloo as icon



For the North

For Global warming

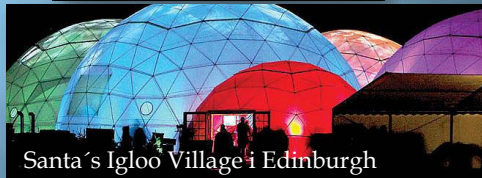


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Igloo as symbole



Eko-igloo house Holland



Santa's Igloo Village in Edinburgh



535 milk chars



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Igloo as art



Lemonade Igloo", Scarlett Hooft Graafland



www.mut-architecture.com

Bronx 2008

Mario Merz
Triplo igloo, 1984
vetro, metallo, morsetti, neon
600 cm diam.
Collezione Musée d'Art Contemporain, Montréal
Courtesy Archivio Merz, Torino.

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Icehotel, Jukkasjärvi



1989

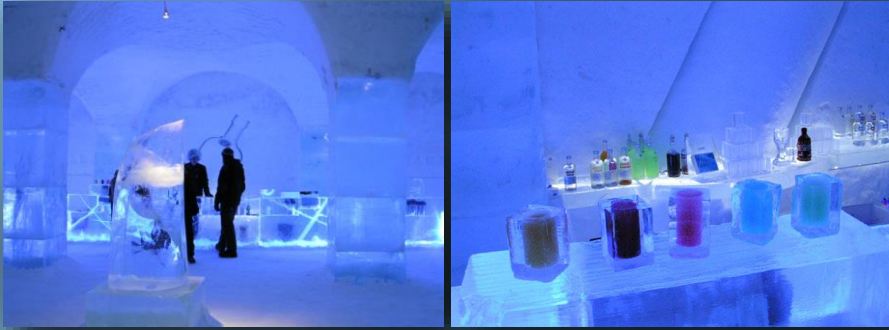
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Icehotel, Jukkasjärvi



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Icebar, Jukkasjärvi



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IceTheatre, Jukkasjärvi



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Ice Organ, Jukkasjärvi



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Ice organ Jukkasjärvi



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IceMusic, Piteå



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Ice Dome Concert Hall, Piteå



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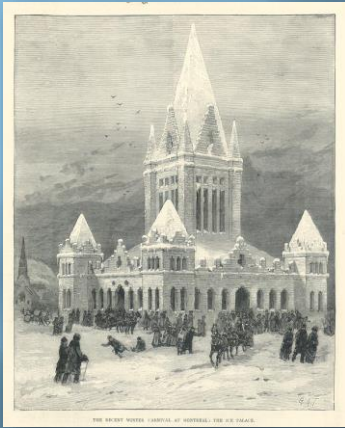


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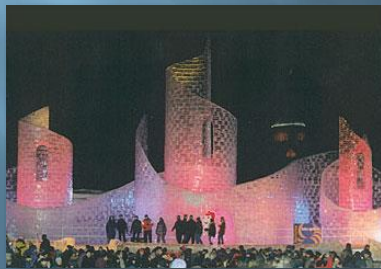
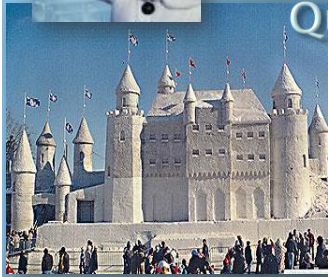
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The first snow castle Montreal 1883, St Paul 1886



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Snow festival Quebec City 1894



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Sapporo Snow Festival



Sapporo Snow Festival. (bilder från www.welcome.city.sapporo.jp)

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Nuuk Snow Festival, Greenland

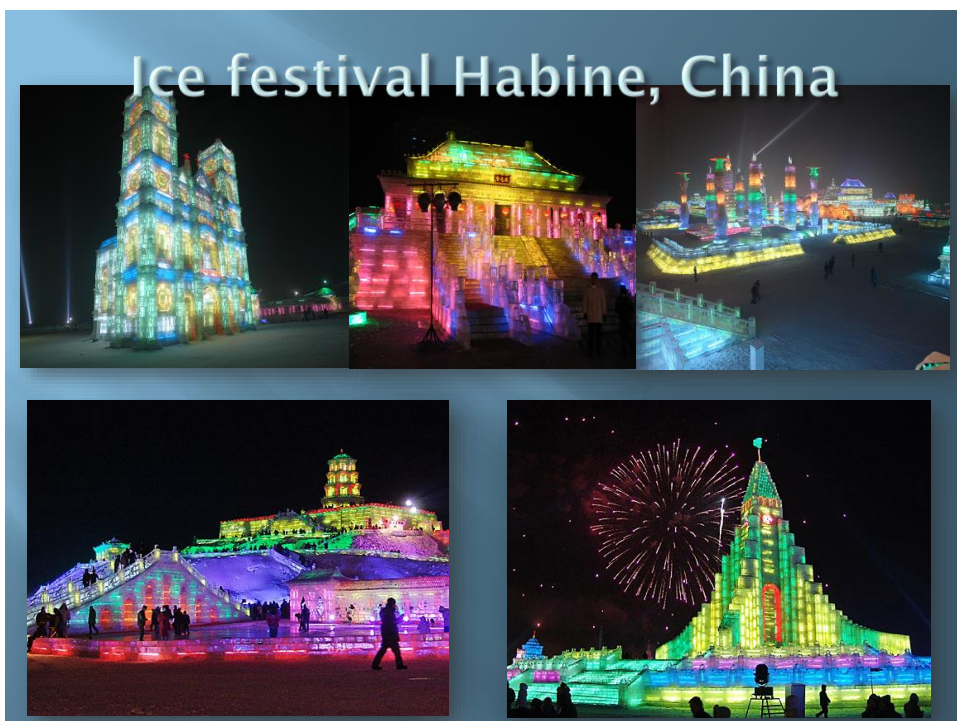


Nuuk Snow Festival 2005. (bilder från www.snow.gl)

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Results

Igloos are today used as tourist attractions,

mainly in ski resorts in Central Europe,

where firms such as Iglu-Dorf (6 ski resorts), IglooBase, AlpenIglu etc. have developed extensive igloo constructions to differentiate the winter experience of ski resorts.

Such Igloo-villages are not yet common in the Nordic countries

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Modern Igloo villages



Bild 50. Nordamerikanska iglooöbyar är ofta väldigt enkla och riktar sig mot äventyrare. (bilder från _____ och _____)



Bild 51. Illua-igloo. (Bild från Jokkmokk Turist Information www.turism.jokkmokk.se)

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IglooBase Stockhorn Schweiz



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Result Internet survey

Country	Snow Construction	Country	Snow Construction
Sweden	Icehotel, Jukkasjärvi	Schweiz	Iglu-Dorf, Davos-Kloster
Sweden	Illua Iglooby, Jokkmokk	Schweiz	Iglu-Dorf, Engelberg-Tilts
Norway	Alta Igloo Hotel, Alta	Schweiz	Iglu-Dorf, St Moritz
Norway	Bjørli Snow Hotel, Romsdal	Schweiz	IglooBase, Stockhorn
Norway	Kirkenes Snowhotel, Kirkenes	Austria	ALPENIGLU Igloo Village Bixental, Söll
Norway	Hundefossen, Lillehammer	Austria	White Lounge Iglu Hotel, Mayerhofen
Finland	Polar Circle Santa Clause Village, Rovaniemi	Austria	Iglu-Village Kühtai, Innsbruck
Finland	Lethojärvi Arctic Snow Hotel, Rovaniemi	Austria	Volvo Ice Camp Kaprun, Zell an See
Finland	Kakslauttanen Igloo Village, Saariselkä	China	Harbin Snow & Ice Festival
Finland	Joulukka ProSanta, Rovaniemi	Japan	Sapporo Winter Dream Land, Snow Festival
Finland	Laino Snow Village, Ylläs	Japan	Kamakawa Igloo Festival
Finland	Harriniva, Muonio	USA	St Paul Winter Carnival Ice Palats
Finland	LumiLinna Snow Castle, Kemi	USA	Gaylord Palms Winter Wonder Land, Orlando, Florida
Romania	Făgăvas Icehotel	USA	Jaspen National Park, Igloos
Slovenia	Rogla Eskomo Village	Canada	Quebec City Winter Carnival snow castle
Slovenia	Igloo Village, Kravaveck	Canada	Hotel de Glacier, Quebec, Icehotel
Andorra	Iglu-Dorf, Andorra	Canada	Bic National Park, igloos
Russia	St Petersburg Ice Palats	Germany	Iglu-Dorf, Zugspitze

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Laino SnowVillage



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Laino SnowVillage



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Laino SnowVillage



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Laino SnowVillage



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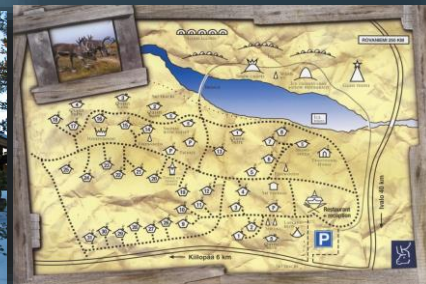
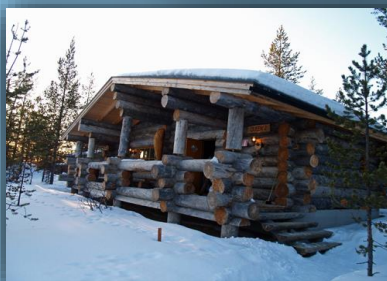
Laino SnowVillage



10 m dome

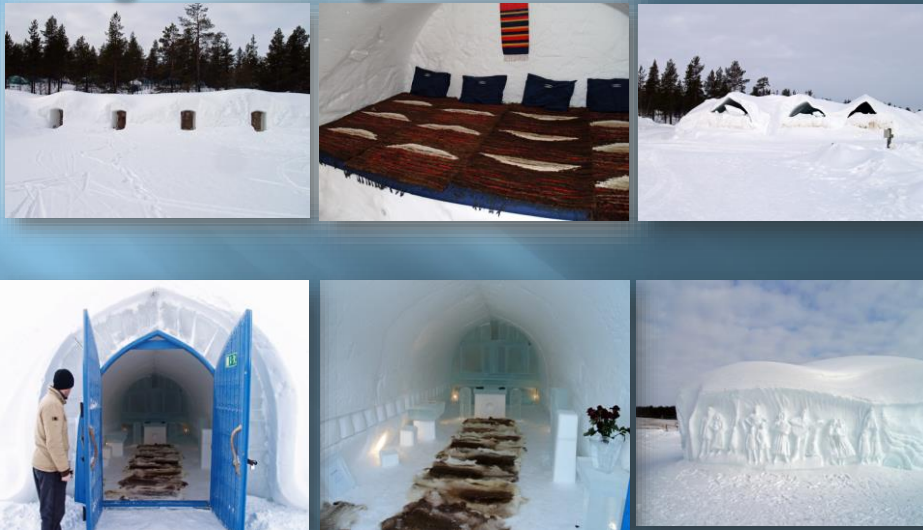
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IglooVillage Kakslauttanen



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IglooVillage Kakslauttanan



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IglooVillage Kakslauttanan

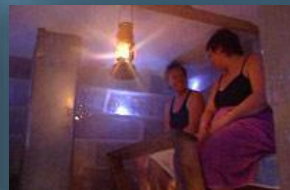


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Ice Sauna



Cold Ice sauna in Jukkasjärvi



Hot Ice sauna Saarijärvi, Fi

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Conclusions

Old tradition with snow & ice castles,
New trend with icehotels & igloo villages

Sweden: 1 snow hotel, 1 igloovillage

Norway: 5 snow hotels

Finland: 7 snow hotels

Central Europe: 13 Igloo villages

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Conclusions

This trend of constructing "Dream worlds" of snow and ice, instead of experiencing the "real north", is in accordance with the predictions of:

- A. Toffler (1970) of an "Experiential Economy"
- G. Schulze (1994) of an "Erlebnissgesellschaft"
- R. Jensen (1999) of a "Dream Society"
- Pine & Gilmore (1999) of an "Experience Economy" of staged experience production.



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Conclusions

In this Dream Society and Experience Economy "The Real Thing" is not good enough – there seems to be a need of Disneyfication of the snow- and ice experience of the north.



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Implications

This project has identified interesting research areas:

- Why is there a need for “artificial” disneyfied experiences of the north (snow & ice)?
- What role does media (film, cartoons, games etc.) have in creating “dream images” of the north?
- What are the implications of a Dream and Experience Society for Polar Tourism?

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Thanks for Your Attention



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