TOURIST DESTINATIONS & DESIGN CHALLENGES

FINDING A BALANCE BETWEEN PROTECTION AND DEVELOPMENT

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About me ;)

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Quick facts about Iceland

- 300m (tree-line)
- 320,000 people
- 103,000 km²
The TOURISM STRATEGY 2011-2013 aims to:

- increase the profitability of the sector;
- engage in systematic development of tourist destinations, effective product development, and promotion and advertising work so as to create the opportunity to lengthen the tourist season, reduce seasonal fluctuations, and contribute to better distribution of tourists throughout the country;
- enhance quality, professionalism, safety, and environment-awareness in the tourism sector;
- define and maintain Iceland’s uniqueness as a tourist destination, in part through effective analysis and research.
Trampling

Safety concerns

Off-Road driving
Lack of infrastructure and services!?
Icelandic Tourist Board – Environmental improvements

1991 - First Environmental manager ITB
1995 – ITB starts giving grants to Environmental improvements
1996 – Waterfall Project with the support of the Ministry of Transportation and Eimskip Ltd.
1995- 2013 – The ITB has given out grants for the current value of around 950 million ISK

2011 – The Tourist Site Development Fund established
Improved access and safety
TOURIST SITE DEVELOPMENT FUND

The objective of the fund is for:

• Developing, maintaining and protecting nature and man-made structures at tourist attractions which are under public ownership or in protected areas.
• Carrying out construction related to traveller safety and nature conservation at tourist destinations, whether these are owned by public or private entities.
• The Fund is also authorised to finance the preparatory planning and design work required for development.

SHIFT TOWARDS DESIGN & DESIGN COMPETITIONS
Budget 2013
- 576 million ISK
- 4.6 million $
SKRIÐUKLAUSTUR
ARCHAEOLOGICAL SITE - EAST ICELAND
The Icelandic Tourist Board emphasises on:

- Sustainability
- Professionalism
- Quality

Tourism will be included in national, regional and municipal planning on all levels

More research in the field
Are you ready for the task?

**TAKK FYRIR!**
Design ideas

Lanzarote in the Canari Islands is a sensitive volcanic island just like Iceland, but receives 5.5 million tourists. Due to good design the tourism impact has been minimised.
PINGVELLIR NATIONAL PARK
UNESCO WORLD HERITAGE SITE
PLACES OF THE SOUL

LANDMANNALAGAR
FJALLABAK NATURE RESERVE
ÞÓRSMÖRK AND GOÐALAND
NATURE RESERVE

LAND OF THE GODS
PLACES OF HARMONY

BÁSAR
GOÐALAND - ÞÓRSMÖRK
HISTORIC PLACES

GLAUMBAER
SKAGAFJORÐUR HERITAGE MUSEUM
CULTURAL HERITAGE

STÖNG
RECONSTRUCTED FARM FROM 1104
PLACES FOR HEALING

BLUE LAGOON
GEOTHERMAL SPA