Sustainable tourism in Norway

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Special Advisor

Vi gir lokale ideer globale muligheter

Foto: Nils-Erik Bjørholt / www.visitnorway.com
Tourism in Norway

- Norway - history of **sustainable development** dating back to 1987
- Tourism strategy 2012 aims at **mainstreaming sustainability**
- Innovation Norway is the National Tourist Board and responsible for **development** and **marketing**
- 17% **protected** land (National parcs, nature habitats etc)
- **Nature is the core** of Norwegian tourism
Norwegian nature is unique and provides a rich variety of experiences
Nature and nature experiences

Norway’s target group:

Explorers

Both nature and target groups expects a sustainable practice in tourism
1. Sustainable tourism is NO niche, it is a perspective on all tourism development

Protection of nature, culture and environment

Strengthen the social values, as quality of life and local control and involvement

Creating businesses and local destinations with a sound economy

10 «principles» for sustainable tourism
2. Building a common framework

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<th>Environmental and cultural protection</th>
<th>Social equity and life quality</th>
<th>Economic viability</th>
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<td>1. Cultural richness</td>
<td>5. Local quality of life and social prosperity</td>
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<td>2. Physical integrity of landscapes</td>
<td>6. Local control and involvement</td>
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<td>10. Economically viable tourism enterprises</td>
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The EU uses UNWTO’s definition of sustainability as base for their action plan for sustainable European tourism (see enclosure “Action for More Sustainable European Tourism”, Feb. 2007).

(1) "Making Tourism More Sustainable. A guide for policy makers.” UNWTO/UNEP, 2005
Sustainability is the core of our brand

«Back stage» - proving actions
- Reduce negative impact through certifications, quality labels, laws and regulations, building competence

«On stage» - guest experience
- Strengthen positive impact through better hosts providing better and enriching experiences for guests

Photo: CH – Visit Norway
Towards sustainability in tourism

Engage tourism industry

Pilot destinations

Knowledge and training

Green Travel

Ecotourism Norway

Sustainable destination
«Sustainable destination» - a destination standard

- Increases awareness and outcomes for sustainable tourism in Norway
- Targets and showcase the work towards sustainability in tourism
- Help destination managers improve the sustainability of the destination over time
- Provides framework for setting goals and a background for priorities
Broad destination development

- Cooperation
- Training
- Investing in development of the destination
- Actions
- Management
- Reporting
- Communication
- Marketing
- Sales
- Evaluating
Sustainable destination

Standard covering:

- Nature, culture, environment
- Social values, communities
- Economic viability

Measurable, continuous development

- Process criteria, performance counts
- Renew brand every 3 years
Standard covering

A. Anchoring and implementation politically (municipality)
B. Anchoring and implementation in tourism (businesses)
C. Conservation of nature, culture, environment
D. Social viability
E. Economic viability

45 criterias

108 indicators
A process leading towards sustainability

1. Involve

2. Plan

3. Actions

4. Score

Sustainable destination

- Local project leader
- Steering committee
- Working groups

Trained process leaders assisting the destinations
Building long term engagement

Trysil, largest alpine destination:
• Forming a strong, long term partnership for sustainable tourism

Røros, old mining town:
• Winner of Tourism for Tomorrow award 2012
• Winner of Virgin Holidays Responsible Tourism Award 2011
Røros — a sustainable and responsible destination
the old mining town of

Røros

World Heritage List no. 55 in 1980

and the Circumference

the expansion of the UNESCO listing, August 2010 - the surrounding municipalities
Copper discovered in 1644

...settlement in highlands and wilderness – only some hunters and the Sámi were living in the area...
...alive World Heritage with modern people – not a dead museum......
3700 habitants in the centre of Røros mining town today
Awarded «Best Cultural Municipality» in Norway 2012
1 SUSTAINABILITY AS A TOOL

Strategic choice
Involvement
Knowledge creation and interaction
DESTINASJON

Roros

Spisset i fire viktige målområder:

- Verdensarven
- Bærekraft
- Synlighet
- Verdiskapning

Bilder: Tom Gustavsen
Røros becomes a sustainable tourism pilot destination in 2009

together with Vega, Trysil and Lærdal.

• 3 year project 2010-2012

• Project financed by Innovation Norway

• Cooperation between Røros municipality, Destination Røros, Røros Food company, Røros Museum – own board for the project

• Engages project manager Hilde Bergebakken
5 Goals for the pilot project

1. Environmental policy
2. Local food
3. Environmental waste disposal
4. Host and knowledge training
5. Product development, business development, – creating value
4. HOST AND KNOWLEDGE training

Education of 450 employees in more than 100 companies

1. Host training
2. Knowledge input
   • History: World heritage and region / Circumference
   • About each other – to make good sellers!
3. Copper card – a self study
Fyll kortet og bli sertifisert RørosVert! For å bli RørosVert må du minst delta på to guidede omvisninger og besøke tre attraksjoner, severdigheter eller opplevelser. Stedene du kan velge blant, finner du på utdelt liste og på www.roeros.no.


Guidet omvisning

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Skisse på hele skiltet
3 LOCAL FOOD

Cooperation

Competence

Local food Routes
3. Local Food

Visibility of local food initiatives in the region
Jobs on the basis of ‘the storytelling’
Awareness of food in the travel industry
Education of 25 food guides

Local Food Safari 2011: 3 various routes in the area
Local Food Safari 2012: 5 routes
Local Food Safari 2013: 5 successful routes

Foto: Tom Gustavsen
PRESTIGIOUS PRIZE FOR TOURISM DESTINATION

Destination Røros won the prestigious award for Best Destination, Virgin Holidays Responsible Tourism Award

Jury statement:
"This former mining town in Norway became a UNESCO World Heritage site in 1980, but it has been a tourist destination in over 85 year. The little town with 3700 inhabitants, attracts over one million visitor each year, and the city takes care of its special features through a local knowledge program involving more than 90 companies, local food and much more".
PRESTIGIOUS AWARD TO DESTINATION RØROS 2012

World Travel & Tourism Council (WTTC) – Destination Stewardship

Tourism for Tomorrow race promises the most prominent actors in sustainable tourism development and the prize is considered to be among the very finest in the industry.

Destination Røros is a finalist on the ground of the organization's work with sustainable tourism development program that includes the social, cultural, Environment-related and Economic conditions of tourism.

The other finalists are Misool Eco Resort, Indonesia and Tanabe City, Japan.
DESTINASJON RØROS STRATEGI:

Spisset i fire viktige målområder:

- Verdensarven
- Bærekraft
- Synlighet
- Verdiskapning

Bilder: Tom Gustavsen

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Thank you for listening

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www.innovationnorway.no/tourism
www.visitnorway.com