



Sustainable tourism in Norway

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Vi gir lokale ideer globale muligheter

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 parks, nature habitats etc)
- **Nature is the core** of Norwegian tourism

«Destination Norway»

*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 expect a sustainable practice in tourism

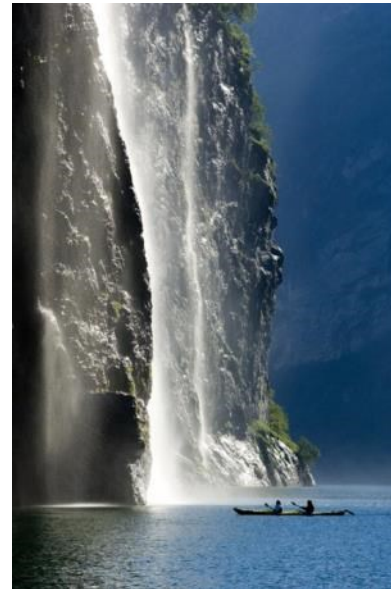




Photo: Andrea Giubelli – Visit Norway



Gaute Bruvik - visitnorway.com



Ole Christian Salomonsens



Ole Christian Salomonsens



Terje Rakke/Nordic life

1. Sustainable tourism is NO niche, it is a perspective on all tourism development

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

Protection of nature, culture and environment



Creating businesses and local destinations with a sound economy



10 «principles» for sustainable tourism

2. Building a common framework

1

Environmental and cultural protection

1. Cultural richness
2. Physical integrity of landscapes
3. Biological diversity
4. Environmental purity and resource efficiency

2

Social equity and life quality

5. Local quality of life and social prosperity
6. Local control and involvement
7. Employment quality
8. Visitor fulfillment

3

Economic viability

9. Economically viable tourism destinations through local value creation
10. Economically viable tourism enterprises

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).

Sustainability is the core of our brand



Photo: CH – Visit Norway

«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

Towards sustainability in tourism



Engage
tourism
industry



Pilot
destinations



Knowledge
and training



Green
Travel



Ecotourism
Norway



Sustainable
destination



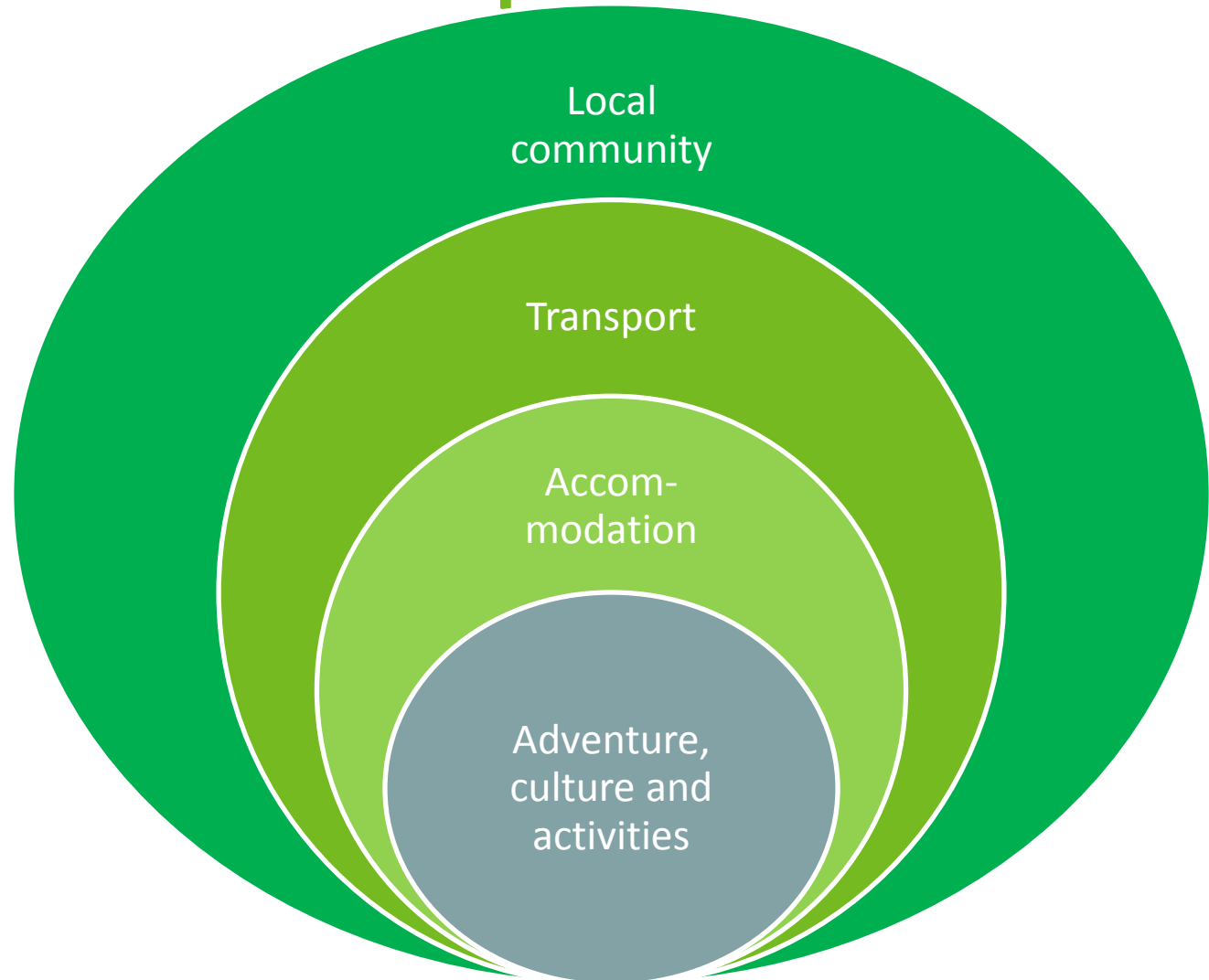
«Sustainable destination» - a destination standard



- **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. yea



**SUSTAINABLE
DESTINATION**
LOCAL ENGAGEMENT
IN A LONG PERSPECTIVE

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



A process leading towards sustainability



- 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



DESTINASJON RØROS VINNER NOK EN PRESTISJEFYLT INTERNASJONAL PRIS

Destinasjon Røros vant nok en prestisjefyllt pris da de i dag mottok prisen Tourism for Tomorrow i kategorien Destination Stewardship under World Travel & Tourism Councils (WTTCC) prisseremoni i Tokyo i dag.

World Travel & Tourism Council (WTTCC) er ansvarlig for de internasjonalt anerkjente Tourism for Tomorrow-prisene som deles ut hvert år til. Tourism for Tomorrow-prisene regnes for å være blant de mest profilerte i industrien. Målet med prisutdelingen er å løfte frem de aller fremste eksemplene på best practice innen bærekraftig reiseliv og gi internasjonal oppmerksomhet til disse.

- Årets vinnere og finalister jobber i tråd med det etos som ligger til grunn for Tourism for Tomorrow og har vist ekte lederskap for reise- og turistnæringen, sa David Scowell, president og adm. dir. i WTTCC i sin velkomsttale under prisseremonien.

Juryen begrunner tildelingen av prisen med Destinasjon Røros' arbeid med et bærekraftig reiselivutviklingsprogram som tar opp i seg sosiale, kulturelle, miljømessige og økonomiske forhold for de mange ulike aktørene og interessentene innen reiseliv i regionen.



DESTINASJON
RØROS



Design: Fofu, Liljellens Foto: Tom Gustavsen, Finn Nilsen & Kelli Plassgård

RØROS — a sustainable and responsible destination

A woman in a white vest and red scarf is riding a brown horse down a snow-covered street in a traditional wooden town. The street is lined with multi-story wooden buildings, some with snow on their roofs. The sky is overcast with grey clouds. In the distance, another person can be seen walking on the snow.

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 Herritage 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

















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



COPPER CARD



navn

firma

DESTINASJON
RØROS

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.roros.no.

For hvert besøk skal kortet påføres sted og dato og signeres av guide, resepsjonist eller lignende. Kortet er personlig. Vær derfor forberedt på å legitimere deg når du bruker det. Når du er ferdig med de fem besøkene, leverer du kortet hos Røros Reiselv. Da får du utdelt beviset for at du er sertifisert RørosVert.

1 Guidet omvisning

sted

dato og signatur

5 Attraksjoner, severdigheter & opplevelser

sted

dato og signatur

sted

dato og signatur

sted

dato og signatur

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





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".

DESTINASJON
RØROS



PRESTIGIOUS AWARD TO DESTINATION RØROS 2012

World Travel & Tourism Council (WTTTC) – 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 tourismn.

The other finalists are Misool Eco Resort, Indonesia and Tanabe City, Japan.



DESTINASJON
RØROS

WORLD TRAVEL & TOURISM COUNCIL
Tourism for Tomorrow
AWARDS 2012 - WINNER



DESTINASJON
ROROS

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Thank you for listening

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