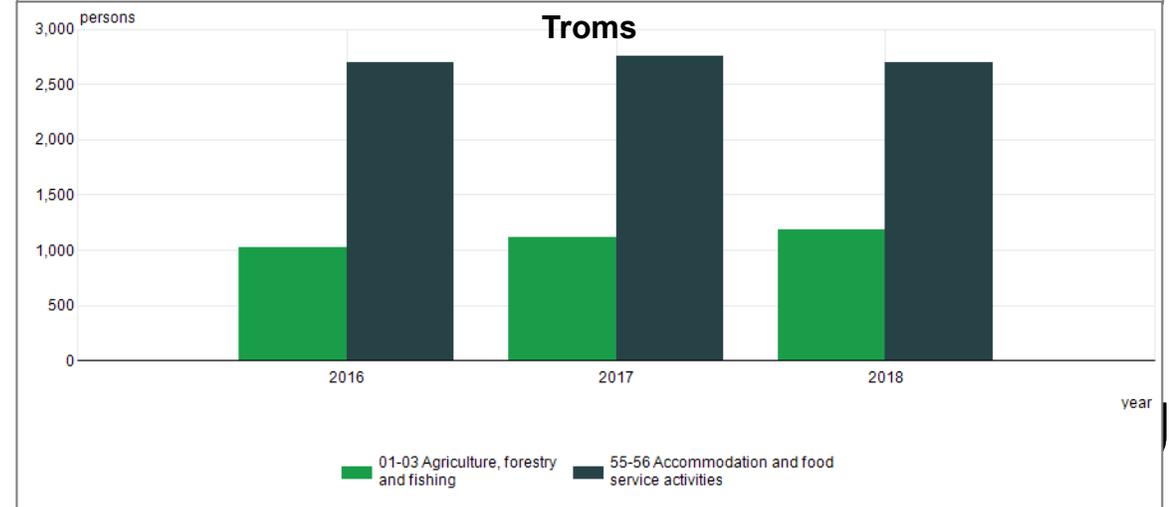
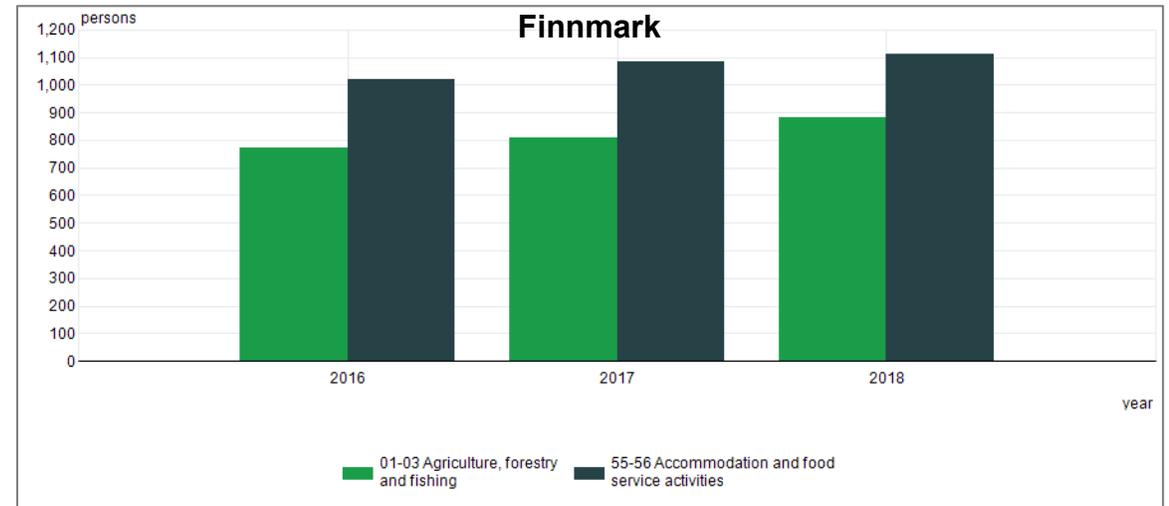
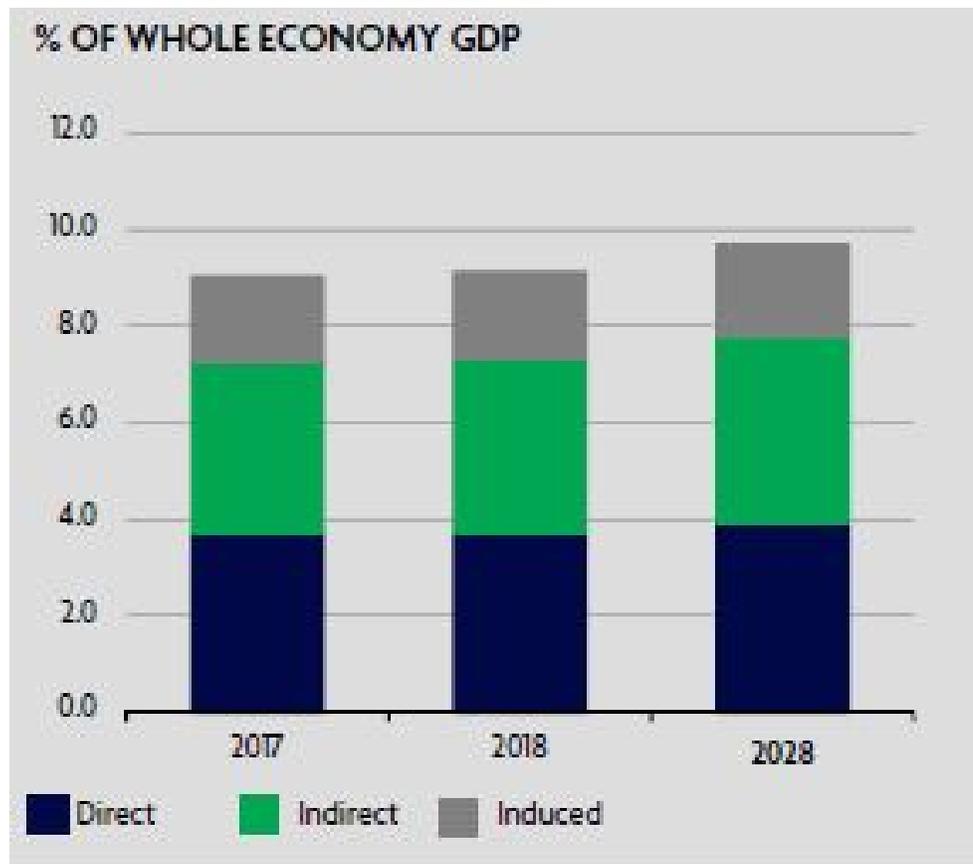


# Sustainable Tourism Development in the Nordic Arctic

Chris Horbel University of the Arctic Assembly Meeting  
25 February 2020, Copenhagen

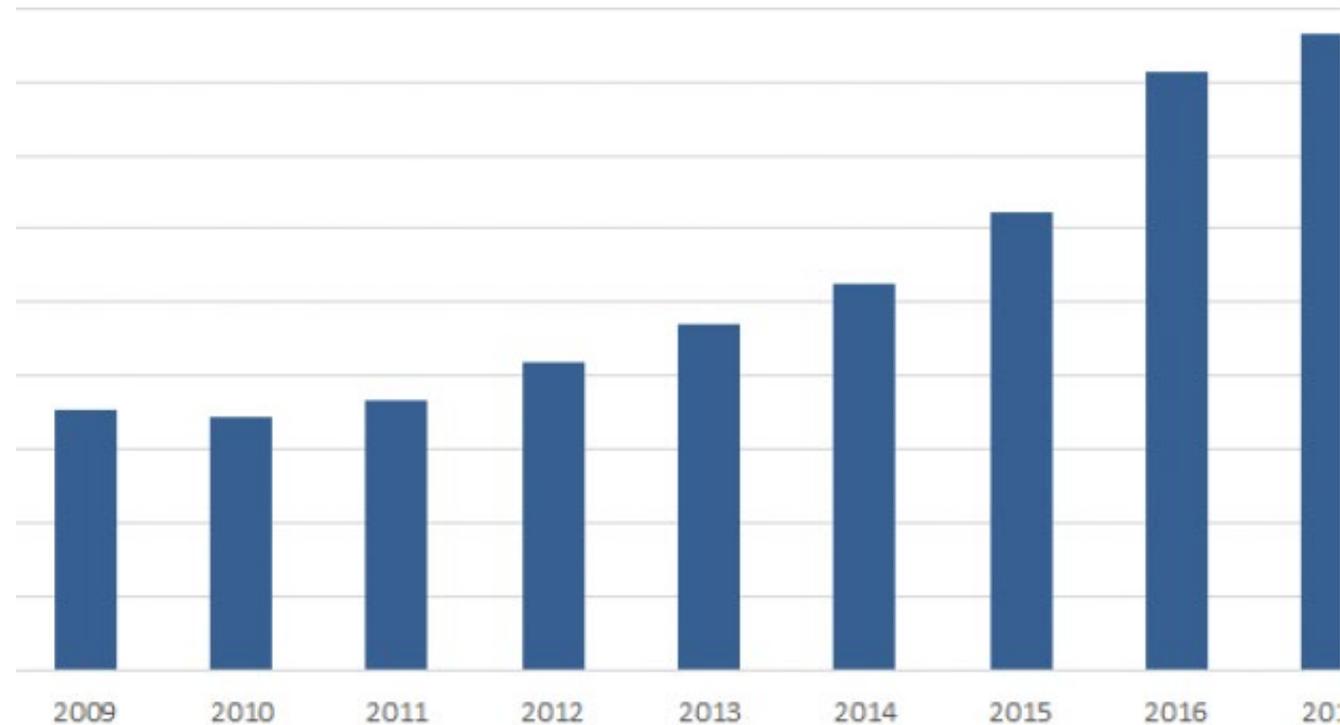


# Significance of the tourism industry: Northern Norway



# Significance and growth of the tourism industry: Iceland

Figure 1. Tourism as a proportion of GDP 2009–2017, %



# Project goal



## WHAT?

*How to utilize existing human capital, natural resources and infrastructure capacity to develop innovative sustainable tourism that can diversify and make Arctic economic development more resilient?*

## HOW?

*Series of interrelated workshops in the Arctic regions of the Nordic countries to identify community challenges and opportunities pertaining to Sustainable Arctic tourism*

# Sustainable Arctic Tourism & SDGs

**11** SUSTAINABLE CITIES AND COMMUNITIES



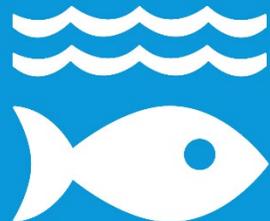
**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



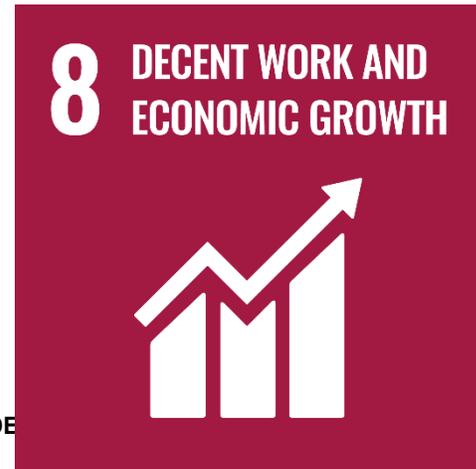
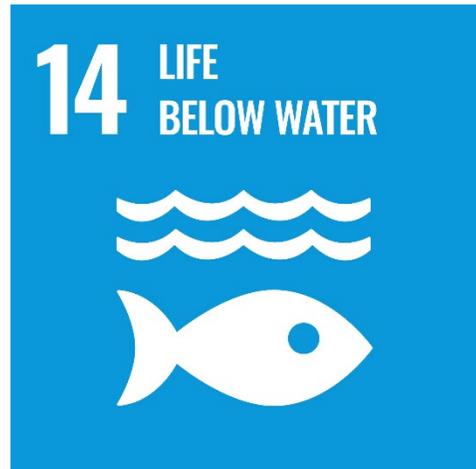
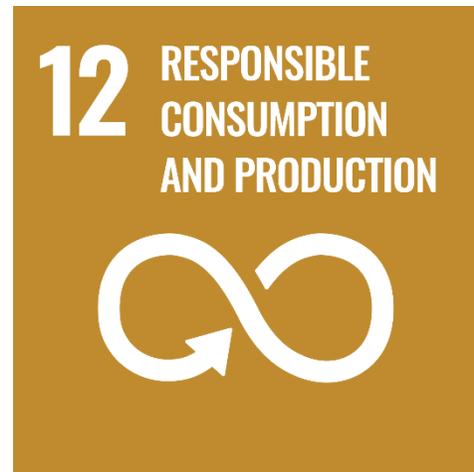
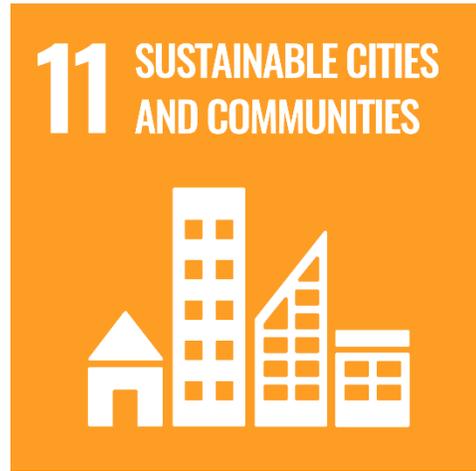
**14** LIFE BELOW WATER



**8** DECENT WORK AND ECONOMIC GROWTH



# Sustainable Arctic Tourism & SDGs



DE

EN  
ECC

# Main activities

Project duration: 1 August 2017 – 31 July 2019

Workshop 1: Northern Norway, 26-30 April 2018

Workshop 2: Northern Iceland, 18-22 March 2019

- Meetings with key industry stakeholders in marine and nature-based tourism in Northern Norway and Iceland
- Gain an understanding of the aims and ambitions of industry operators in the field
- Explore tentative “limits of acceptable change” for a range of scenarios
- Identify possible carrying capacity tipping points (socio-cultural, economic and environmental)



# Partners

## Academic partners:



UNIVERSITY OF ICELAND



## Industry and public partners:



POLAR RESEARCH & POLICY INITIATIVE



RTS

ICELAND UNWRAPPED  
*By helgastína*



## Funders:



# Challenges for sustainable Arctic tourism

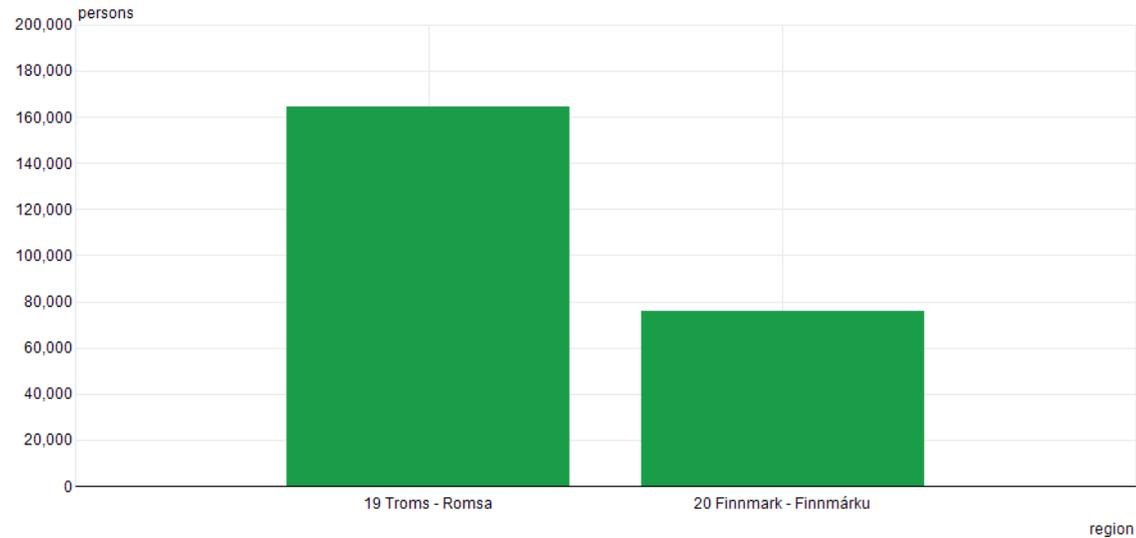
- Operating scale to fit needs
  - “pure”
  - “sustainable”
  - “authentic”
- Seasonal constraints
  - challenge infrastructure
- Limited capacities
- Accessibility
  - Supply routes
  - Safety



# Scale and seasonality

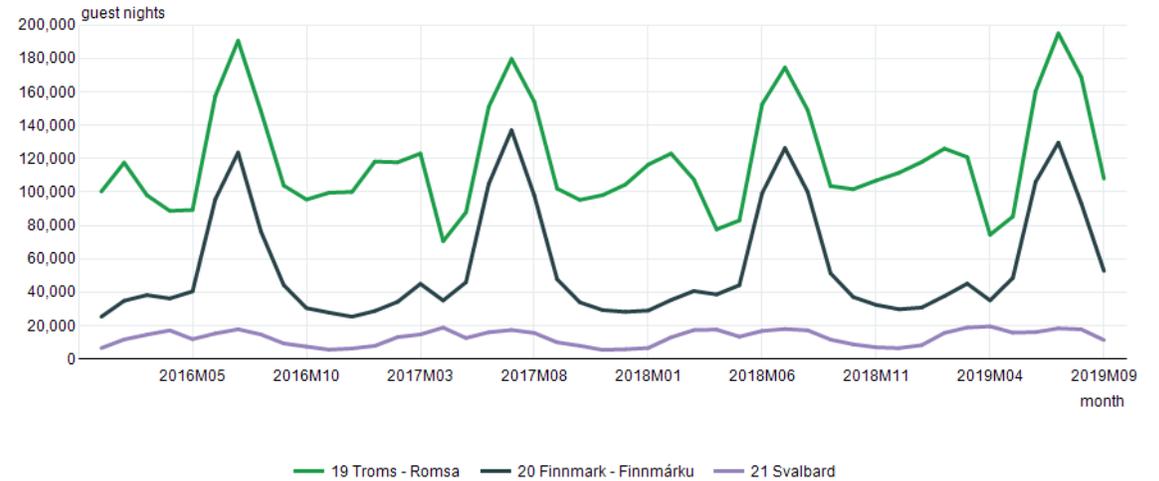
## Population vs. overnights N. Norway

06913: Population and population changes, by region. Population, 2016.



Source: Statistics Norway

08401: Accommodation establishments total. Guest nights, by region and month. Total, Guest nights.



Source: Statistics Norway

# Capacity, supply routes & safety issues

Port	Population	Date
Anchorage, Alaska	300,950	Aug 16th
Kodiak, Alaska	6,423	Aug 17th
Dutch Harbor, Alaska	4,319	Aug 19th
Nome, Alaska	3,797	Aug 21st
Ulukhaktok, NWT, CA	402	Aug 27th
Cambridge Bay, Nunavut, CA	1,477	Aug 29th
Pond Inlet, Nunavut, CA	1,549	Sept 4th
Ilulissat, Greenland	4,541	Sept 7th
Sisimiut, Greenland	5,572	Sept 8th
Nuuk, Greenland	16,583	Sept 9th
Bar Harbor, ME	5,235	Sept 13th
<sup>11</sup> Boston, MA	645,966	Sept 14th

## Crystal Serenity 2016

- 230 m, 1,000 passengers, ca. 700 crew
- ice-breaking support vessel; ice pilots on the bridge



# Capacity: Touristic “pressure points”

Annual visitors to Nordkapp 2017: 260,481

Honningsvåg population: 2,465



# Findings and lessons learned (I)

- Technical challenges:
  - real issues of **infrastructure-dependent capacity**
  - **numbers of tourists**, their characteristics, behaviors, and **distribution** in time and space
  - balance of **positive and negative impacts** of tourism for local and extra-local environments, societies, and economies
- Solutions:
  - Necessity for **increased information** of ecosystem characteristics and limits as well as oversight of use by both local and national entities
  - **Stakeholder agreements** about conflicting resource uses

# Findings and lessons learned (II)

- Policy challenges:
  - **divergence of desired futures and goals for tourism** among and within communities
  - capacities of administrative, financial, knowledge, and infrastructure systems to **inform, guide, and accommodate sustainable tourism**
- Solutions:
  - Application of **management systems** developed for other sectors of Arctic environment/society/economy (e.g., fisheries management systems)
  - Necessity for **science-informed decision-making** based on systematic, integrated, and applied knowledge gathering
  - **Collaboration and coordination**, including the sharing of **best practices** across Arctic nations to establish broad-scale resilience

# Ways forward in developing sustainable Arctic tourism

- Increase intentionality and sustainability of tourist decision-making
  - Capitalize on limited points of entry to countries
  - Increase awareness of programs
  - Integrate regional and national efforts in marketing and operations
  - Use new data for forward-looking and scenario planning
- Increase communication and cooperation among stakeholders, both government and private
  - Direct community engagement
  - Creating and fostering of associations aimed at commitments to sustainable behavior
  - Dialogue with external actors engaging in tourism activities
- Gather data to increase the ability to make long-run and sustainable plans
  - Spatial data from passive monitoring
  - Entrance and exit surveying at airports
  - Marine resource accounting

# Dissemination

- Dissemination events

- PRPI High Level Dialogue on SDGs in the Arctic
- Parliament of Iceland
- Embassy of Iceland to the UK, London

- Session at Arctic Circle 2019

- Presentations at conferences and workshops

- Publications:

- Kaiser, B., Hoeberechts, M., Maxwell, K. H., Eerkes-Medrano, L., Hilmi, N., Safa, A., ... Paruru, D. (2019). The Importance of Connected Ocean Monitoring Knowledge Systems and Communities. *Frontiers in Marine Science*, 6, [309]. <https://doi.org/10.3389/fmars.2019.00309>
- Kaiser, B., Pahl, J., & Horbel, C. (2018). Arctic Ports: Local Community Development Issues. In N. Vestergaard, B. A. Kaiser, L. Fernandez, & J. Nymand Larsen (Eds.), *Arctic Marine Resource and Governance Development* (pp. 185-217). Springer. Springer Polar Sciences
- Kaiser, B. A., Hujbens, E., Aquino, J. F., Horbel, C., Reigner, N., Maher, P. T., | *Development in the Nordic Arctic: Proceedings and Analysis*, London.



# Next steps

- 3<sup>rd</sup> Workshop: Faroe Islands, May 2020
- Extension of the network to partners from Japan and South Korea
  - Arctic Research Center, Hokkaido University, Japan
  - Polar Cooperation Research Center, Kobe University, Japan
  - Korean Polar Research Institute, Incheon, South Korea
- Funding applications
  - Development of applied and relevant investment-outcome scenarios for use in stakeholder collaboration in Nordic Arctic Blue Economy communities

# Thank you!

For further information please contact:

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Dr. Brooks Kaiser, [baka@sam.sdu.dk](mailto:baka@sam.sdu.dk)

Video capture of workshop 2:

[http://bit.ly/iceland\\_workshop\\_2019](http://bit.ly/iceland_workshop_2019)



# Back-up

# Partners

## Academic Partners

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	Chris Horbel
Cape Breton University/Nipissing University, Canada	Pat Maher
	Paul Eric Aspholm
	Hallvard Jensen
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	Eva Narten Høberg
	Bjørn Frantzen
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Göteborg University, Centre for Tourism	Lena Mossberg
University of Iceland	Gunnar Þór Jóhannesson
NTNU Norwegian University of Science and Technology	Jon Olaf Olaussen
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University of Akureyri, Iceland	Nathan Reigner
UCL, London, UK	Ilan Kelman
Holar University College, Iceland	Jessica Aquino

## Industry Partners

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	Thomas Bishop
Visit Faroe Islands	Annleyg Lamhauge
Abercrombie & Kent Philanthropy, USA	Keith Sproule
NLA International Ltd., UK	Jonathan Turner
Iceland Unwrapped by helgastina	Helga Kristin Fridjonsdottir
Susan Seubert Photography, USA	Susan Seubert
Superfolk Films, UK	Tom Huntingford

## Governmental Partners

The Scottish Government, UK	Iain Morrison
UK Department of International Trade	Alex Wright
Faroe Islands, Ministry of Fisheries	Hans Ellefsen