

Sustainable Tourism Development in the North –SusTour

FEASIBILITY STUDY REPORT

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1. SUMMARY

The main goal of the project was to establish a long-term working model and project concept for a sustainable arctic tourism development. In order to reach this goal, the current practises of Northern tourism enterprises and their needs – current as well as future - were analysed and compiled. Special emphasis was placed on identifying successful tools and practices to improve the SMEs sustainability.

The main mean to analyse the needs of tourism enterprises was the national workshops. These workshops were attended by tourism enterprises and other interest groups such as municipalities, authorities, and tourism development bodies. In addition, a questionnaire was used to gather information among tourism SMEs as well as at meetings and other events with tourism enterprises and other relevant organisations. The results of the project provide an overview of the tourism SMEs development needs in the field of sustainable tourism and form a basis for future cooperation and activities. A distinct result of the feasibility study is the need for an international approach to sustainable tourism (development) in the Arctic. National efforts concerning implementation of sustainable tourism practices seem not to be powerful enough and neglect the opportunities that lie in the cooperation on a circumpolar level. In general, the needs of the tourism sector require concrete activities and outputs to face the challenge of a sustainable tourism development.

Furthermore, a survey concerning the current situation in the field of sustainable tourism was carried out. The results display cases of implemented sustainable tourism practices, the benefits derived from those practices as well as information on currently active initiatives in the field of sustainable tourism in the Nordic countries. Contributing immensely to the success of the project was an international multi-stakeholder network consisting of more than thirty different kinds of interest bodies, such as tourism development bodies, environmental organisations, local and regional governments and communities.

Apart from the previously mentioned results, there is one main conclusions for future work in the field of sustainable tourism development in the North: There is an overall need to strengthen and build local competency in sustainable tourism issues and provide incentives to implement these practices. One promising way to achieve this could be through SMART (Sustainable Model of Regional Arctic Tourism) which derived from the multi-stakeholder network established in the process for this pre-project. SMART aims to assist small- and medium-sized tourism enterprises (SMEs) and other players in local rural tourism development to adopt economically, environmentally and culturally sustainable tourism practices by providing access to resources, tools, professional training and marketing or economic incentives. SMART's goal is to be as inclusive as possible and it recognises the different stages of tourism development throughout the individual participating countries.

The main objectives of the project concept are as follows:

- To collect, document and analyse best practices in relevant to sustainable arctic tourism.
- To market sustainable tourism practices and benefits from adopting them.
- To assist the arctic tourism sector to learn how to implement sustainable tourism practices.
- To define sustainable tourism practices and to award businesses for achieving them.

- To create incentives for the tourism sector to adopt sustainable tourism practices and join the recognition scheme, and lay the ground work to brand sustainable arctic tourism.

The network of interested stakeholders as well as the SMART project are meant to be dynamic and welcome new members. Current partners are dedicated to promote the project's outputs and ideas in order to strengthen sustainable development in the Northern tourism sector.

2. OVERALL DESCRIPTION OF PROCESS

The national coordinating organisations have been responsible for project implementation in each country. The core issue of national work has been the survey on development needs of tourism enterprises in the field of sustainable tourism. The international perspective has been discussed through meetings with the partners. The meetings have been arranged in Stockholm March 2002, in Stockholm April 2002 and in Tornio June 2002. Due to the long distances, the partners have had several audio meetings and naturally, communicated via e-mail, during the project lifetime. Additionally, several meetings with different kinds of interest groups have been arranged on national level. The last meeting in June, a workshop, was open for a broader interest group and there were over thirty participants from eight arctic countries. As a result of the workshop the framework and working model for the future development work were determined.

3. RESULTS OF THE SURVEY ON CURRENT SITUATION IN THE FIELD OF SUSTAINABLE DEVELOPMENT

3.1 Introduction

The study was conducted by Jussi Soini from State Province Office of Lapland during December 2001 and January 2002.

Tourism is often said to be the world's fastest growing industry. This is a fact, which makes it a very interesting business indeed. The events of the September 11th had a huge impact on the industry, even more serious than on many other businesses. A lot of people seemed to be afraid of travelling or flying soon after the terror attacks in New York. However, according to the number of Christmas charter-flights to Rovaniemi - airport seen from my office window, there still seems to be demand for tourism services in Arctic areas and reason for some optimism for tourism entrepreneurs in the North. The Arctic, according to some estimates, is experienced as a safe place to travel to.

Tourism can have negative effects at the destination chosen by tourists on both the physical environment (excessive use of hot water, pollution of both sea and fresh water, erosion of the mountains used for downhill-skiing, creation of carbon dioxide from transportation etc.) and the social and cultural environment (turning traditional arts and rituals into a form of entertainment and profit for hotels, by encouraging prostitution and by making the local cultures to adapt unfamiliar, often western values). (Middleton and Hawkins 1998, 7.) Sustainable tourism can be viewed as something trying to avoid these negative effects of tourism.

The study aimed at surveying the present state of sustainable tourism projects in the Nordic countries. As a background for this study, the following definition of sustainable tourism will be used: North Carolina State University: *Sustainable Tourism is the development of business opportunities that meet the needs of the present generation*

without compromising the ability of future generations to meet their own economic, cultural and environmental needs. (<http://avery.ces.state.nc.us/Define.html>.)

The study was an attempt to clarify the situation of sustainable tourism projects mostly in the Nordic countries and it also to give some examples of interesting tourism projects carried out in other areas. This was done mostly through an Internet search. Accordingly, the sources found have been divided into three main categories: a) Sustainable Tourism in the Nordic Countries, b) Sustainable Tourism Projects in Other areas, c) Other useful sources. In this study the focus is on a point of view of the companies working in tourism industry. In order to promote the idea of sustainable development among the tourism entrepreneurs, it is important to find out what kind of benefits they could derive from this orientation.

3.2. Sustainable tourism from the companies' point of view

Private companies, also in tourism business, are trying to make profits. One important question, when deciding whether working on a sustainable matter is desirable for an individual company or not, is how it will affect its profitability.

Firstly, there is some evidence, that there is demand for environmentally sustainable tourism in Europe. According to a survey designed and organised by the Danish Tourist Board in 1995 in fifteen of the most tourism-generating countries in Europe the quality of the environment was very important factor when deciding which resort to choose. Even if the word "environment" was not explicitly mentioned in the survey, one can make a conclusion that it is the single dominant underlying motivation in choosing the destination of travel. (Middleton and Hawkins 1998, 10- 12.)

A demand for sustainability from the customers is, of course, of utmost importance when trying to increase sustainable thinking among the actors of the travel industry.

There are, however, also other kinds of benefits from working in a sustainable manner. Those can be for example, cost savings, increased staff motivation and loyalty, improvements in product quality, improvements in community relations, improvement in relations with local authorities, reduction in liability for prosecution, increased attraction to customers and long-term resort development.

- *Cost savings* is a factor, which affects directly to the profitability of a company. Programmes to reduce consumption of energy and water and reduce waste production have cut the total utilities bill by up to one fifth for some companies in the accommodation sector and initiatives to reduce emission of pollutants in the transport sector have resulted in cost savings as fuel efficiency rises.
- *Increased staff motivation and loyalty*: Significant improvements in staff moral can be attained from environmental programmes in for example accommodation sector and visitor attractions sector. Also some transport companies and tour operators have been able to use the initiatives of their employees in environmental areas.
- *Improvements in product quality*: Detailed environmental programmes usually better the quality of the products of the accommodation sector; leaking taps are fixed before they become irritant and rooms are heated and lit properly.
- *Improvements in community relations*: For example local landscape might be cleaned up as a result of a landscape quality programme or the local community might be invited to use the companies' recycling facilities. Working in a way that takes into account the local people and nature is always welcome by the community where the company is working in.
- *Improvements in relations with local authorities*: Especially in areas where the environment is sensitive, like in Arctic regions, local regulators often are more

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favourable on companies having a firm and longstanding environmental commitment. Such companies are more likely to benefit in terms of treatment, securing licenses and so on.

- *Reduction in liability to prosecution:* Programmes to mitigate negative environmental impacts reduce the liability to prosecution, especially in developed countries. Prosecutions can result in heavy financial costs or even in gaol sentences.
- *Increased attraction to customers:* There is some evidence that most of the travellers prefer to buy products that don't damage the environment. This preference, however, is not always accompanied by willingness to pay higher prices for such products. Customers also prefer to travel to environments, which are not scarred by modern urbanisation or industrialisation. This is probably an important factor in tourism to the Arctic areas of the world.
- *Long-term resort development:* If the environment is damaged through over-development in a tourism resort, its life cycle might be as short as fifteen years. In order to hinder this kind of development, the accommodation sector needs co-operation with the local authorities. Attractiveness of the resort in the long-term depends on the ability of it to keep its environment in good condition. (Middleton and Hawkins 1998, 149-150, 166, 175, 189-190.)

3.3. Experiences of environmental orientation in tourism industry

3.3.1 Environmental actions in Radisson SAS-hotels

Radisson SAS-hotels is a chain of hotels, which operates all around the world, although mainly in Scandinavian countries and in Europe. It has been operating an environmental programme. I asked the head of maintenance services of the Finnish Radisson SAS-hotels, Mister Seppo Korhonen to tell about the programme.

According to him, the main environmental protection measures in the Finnish Radisson SAS-hotels are the following:

Measures for the conservation of water:

- Use of water-saving parts there where it is practical
- Restriction of using the water for flushing toilets
- Restriction of flow of the water in showers and in swimming pools and saunas
- Restriction of flow of the water in all the premises of the hotel

It is not easy to verify the amount of the water saved in hotels, because the consumption of the water doesn't depend only on the amount of customers. Anyhow, it can be said, that approximately five per cent savings are realistic to achieve.

Sorting of the waste:

Radisson SAS-hotels sort and collect all the waste, which can be collected in a realistic and practical way. Radisson SAS-hotels are trying to minimise the amount of mixed waste by sorting the waste into:

- Bio-waste
- Waste, which can be burned
- Paper-waste
- Bottles
- Greases
- hazardous waste

Use of electricity:

- energy-saving bulbs everywhere, where it is possible and practical
- control of air conditioning through property automation
- power restrictions

Heating:

- LTO-equipment
- Maximising the energy of district heating through maximal cooling

(Information provided by Seppo Korhonen, Radisson SAS-hotels)

3.3.2 Ten Principles for Arctic Tourism

Recognising both the positive and negative potential for tourism, in 1995 the WWF Arctic Programme began to develop Principles and Codes of Conduct for Arctic Tourism. The goal of the project is to encourage the development of a type of tourism that protects the environment as much as possible; that educates tourists about the Arctic environment and peoples; that respects the rights and cultures of Arctic residents; and that increases the share of tourism revenues that go to northern communities.

The ten principles developed for the Arctic Tourism are the following:

1. Make Tourism and Conservation Compatible
2. Support the Preservation of Wilderness and Biodiversity
3. Use Natural Resources in a Sustainable Way
4. Minimise Consumption, Waste and Pollution
5. Respect Local Cultures
6. Respect Historic and Scientific Sites
7. Arctic Communities Should Benefit from Tourism
8. Trained Staff Are the Key to Responsible Tourism
9. Make Your Trip an Opportunity to Learn About the Arctic
10. Follow Safety Rules

(<http://www.ngo.grida.no/wwfap/core/about/guidelines.html>, Miriam Geitz)

3.4 Internet bibliography**3.4.1 Sustainable Tourism in The Nordic Countries**

Ramboll's Arctic Ecotourism

http://www.ramboll.dk/environment/uk/tourism/arctic_tourism.htm

- Ramboll's project on Arctic tourism financed by the Nordic Industrial Fund comprising three pilot projects in Greenland, Iceland and on Svalbard. The objective of the project is to study the influence of tourism on the environment and draw attention to the importance of maintaining an Arctic environment for the benefit of both the local population and tourists. RAMBOLL's study is also to investigate the feasibility of transferring experiences on ecotourism at Svalbard to for instance Greenland and to develop a toolbox to support new tourist facilities. Look also at <http://balder.dep.no/ud/publ/nn/96/3/tourism2.html>

Challenging Diversity – A Review of Environmental Recognition Schemes and other Sustainable Tourism Activities in the Nordic Countries

http://www.ramboll.dk/environment/dk/turisme/challenging_diversity.pdf

Development of environmental management tools for tourism sector

<http://www.ramboll.dk/environment/uk/tourism/references.htm>

Environmental management in the hotel, restaurant and tourism industry

<http://www.ramboll.dk/environment/uk/tourism/references.htm>

Labelling of Destinations with a Sustainable Tourism Development
<http://www.ramboll.dk/environment/uk/tourism/references%5Fn.htm>

- Destination 21 is a Danish labelling system for tourism destinations that can demonstrate a sustainable development. It is based on the principles of Agenda 21 for the Travel and Tourism Industry.

Sustainable Tourism Strategy for the Nordic Region
http://www.ramboll.dk/environment/uk/tourism/references_n.htm

- The Nordic Council of Ministers has established a working group to discuss sustainable tourism development at the ministerial level within the Nordic countries and self-governing regions

On other Ramboll-projects info available at <http://www.ramboll.dk/environment/uk/>

High Quality Tourism - Sustainable Tourism Development in four regions around the Baltic Sea
http://www.berlin-consult.de/engl/ep_standort/Location_p1_QualityTourism.htm

- The project focuses on the sustainable development of tourism in four regions
 1. Mecklenburgische Seenplatte (Germany)
 2. Östergötland (Sweden)
 3. Suwalki (Poland) and
 4. Cesis (Latvia)as a dynamo for an overall regional development.

Baltic Bridge: Model for Cross-border structural development - Possibilities for developing sustainable tourism
http://www.berlin-consult.de/engl/ep_standort/Location_p2_BalticBridge.htm

- Transnational Structural Development Concept for the Area Berlin; Stettin (Szczecin) and Skane (Skane) is a project financed and carried out in the framework of Interreg IIc.

Western Baltic Intertour
<http://www.baltic-intertour.com/>

- The first aim of this EU co-financed project is to develop, promote and market sustainable products for tourists in the Western Baltic Sea Region. Special consideration will be given to small and medium sized enterprises and to attracting the younger age group. The second aim is to improve the co-ordination and integration of the requirements of touristic infra-structure in spatial- and regional planning.

The European Centre for Eco-Agro Tourism
<http://www.eceat.nu/UK/StartpageSwedenUK.htm>

- ECEAT was established in 1993 to promote sustainable ways of small-scale, environmental tourism in rural Europe. Maintaining of natural and cultural landscapes, green holidays. Sweden, Norway, Netherlands.

Sustainable Tourism Development in Evo, Finland
<http://www.geocities.com/Paris/9842/evo.html>

- Sustainable tourism development in Evo area.

Sólheimar Eco-Village

<http://www.solheimar.is/>

- This is an eco-village in Iceland. Its inhabitants live in an ecological way and are also engaged with tourism.

Natural and Cultural Values in Sustainable Rural Tourism

<http://www.ruraltourism-ncv.com/>

- The project provides a focus for new business initiatives and product development related to environmental and cultural aspects of sustainable rural tourism in participating northern areas. The project combines research, education, documentation of good practice, environmental management and audit, dissemination and business support services. Participants are from Finland (Oulu), Sweden (Östersund, Luleå), Norway (Tromsø) and Iceland (Eyjafjörður, Akureyri).

Finnair Travel Services

<http://www.unepie.org/pc/tourism/documents/toi-cases/Finnair.pdf>

- FTS has developed a code of conduct and criteria for environmental classification. Environmental criteria will be integrated into all new contracts made in 2001, by which time FTS aims to have completed the monitoring of existing partners. The site also tells about the benefits of having an environmental policy for tour operators and accommodation suppliers.

The BEST project

<http://b7.elkdata.ee/best/content.html>

- The main objective this European Union promoted project is to promote Sustainable Tourism in Rügen - Germany, Åland - Finland and Öland - Sweden. Gotland is the Lead Partner with its headoffice based in Visby. Sub-aims are:
To develop an inter-island cooperation network to promote the development of sustainable tourism.
To establish common systems for codes of conduct, benchmarking and quality control.
To adopt and publish a Green Paper.
To initiate at least three development projects.
To make a B7 contribution to the VASAB and Baltic Agenda 21 processes.

The Big Lakes Project

<http://www.biglakes.net/>

- A co-operation project from Sweden (Vänern), Norway (Mjøsa), Finland (South Päijänne) and Estonia/Russia (Peipsi) aiming at creating sustainable tourism development of big lakes. Project wants to integrate nature, culture and tourism. Developing methods and creating conditions for the sustainable development enables areas concerned to evolve and continue to be economically and environmentally sustainable. Project is partly financed by the European Union.

Bothnian Arc

<http://www.bothnianarc.net/england/framesets/index2.html>

- Cross-border co-operation in the area surrounding the Gulf of Bothnia. Sustainable development of the region's tourism industry by making the best possible use of natural and cultural environments as destinations for tourism, and to market the region as a whole.

Towards a sustainable Nordic Tourism

http://www.norden.org/pub/velfaerd/industri/sk/TN01_546.asp?lang=6

- A report identifying policy, strategy and activities initiated at the International, European, Adjacent Areas and Nordic levels to ensure a sustainable tourism development, and presenting a proposal for a common Nordic sustainable tourism strategy can be ordered from the site.

Circumpolar Project on Arctic Tourism in Relation to Protected Areas (IUCN)

<http://jerken.grida.no/parl/isdi/display.cgi?code=1034>

- A project examining and reporting on tourism in relation to protected or sensitive areas in the circumpolar Arctic, including tourism data collection and assessment, in a context of sustainable tourism and development

3.4.2 Sustainable tourism projects in other areas

Sustainable tourism in Scotland

<http://www.visitscotland.com/links.asp?URL=http://www.greentourism.org.uk&topic=71>

- A discussion forum on green tourism and market information about green tourism.

Ecotourism in Russian Karelia

<http://tourism.karelia.ru/>

- A site about ecotourism in the Russian Karelia. The site describes ecotourism as a sort of tourism, which doesn't disturb the harmony of the nature, but can be done with even snowmobiles and cars.

Eco-tour

http://www.eco-tour.org/countries/iso3166_deen.html

- A German site offering a huge amount of information on German businesses working on tourism industry and their environmental orientation.

Ecotours of the Kola peninsula

<http://www.ecotourism.cc/h/kola/kola.html>

- A Russian site of The Institute of the North Industrial Ecology problems offering a possibility of ecotours to Kola peninsula and a possibility to take part in various environmental science projects.

Principles of Sustainable Development in Cultural Tourism between Finland and The Republic of Karelia

http://www.minedu.fi/opm/hankkeet/sisu/karjala/kulttuurimatkailu_karjala_paatoslausuma_eng.html

- A site offering principles for the sustainable development of cultural tourism in the Republic of Karelia. Sustainable cultural, youth and eco-tourism.

Agenda21 for Baltic Sea Region Tourism

http://www.surfnet.fi/agenda21/tour_pri.html

- Principles and recommendations for sustainable development of tourism industry from a workshop in Hanasaari, Espoo.

The Sustainable Tourism Management Programme

http://www.i-sea-u.hsh.no/tourism/desc_prog.html

- An education programme of the University of Northumbria and Stavanger University College on sustainable tourism management.

Development of Cross-Border Tourism in the Russian Part of Barents Euro-Arctic Region

<http://www.huks.helsinki.fi/news2.htm>

- Strengthening of the sustainable economic and social development in the Northwest Russia by providing assistance in local income generation and creation of new workplaces in the tourism sector.

Improving Ecological and Winter Tourism in the Kirovsk Area

<http://finnbarents.urova.fi/hanketietokanta/projektitiedot.asp?id=202>

- Developing nature- and sports tourism in the Kirovsk area and by that, also indirectly strengthening the economic situation of East Lapland.

The Development of Camping Sites and Ecotourism in the Kenozero National Park

<http://finnbarents.urova.fi/hanketietokanta/projektitiedot.asp?id=189>

- Development of Maselga-village by building children's summer residences and restoring old buildings.

Sustainable Tourism and Development in India

<http://www.anandacrafts.org/index.html>

- Projects combining tourism with social and ecological development; bringing together people of different cultures to exchange knowledge, restore the environment and support sustainable ways of living. The site's projects are partly connected to the Krishna-philosophy.

Sustainable Tourism Project in Nova Scotia

<http://www.tians.org/sustain.html>

- A project bringing together stake holders from industry and government to work toward a sustainable tourism strategy for Nova Scotia.

3.4.3 Other useful Internet-sources

BENCHMARK hotel

<http://www.benchmarkhotel.com/>

- A hotel benchmarking tool designed specifically to help hotels improve environmental performance and make cost savings. It helps hotels to improve performance in the areas of energy management, fresh water consumption, waste minimisation, waste water quality, purchasing programs and community relations and bio-diversity.

United Nations – Agenda 21: the state of sustainable tourism in various countries

<http://www.un.org/esa/agenda21/natlinfo/countr/finland/eco.htm#tour>

<http://www.un.org/esa/agenda21/natlinfo/countr/sweden/eco.htm#tour>

<http://www.un.org/esa/agenda21/natlinfo/countr/norway/eco.htm#tour>

<http://www.un.org/esa/agenda21/natlinfo/countr/denmark/eco.htm#tour>

<http://www.un.org/esa/agenda21/natlinfo/countr/iceland/eco.htm#tour>

World Tourism Organisation

<http://www.world-tourism.org/>

- Sustainable development and ecotourism.

A centre for Sustainable Tourism

<http://sustainabletourism.colorado.edu/>

- A management unit for research and community service in tourism for the College of Business and the University of Colorado.

A Russian Ecotourism Development Fund “Dersu Uzala”

<http://www.ecotours.ru/about.htm>

- The Fund has been working with for example development of ecotourism, environmental education and consulting.

The TourISt (Tourism towards Information society)

http://www.tokem.fi/kvo/english/PROJECTS/COMPLETED_PROJECTS/TOURIST/tourist.html

- Intra-regional co-operation between some European Union member regions (Madeira, Portugal, co-ordinator, Aosta Valley, Italy , Guadeloupe, France, Hampshire, UK, Lapland, Finland, Västerbotten, Sweden) for economic benefits.

3.5 Conclusion

This study was meant to give some information on the currently active projects on sustainable tourism in the Arctic and especially in the Nordic Countries. In order to develop sustainable tourism in the North, we need information on other projects and successes and difficulties in implementing them. Only through good experiences the Northern sustainable tourism can develop its practices. It is also important to know about the other projects in order to avoid overlapping work, doing the same work many times.

According to the Internet-sources, which were found, there are several projects on sustainable tourism in the Nordic Countries. And what is more important is that there seems to be demand for sustainable tourism products. This is something, which needs to be kept in mind by the actual tourism entrepreneurs.

Sustainable tourism can be viewed as one way of improving the quality of life of the Northerners without damaging the nature and indigenous cultures. This is why the work

done to promote sustainable tourism should be further developed. Hopefully this work can be continued in co-operation between the Northerners.

References

Middleton Victor T. C. and Rebecca Hawkins. Sustainable Tourism – A Marketing Perspective (1998). Butterworth-Heinemann Publishers. Oxford, Great Britain.

Homepage of The North Carolina State University.

<http://www.avery.ces.state.nc.us/Define.html>

An interview with Seppo Korhonen, the head of maintenance unit of the Finnish Radisson SAS-hotels. Answers received by e-mail on 17th of December

4. RESULTS OF SURVEY ON DEVELOPMENT NEEDS OF TOURISM ENTERPRISES

4.1 Results from the workshop in Finland

4.1.1 Introduction

In the feasibility study phase of SusTour –project a way to reach the entrepreneurs was to organize a common workshop amongst entrepreneurs. In Finland there were many choices to choose from where the workshop should be held. In Northern part Finland tourism companies are often located in tourism resorts where the heart of the resort is usually a ski centre.

Tourism resort Syöte was chosen as target resort at this preliminary state, because the area had a large development programme going on and there was also a new national park to be established in the area. Finnish Forest and Park Service is responsible for planning and operating the new national park. Forest and Park Service has completed a thorough plan on nature tourism in the Syöte National Park. The plan was made in cooperation with local companies. In Syöte area some 10 companies are working closely together in a joint marketing programme, which improves their capability of cooperation in other area of interest. Syöte area is located in the province of North-Ostrobothia, the neighbouring province of Lapland. The province of North-Ostrobothnia is a member province of Arctic Council.

4.1.2 Implementation of workshop

The leading entrepreneurs, the representatives of Pudasjärvi municipality and the forest park service were invited to a one-day workshop in the tourist resort Syöte on 22nd January 2002 (Annex 2). The facilitators of the workshop were Mr. Eero Pekkarinen and Ms. Anu Pruikkonen from Kemi-Tornio Polytechnic and Mr. Jari Laitakari from Travel Development Centre Finland. The method used in the workshop is called GOPP Goal Oriented Project Planning. Through that method the participants have a very active role in the whole workshop. The idea is to approach the main subject by figuring out the issue by finding the main problems first. Then after finding the issues to be solved and developed the participants form some ideas how to develop chosen things. After discussing the ideas the participants write goals deriving from previously created ideas. The role of the facilitators is to create ideal circumstances for working and to group different subjects and shortly summarise them.

4.1.3 Problems and needs for development

The most emphasised problem that came up from the participants' point of view was how the municipality and surrounding actors would implement the practices of sustainable development with the tourism industry. Namely without the cooperative role of local inhabitants and local community it is not possible to make significant progress in sustainability.

Other problem, which raised up was the outward appearance of the tourism region. There seems to be a lack of design management. For instance, surroundings of some buildings look quite ugly especially in the summer time. At some yards some car wrecks don't look to nice in the eyes of a tourist.

The whole chain of service in conjunction with tourist services should follow the principles of sustainable development. This refers to whole sellers, transportation, sub-contractors etc. This problem also raises a question of proper training for different actors in terms of sustainability.

4.1.4 Ideas

The most supported idea was to activate local people to live in the village close to the tourism resort and promote the possibilities for year-round living in the area. A livelier village would also be interesting for visiting tourists, because they then have a chance to get a gasp of local culture and traditions. In practice, living close to a tourism resort means that part of the inhabitants should have a multi-profession source of living. This means it is quite difficult so far to work full time in tourism trade. Hence the local people can benefit from sustainable tourism development.

In the Finnish workshop came up the idea to put stress on regional and local long-term planning. Only through skilled land use planning and strategy planning all the aspect of sustainable development can be taken into account.

When the participants of Finnish workshop were thinking globally, there was an idea to reach same kind of sustainable development values for people all over the world. Sustainable development can actually be a new world religion.

4.1.5 Goals for future development

In the Syöte workshop the participants created some goals for future development concerning sustainable tourism.

- First of all the area should really choose sustainable development as guiding principle in future planning.
- A concrete goal is to improve quantitative and qualitative supply of tourism products based on sustainable development.
- Benefit for local companies through promising sustainable tourism practices from other areas and other countries.
- Securing the chances for living for inhabitants and companies in the local village and surrounding area by building personnel apartments, promoting migration (back) to remote areas.
- In land use planning create different zones for eco-tourism activities and engine-based transportation (e.g. snowmobiles)
- To produce stories and histories how people have lived in the nature and out of the nature during the last centuries. Through education local inhabitants and also

tourists can be taught how to “read” the nature. A goal is also to increase the interaction between people and nature.

- The local village can work actively towards a project of a more clean and tidy environment and scenery in the nearest surroundings.
- Information on sustainable tourism practices for visitors should be given on regular bases. Sustainable method for information dissemination is to use information technology e.g. cable TV, internet connections and mobile devices. Syöte has quite a large number of cabins where information on sustainable practices can be given to visitors easily with traditional methods.
- Accurate information on sustainable development is needed on all sectors to prevent “green wash” phenomenon.

4.1.6 Benefits from international aspect in sustainable tourism development

In Syöte-area the participants were eager to benefit from international cooperation. The companies are willing to have case experiences on most promising practices from the arctic regions. The need is to find which experiences could be profitable in the development work of Syöte. When asking how the case experiences should be presented, came up the suggestion of having some written material and possibly visit some areas with promising practices in the near future.

4.2 Results of the questionnaire survey (Finland and Sweden)

4.2.1 Introduction

Guiding principle: *“we do not inherit the world from our ancestor, we borrow it from our children”*

The main target group of the survey was the tourism SMEs (small and medium sized enterprises) located in the Northern Finland (Lapland). The aim of the survey was to find out the level of knowledge concerning sustainable development and to map out the interest to take sustainable development as a part of business activities among tourism SMEs as well as to survey what kinds of tools and methods are preferred in order to take sustainable development as part of daily business operations.

The main method of survey implementation was telephone interviews. At first a questionnaire including information on the aim and content of the survey was sent by fax to the enterprise (Annex 1). After few days the enterprises were contacted by phone and the interview was carried out. The survey was sent to altogether to 193 enterprises. There were 35 answers and thus the response rate was 18.1 %. There were eight responses from Swedish tourism SMEs which were collected in connection with the workshop held in Kiruna area. Not all workshop participants answered in the questionnaire. The graphics included in the report include only answers from Finland if not mentioned otherwise. The survey was implemented and reported by Saija Hannuniemi and Eija Koivuranta from Kemi-Tornio Polytechnic. The other members of the project team guided the process.

4.2.2 How familiar the SMEs are with the concept of sustainable development

The first question of the survey was about how familiar the SMEs are with the concept of sustainable development. Only four percent, (4 %), of respondents were familiar with subject and they followed the principles of sustainable development in their business activities. About 33 % of respondents were familiar with the subject and 26 % were

familiar with the subject a little. But the most of the respondents (37 %) were not familiar with the subject at all.

Answers from Sweden showed that most of the respondents were familiar with the subject a little (63%) and 25 percent of answers familiarized to subject and followed the principles of sustainable development in their business activities. 13% of answers were not familiarized with the subject at all.

4.2.3 Earlier practical experience of sustainable development in the company

Only 16 respondents advised that there is earlier experience of the sustainable development in the company.

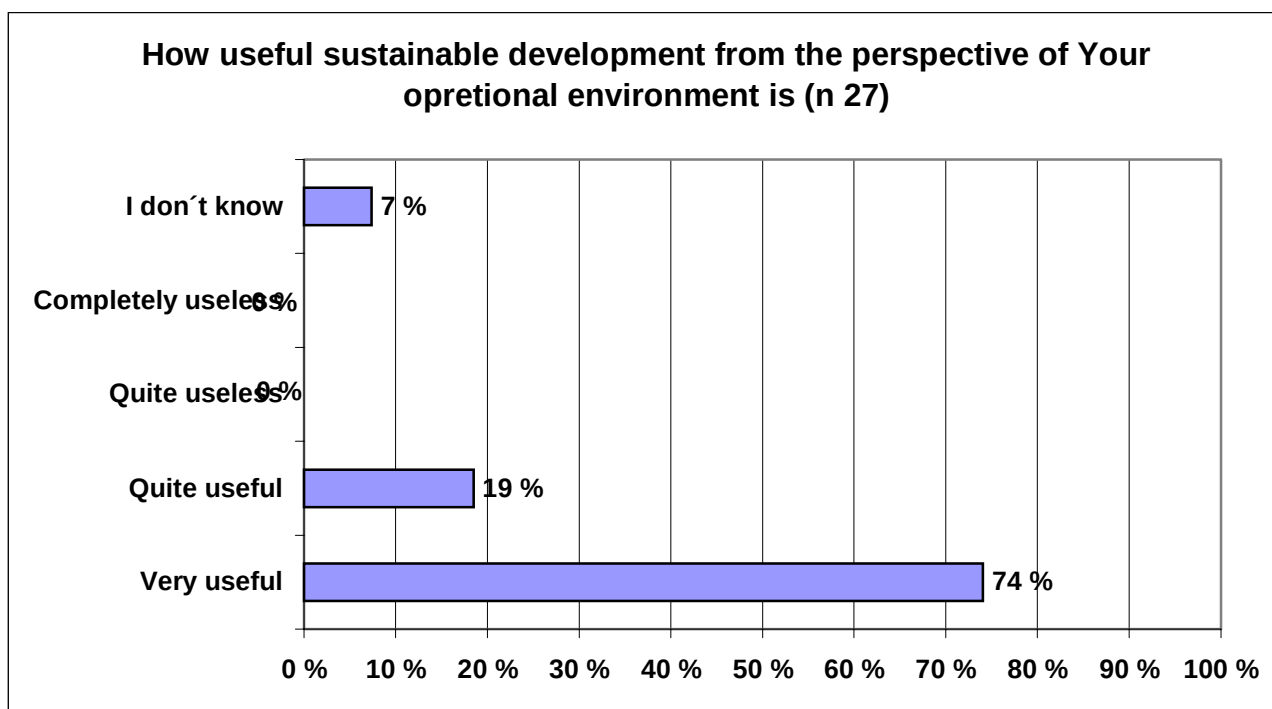
Examples of practical experiences:

- Recycling, appreciation of the nature and Finnish food
- Continuous process
- Quality system
- The company will not use disposable container
- Quality training
- Certain principles
- Friendliness to the environment
- Environmental protection

4.2.4 Usefulness of sustainable development from the perspective of enterprises operational environment

Seventy four percent (74%) of the respondents think that sustainable development is from the perspective of operational environment is very useful and 19% find it quite useful. Seven percent (7%) of respondents did not have opinion concerning the usefulness of sustainable development. The choices quite useless and completely useless received no answers.

Fifty percent (50%) of respondents from Sweden thought that sustainable development is quite useful from the perspective of their operational environment and 25% thought it is very useful. The answers I don not know and quite useless got the same percent of answers, (13%).



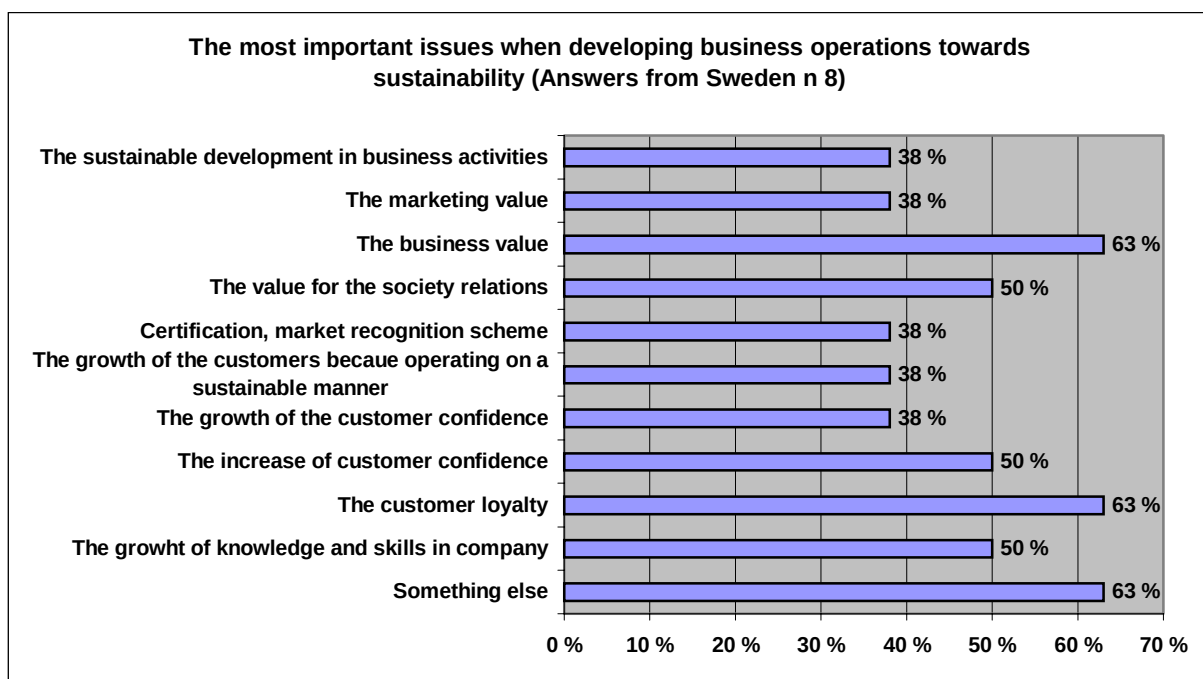
4.2.5 The expected value to be gained from applying sustainable development in business operation.

The aim of this part was to find out how important the issues listed below are when developing your business operations towards sustainability.

- The sustainable development in your business activities (as a whole)
- The marketing value
- The image value
- The business value
- The value for the society relations
- Certification, market recognition scheme
- The growth of the customers because operating on a sustainable manner
- The increase of customer confidence
- The customer loyalty
- Growth of knowledge and skills in your company
- Something else, what?

The possible arguments to be given were very important, quite important, less important, not important at all and I can not estimate. The most important issue to develop business operations towards sustainability seems to be the customer loyalty. It got the most answers of all, 69 %. The marketing value and image value got the 65 % of answers. The business value and growth of knowledge and skills in company got the 62 % of answers. The increase of customer confidence got the 58 %.

The same question got results from Sweden that the most important issues when developing business operations were the business value 63%, the customer loyalty 63% and something else 63%. The value for the society relations got 50% as like the increase of customer confidence and the growth of knowledge and skills in company.



The sustainable development in business activities got answers very important 52 % and 35 % thought it is quite important. Only four percents of respondents thought it is less important and no one thought it is not important at all. 8 % of answers could not estimate. Answers from Sweden shows that 38 percent of respondents thought that sustainable development in business activities is very important or quite important. 25 percent of answers though sustainable development is less important. No one thought that sustainable development would be not important at all.

The marketing value and image value both were ranked very important, 65 % and 19 % percent thought it is quite important. 8 % of respondents thought that marketing value is less important, but no one thought it is not important at all. According to the Swedish respondents the marketing value is very important (38%) or quite important (38%). 25 percent of Swedish respondents thought marketing value is less important. Swedish though image value is very important 63% or quite important 25%. Less important got 13% percent of answers from Sweden.

The business value is very important according to the 62% of the respondents and 31 % thought it is quite important. 8 % of answers could not estimate the value. Less important and Not important at all got any answers. The half of Swedish respondents thought that business value is very important and 13 percent thought it is quite important. Less important got 38 percent of answers. No one answered that business value is not important at all.

The value for the society relations answers very important, 38 % and 19 % thought it is quite important. But almost as much answers as thought it is very important thought it is less important (31%). 12 % could not estimate the value and no one thought it is not important at all. 38 percent of Swedish respondents answered that the sustainable development value for the society relations is less important or very important. 25% percent of respondents answered that value for the society relations is quite important.

The certification and marketing recognition scheme got score very important 46 % and 23 % thought it is quite important. But 27 % of answers could not estimate the value. 4 % thought the certification and marketing recognition scheme is less important. 63 percent of Swedish respondents though it is quite important and 38 percent it is very important.

The growth in the amount of the customers because operating on a sustainable manner is a very important issue according to the 31% of respondents. The choices quite important, less important and not important at all got the same amount of answers, 15%. 23 % of respondents could not estimate the value. According to the Swedish respondents, the issue is very important and quite important got 38 percent of answers. 25 percent of respondents thought that the growth in the amount of the customers because operating on a sustainable manner is less important.

The increase of customer confidence got score very important from 58% of respondents and quite important got 19%. Twelve percent (12%) of respondents thought it is less important for the business and four percent (4%) thought it is important at all. 8 % could not estimate the value. The half (50%) of Swedish respondents thought that the increasing customer confidence is very important and quite important 25 percent.

The customer loyalty got score very important from 69% of respondents and 15 % thought it is quite important. Less important and not important at all got the same percent, which was four. Eight percent (8%) of respondents could not estimate the value.

The customer loyalty seems to be very important when developing business towards sustainability because 63% of respondents thought that it is very important. 25% did not regard it important at all. 13% of respondents thought that it is quite important.

Growth of knowledge and skills in your company was regarded as very important 62% of the responses and quite important 19% of the responses. Less important got 8% and not important at all got 12 % of answers.

A half (50%) of the Swedish respondents thought that the growth of knowledge and skills in the company is very important when developing business operations towards sustainability. 25 % thought that the growth of knowledge and skills are quite important same as 25 % thought they are not important at all.

4.2.6 Willingness to invest in operations which advance sustainable development

The respondents were inquired how much time they could use personally, and how much time the personnel could use for operations, which advance the sustainable development in a year.

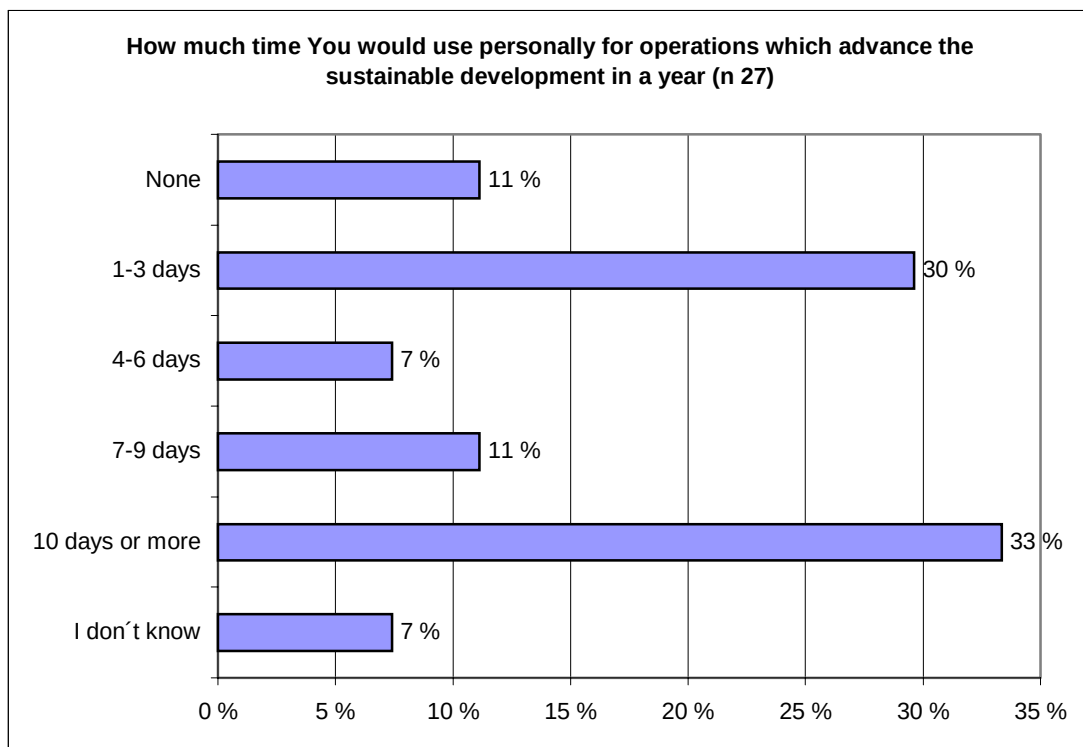
One-third of answers (33%) were ready to use personally 10 days or more per year for operation, which advance the sustainable development. Seven or nine days were ready to use 11% of respondents and four or six days 7% of respondents. Thirty percent (30%) of respondents one or three days to operations per year. Eleven percent (11%) of respondents thought that it is useless and they are not ready to use time at all for

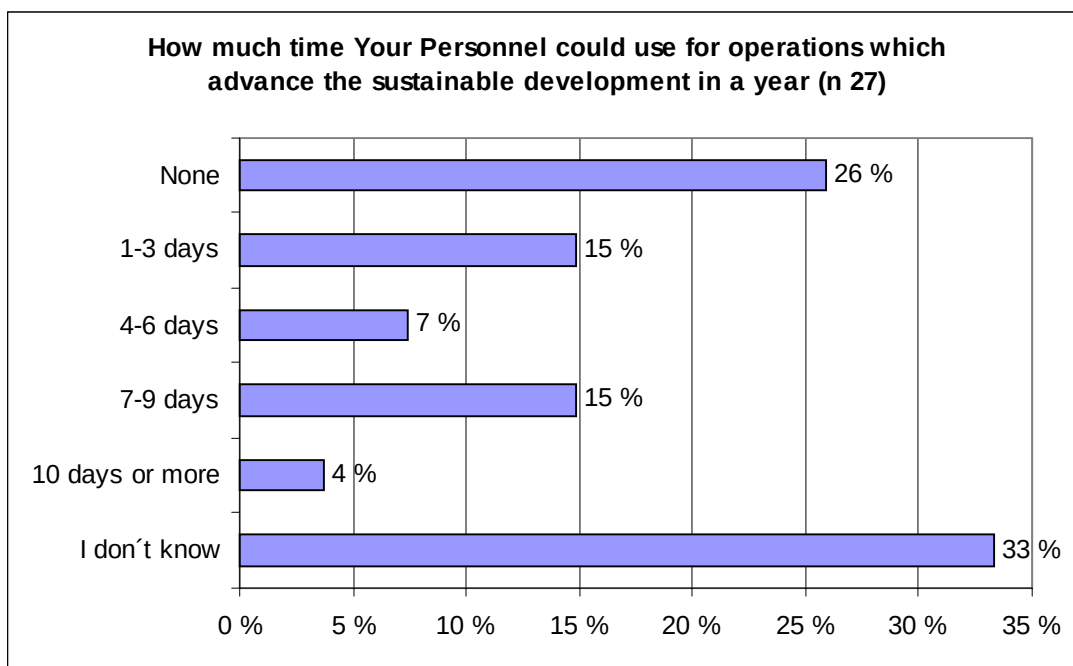
operation which advances sustainable development. Seven percent of the answers could not give any kind of estimation.

While asked how much time the personnel of the company could use for operations that advance sustainable development. The most of the respondents did not know (33 %). 26 % of the respondents thought that personnel could not use time for operations at all. From seven to nine days or one to three days were the most suitable time for 15 % of answers. Seven percent thought that one to three days would be the best time to use for operations in a year.

43% of Swedish respondents would not use any time for operations which advance the sustainable development. 29% would use from seven to nine days in a year also 29% would use from one to three days in a year. No one would use from four to six days or ten days or more.

Personnel could use time for operations 10 days or more according the 29% of respondents. Also 29 % would use from seven to nine days in a year. 14 % would use from one to three days in a year. No one would use from four to six days. 29 % would not use time at all the operations which advance the sustainable development.





4.2.7 The growth of knowledge and skills in the field of sustainable tourism

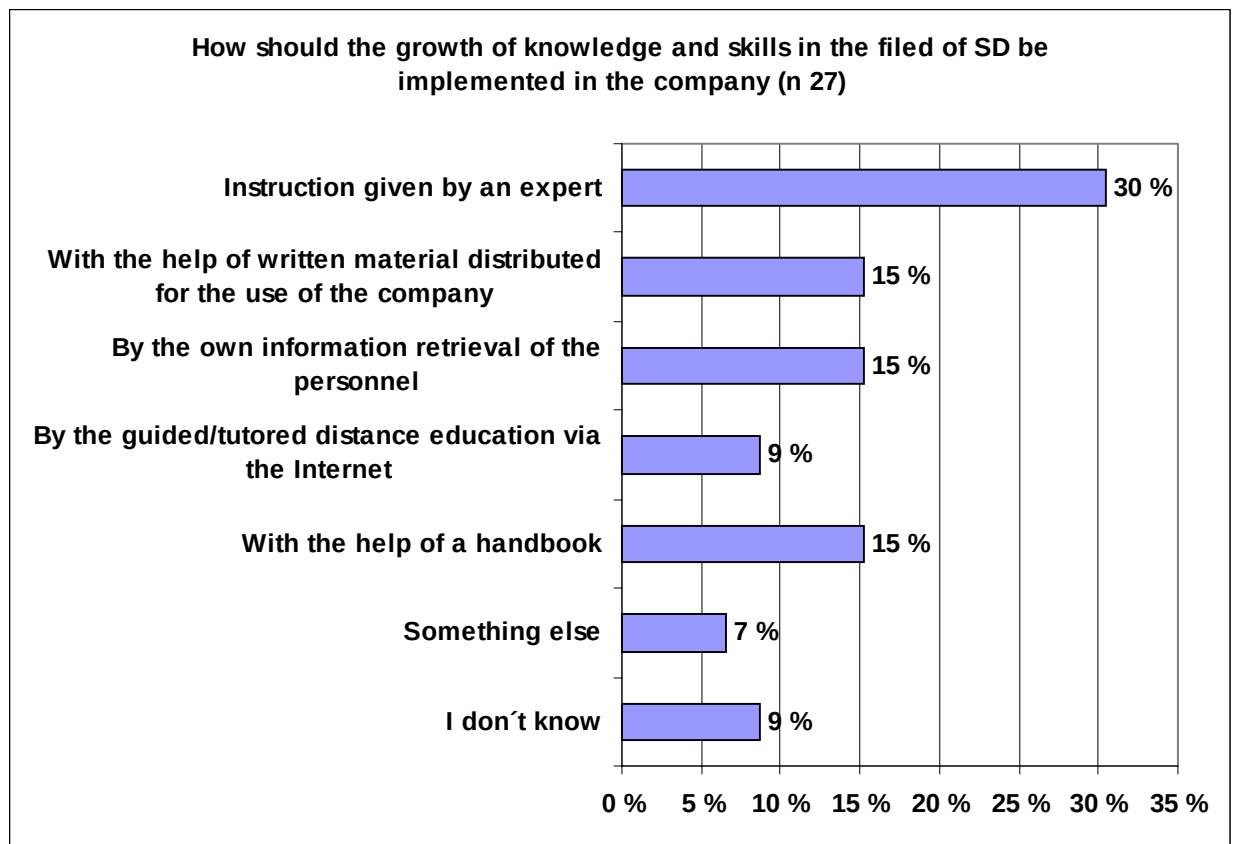
30% of the respondents thought that instruction given by an expert would be the best way to improve the knowledge and skills in the field of sustainable development in the company. The implement with the help of written material distributed for the use of the company, by the own information retrieval of the personnel and with the help of handbook would be equal the best way with 15% each. A guided distance education via the Internet was supported by 9% of respondents.

On the whole, the results concerning the tourist resort as a target area were quite same as when the company was a target. In the tourist resort 38% answers thought that the best way to improve knowledge and skills would be instruction given by an expert. The second best would be the help of written material distributed for the use of the company with 13 percent. With the help of a handbook would improve knowledge and skills 13 % of the answers. Something other ways would use 9 % of the answers. Only six percent thought that written material distributed for the use of the company would be the best way. Nobody would use the guided/tutored distance education via the Internet to implement the growth of knowledge and skills in the field of sustainable tourism.

The Swedish respondents thought that the growth of knowledge and skills in the field of sustainable tourism should be implemented in the company by the own information retrieval of the personnel (32 %). All three ways, the help of written material, the help of a handbook and Instruction given by an expert got support with 18 %. 9% supported the guided/tutored distance education via the Internet. 5 % though something else would be the best way.

In the tourist resort the best way would be the help of written material distributed for the use of the company. The second best was equally own information retrieval of the personnel and Instruction given by an expert with 19 % both. 14 % of respondents thought that the guided/tutored distance education via the Internet would be the best way. 10 % supported the help of the handbook. Something else would be the best way according the 5 % of respondents.

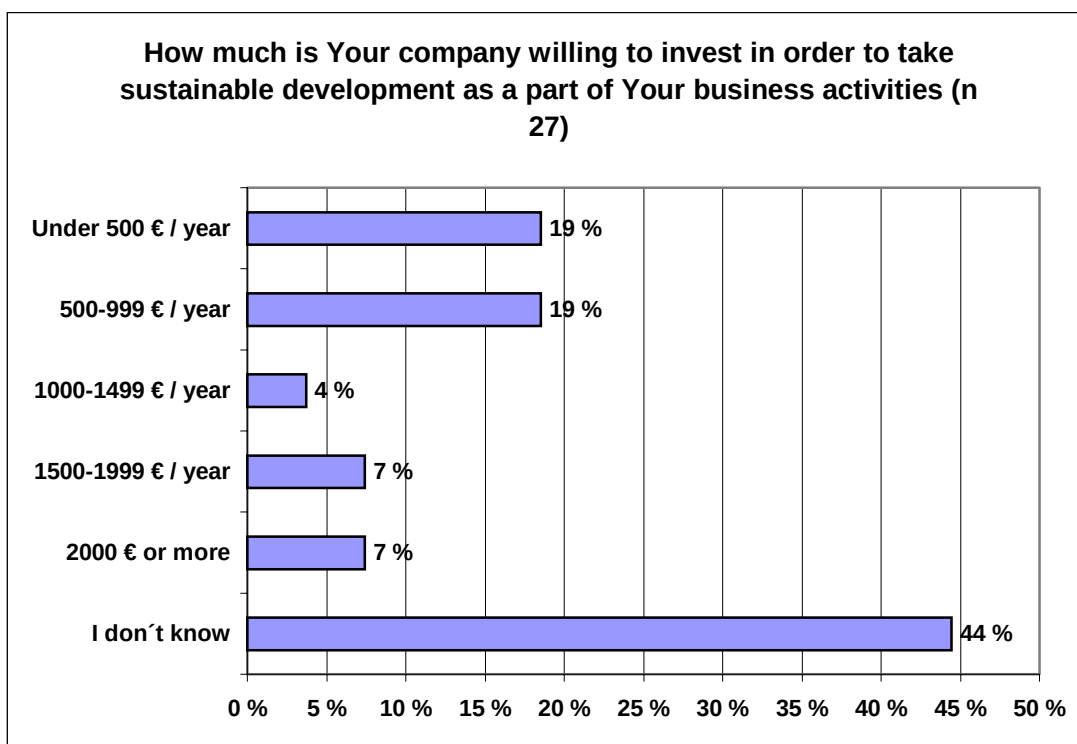
As other ways to increase the growth of knowledge and skills in the field of sustainable tourism own attitude and daily action were mentioned.



4.2.8 Willingness of the company to invest in order to take sustainable development as a part of business activities

Willingness of the company to invest in order to take sustainable development as a part of business activities is quite low. The most of the answers did not know (44%) or would invest from under 500 € (19%) to 999 € (19%). From 1000 to 1499 euros would invest four percent of the answers. From 1500 to 1999 euros would invest only seven percent. It is the same percent than in willingness to invest more than 2000 €.

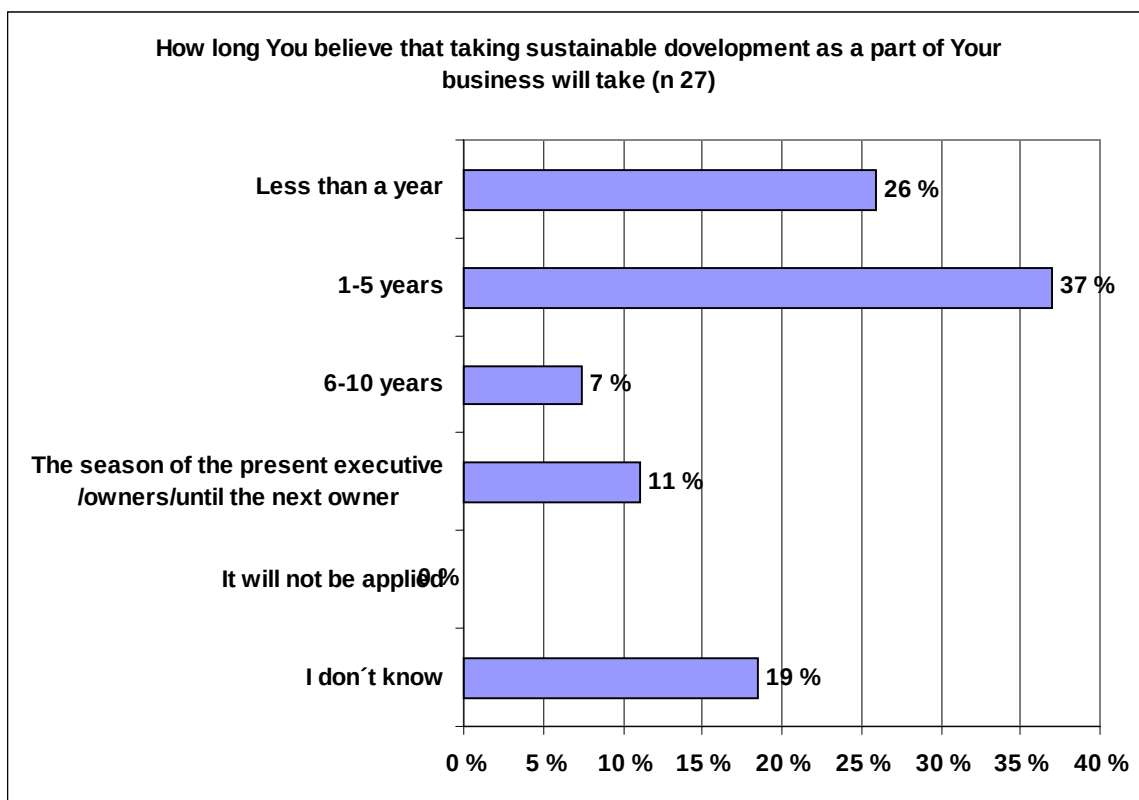
Willingness to invest in order to take sustainable development as a part of business activities in Sweden is in the same level than in Finland. 57% would invest 500-999 €. Under 500 €, from 1000 to 1499 € and 2000 € or more would invest 14% each. No one would invest 1500-1999 €.



4.2.9 The time taking sustainable development as a part of business would take

The most of the respondents thought that taking sustainable development as a part of business would take from one to five years (37%). 26 % thought that it will take less than a year. 19% did not know. 11% believed it would take the season of the present executive/owners or until the next owner. 7% thought that it will take from six to ten years. No one thought that it will not be applied.

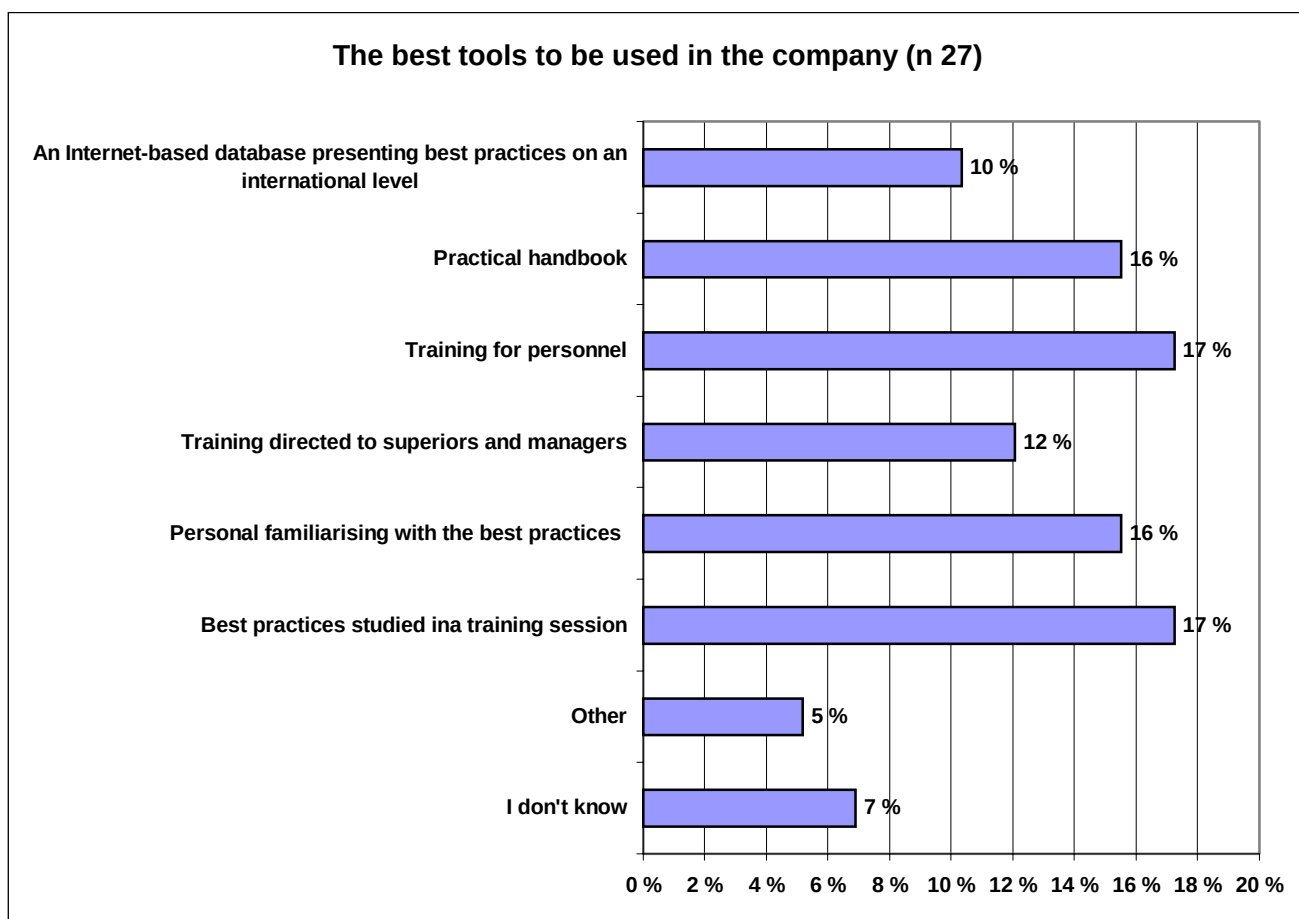
Time that taking sustainable development as a part of business would take seems to be in Swedish tourism enterprises from one to five years (88%). 13 % of respondents thought that it will not be applied.



4.2.10 The best tools in company

The best tools to be used in company when advancing the sustainable development seem to be training for personnel (17%) and best practices studied in a training session (17%). The second best to be used is practical handbook (16%) and personal familiarizing with the best practices (16%). Ten percent of answers though that to best to be used is an internet-based database presenting best practices on an international level. Training directed to superiors and managers is best to do, though 12 percent of answers. Seven percent of answers could not estimate the best tools. Two respondents though that the best tools to be used is their own experience and different project working that concerns sustainable development in company.

The best tools to be used in the company according the Swedish respondents with 23 % was equally Best practices studied in a training session, Personal familiarizing with the best practices and training directed to superiors and managers. 18 % thought that Training for personnel was the best tool.



4.2.11 Other comments of sustainable tourism development

- Written material of Sustainable development or training would be interesting
- Sustainable development follows in daily actions. This was very opportune time for the survey, because subject is topical for this company
- Northern comprehension of tourism-scheme
- Training would be interesting
- The children should be taught about sustainable development. They assume new things quickly. It will be the natural way to think when they grow up.

4.2.12 Conclusion

The survey gives an impression that most of the tourism SMEs in Finland are unfamiliar with the concept of sustainable development. This also might have influenced in the response rate of the questionnaire. The interviews by phone proved to be the best way to carry out the survey because without guidance it would have been too difficult to answer the questions. However, quite many representatives of the enterprises which were contacted by phone wanted to have more time to study the questionnaire and get back later by e-mail which never took place although they were encouraged to answer several times. In Sweden the amount of responses was low and thus it is hard to make conclusion. However, the overall situation seems to be better in Sweden. The current marketing ventures of Swedish Eco-tourism label Nature's Best among the tourism SMEs might have some influence on this.

In general, quite few had practical experience in applying sustainable development in their business activities and only a couple of examples were mentioned. In any case, most of the SMEs consider sustainable development as useful item in company's operational environment. Thus, the time seems to be correct for developing business activities towards sustainability.

When inquiring what kind of value tourism SMEs expect to gain from applying sustainable development in their business operations, the following items were ranked to be the most important: image value, business and marketing value, customer loyalty and growth in customer confidence as well as growth of knowledge and skills in the company. It seems that there are two main elements to be considered when developing business operations towards sustainability. On the one hand capacity building meaning, for example training, which leads to increase in knowledge and skills in the company and on the other hand development of image and marketing. Image development is important part of marketing and most likely promotes also customer loyalty in the long run. Also certificate or market recognition scheme received support from the respondents and those could be concrete tools to develop marketing. In any case, capacity building is an essential item when aiming at achieving some kind of a certificate/label to be used in marketing.

Representatives of SMEs were also questioned about how much time could use personally, and how much time your personnel could use for operations, which advance the sustainable development in a year. According to the results almost half of the respondents would spend more than 7 days and the other half would spend less than seven days per year. This gives points out that at least half of the representatives of enterprises are willing to invest time to develop their business activities towards sustainability. According to the results the personnel of enterprise could not use as much time or the amount of time was not specified, in operations, which develop business operations towards sustainability. There might be several reasons for this, for example, the tourism is seasonal and thus the personnel might be working only during the seasons, the respondents might not have been in such a position that they were able to decide this issue. But on the whole, the SMEs seem to be quite interested in investing time in operations, which advance sustainable development. However, when inquiring the willingness of the company to invest (in cash) in order to take sustainable development as a part of business activities, the interest was quite low. Most of the respondents could not give answer in the question.

When asking how the growth of knowledge and skills should be implemented, the results were quite traditional. Instruction given by an expert was preferred and new ways of training such as distance education get hardly any support. The tendency is independent of a target group in general. New things are not seen as beneficial as traditional as long as the target group does not have experience in it. Thus, the idea of using distance education should not be forgotten, but applied with "small steps". Also taking into consideration long distances in the north distance education is one most suitable solution for implementing training in the future.

The results of the survey point that there is a need for collecting the best practices in the field of sustainable development as well as familiarising the SMEs with those practices. Additionally, there is a need for a practical handbook, which has an obvious link to collecting best practices. At the moment there is lot of information on sustainable development available but information should be filtered and modified, for example tourism development bodies, before it is beneficial to the tourism SMEs.

On the whole, it seems that the tourism SMEs are quite interested in taking sustainable development as part of their business operations, at least most of the respondents

thought that that taking sustainable development as a part of business would take rather short time, from one to five years or even less than a year.

4.3 Results of the workshop in Sweden

4.3.1 Introduction

In the Feasibility Study project financed by Nordisk Industrifond and managed by Kemi – Tornio Polytechnic, important phase was to have workshops in each participating country. Kemi – Tornio Polytechnic and Swedish partners Hushållningssällskapet i Norrbotten (Rural Economy and Agricultural Society of Norrbotten County) and Swedish Eco-Tourism Association invited participants to a workshop which was held i Kiruna Cultural Hall on 12th September 2002 (Annex 3). The project partners had decided to concentrate on Kiruna area, because Kiruna community is very large in area and has importance within the tourism sector in Northern Sweden. Kiruna also has a high concentration of tourist destinations in Sweden.

The target group of the Swedish workshop were members of Kiruna - Lapland ekonomiska förening (KLEF). KLEF is the local organisation in Kiruna responsible for marketing and tourism information. KLEF and their 100 members covers about 95% of all tourism enterprises in Kiruna community, about 70 tourism companies are connected to KLEF.

In the workshop there were participants from private tourism companies, sami villages, Kiruna town livelihood administration, Kiruna – Lapland Ekonomiska Förening and from guide service companies as well as destination management companies. The direct participation from the town administration of Kiruna was lacking, as was the participation of largest tourism company – the Jukkasjärvi Ice Hotel. In any case, the number of participants was satisfactory and the participants were very active and keen on subject. The number of invited participants was 14 added with 4 persons from from organizing bodies. The facilitators of the workshop were Mr. Eero Pekkarinen from Kemi-Tornio Polytechnic International Department and Mr. Jari Laitakari from Travel Development Centre Finland.

4.3.2 Common knowledge on sustainable development and sustainable tourism

In Sweden tourism actors seem to be quite well updated on the subject of sustainable tourism and sustainable development as whole. Thanks to the information spread by Swedish Eco-Tourism Association with Nature's Best project every participant seemed to have something on sustainable issues. The idea to work internationally though felt a bit strange, but everybody found it interesting to gain some information on international practices and also provide some information from Sweden to other countries. The Swedish entrepreneurs tend to use more time to discuss common subjects like sustainability compared to their colleagues in Finland and Norway.

4.3.3. The working method of the workshop

A whole day of time was reserved for the workshop. The day was divided in two parts: first part was the active workshop where every participant should actively take part in discussion and perhaps come up with new ideas or initiatives. The active part of the workshop lasted about 5 hours. First participants were asked to give opinions on which benefits would sustainable tourism give to tourism industry and local inhabitants. Secondly they were asked to give examples of problems in tourism in Kiruna area (problems connected with sustainable tourism). Thirdly the participants had a chance to give new ideas on development and finally from some possible initiatives or goals for sustainable development.

The latter part of the workshop consisted of information spreading by the facilitators, Hushållningssällskapet i Norrbotten and The Swedish Eco-Tourism Association. Information was given on the Sustainable Tourism project that is going on with the funding of NIF. Participants were also told about international cooperation within the project like the merger with Alaskan initiative. Also the future components and activities of work in sustainable tourism front were discussed.

The Swedish Eco-Tourism Association had a presentation on the labelling system in Nature's Best –program. Nature's Best as a newly launched labelling system seemed very interesting to participants. The experiences from the companies that had attended the labelling system so far were encouraging. The companies following the labelling system want to get added value for their promotion and marketing. The same interest woke up in this particular workshop also.

4.3.4 Main problems and areas of development

The main problems of the tourism sector in Kiruna seem to be according to the participants' points of view:

- Lack of cooperation at some extent (small actors vs. large tourism companies).
- Lack of a functioning network between the companies and from companies towards the community
- Lack of long-time planning and common goals for future development
- Underdeveloped public transportation (flight connections, passenger traffic on railway)
- Big differences between tourism seasons which affect the possibility to get skilled personnel and also affects the will to live year-round in the area
 - Difficult to get competent personnel to events and for a short-time work during the high-season
- Lack of accommodation capacity during some seasons
- Tourism business is not considered very serious business. The attitudes towards tourism in the area need improvement
- A threat for tourism is the vigorous change of climate and possible lack of snow in winter tourism

4.3.5 Ideas

The ideas found during the workshop described shortly are as follows:

- To establish a functioning business network in the area, which takes into account small and larger companies, the community, the education system and nationwide and international partners.
- To develop more positive attitudes towards tourism industry as one of the major sources of living in the future.

- To develop an ongoing system of spreading information on traditions, culture and tourism of Kiruna to the all levels of education. This actually means a long-term capacity building program, which would be implemented within the educational system from elementary school to academic education. The name of capacity building program would be “Kiruna identity”.
- To create a “personnel bank” of skilled professionals. The members of the personnel bank would change jobs, companies and areas during different seasons
- To improve public traffic connections:
 - o Through growth of number of tourists increase the possibilities for year-round and sustainable development of tourism
 - o Diminish the use of private cars as a term communication in the area
 - o Make the tourism traffic more cost efficient and less nature disturbing
- To improve long-term planning in the tourism industry, take sustainability to one of major factors in business development
- Prepare for changes in tourism demand with new products. (Is it more reasonable to build nature-based products rather than products based on engines e.g. snowscooting?). Continuing product development fitted to arctic nature.
- A lobbying program to get more risk capital in tourism investments.

4.3.6 Initiatives and goals for the future

- To create a concrete brand of Kiruna, which includes elements of sustainable tourism
- To start an “umbrella project” working towards constant development of tourism issues. To reach results the project would need a well functioning network and strategy with common goals.

The goals defined at the workshop were very concrete and had a local or regional label. Still after the discussion it is obvious there is an interest towards the Swedish labelling system “Nature´s Best” and a system for the whole of Arctic, but it has to be a system that is market focused and practical. Companies and entrepreneurs are a little scared of producing documents with an international quality or labelling system.

Additionally, companies need more education on sustainable tourism. Information dissemination is crucial in the future activities of sustainable development projects.

4.4 Results of the survey in Norway

4.4.1 Introduction

The Executive Committee (Landsdelsutvalget for Nord-Norge og Nord-Trøndelag) for Northern Norway is a regional political organ for the four northernmost counties, consisting of 22 elected members. The politicians representing the region are elected by the four county councils and are chosen amongst members of the respective executive boards. The county mayors make up the county mayor collegiate within the Executive Committee. The Executive Committee`s main purpose is: to identify, co-ordinate and solve tasks of common interest in the North. Regional politics is the authority`s main area and work is also done on regionally based trade development.

In the SusTour-project the Executive Committee has been responsible for management of the project work in Norway, contribution to the survey of needs among enterprises in the field of sustainable tourism with regard to the enterprises in Norway, information for the survey on the current situation, information diffusion at a national level.

The main aim of this result report is to describe the needs of the tourism industry in the field of sustainable tourism in the northern part of Norway. It will include capacity building perspective; what kind of tools enterprises need in order to develop their business to be more sustainable and how this information should be available, as well as, certification and labelling perspective.

The basis for this report is to discuss Norwegian challenges in an international perspective and identify the special interests Norway will have in a possible international co-operation.

4.4.2 Methodology and process

In the feasibility study plan, it was suggested to have a workshop in each of the countries to find the needs for the enterprises. In North Norway, the distances are significant, the industry limited and rather surveyable. It was decided not to arrange a traditional workshop, whereas the contact with potential participants was already established.

On a national level, there have been several meetings and discussions with companies and organisations relevant for this study. The following meetings have been held:

- January 2002 in Bodø with 1 hotel, 1 tour operator and GRIP (Norwegian foundation for sustainable production and consumption).
- January 2002, Oslo, with representatives from already established network of tour-operators from the northern part of Norway, 10 enterprises.
- August 2002, Bodø, with 3 tour operators, regional Tourist board and science.

Several telephone meetings have also been held to complement the meetings. In addition, information about the market is sought for through meetings with experts and the industry, as well as literature search in Norway.

Bakken Consulting has been engaged to coordinate the survey.

Key persons and enterprises in the tourism industry are the important contributors to the conclusions of this work. The needs from the variety of industry were the same regarding their need in an international project. The content of the study will demonstrate what is seen as needed action in Northern Norway. In addition the basis for international co-operation and actions needed are discussed.

4.4.3 Challenges in Northern Norway

The Green Arctic

Northern Norway is sparsely populated with long distances. Altogether 600 000 people live in a well maintained welfare society with diversified businesses, a high standard of living and life style – and in an astonishingly mild climate: - elsewhere this far North in the world, it can easily be 20-25 degrees colder during the winter than it is in Northern Norway.

The climate is arctic and sub-arctic, which means short summer and long, dark winter. The Golf Stream which meets the west coast of Norway and Svalbard Islands leads to open fjords all year around, and give the area a better climate than expected. The rich resources and location have been advantageous in the areas of fishing, mineral exploitation and energy production. These industries are still important, but are

currently being supplemented by fish farming, biotechnology, IT industries and other quaternary enterprises.

The distances between north and south are significant. The best transportation of people is by airplane. By car it is 6 hours drive between Alta and Tromsø, and 14 hours drive between Alta and Bodø. Still you are not on the borders of these counties. Huge distances gives challenges for transportation, both of humans and products.

The tourism industry

Both in the urban and rural areas of Northern Norway, tourism are an important industry. It gives significant employment and economic growth, and for much society income from tourists during the short season the platform for living in arctic areas all year around.

The industry consists mostly of small-scale businesses, few employees with local ownership. The meaning of "small scale" is different in arctic areas; what is called small-scale companies in North Norway (1-10 employers) will be called exceedingly small enterprises in the rest of Europe.

The hospitality industry consists of hotel chains, in addition to small private owned hotels, hostels and camping sites. There are some local tour operators and suppliers in the area, and most of them have 1-2 employees who are running the company as a seasonal activity.

The tourism industry is young, but growing. The arctic and sub-arctic climate gives a short and hectic summer-season, and winter-tourism is still low. Main attractions are Nature, the Lofoten Islands, city of Tromsø, sami culture and North Cape. In 2001 North Cape had app. 195 000 visitors. There are several projects that are developing arctic experiences such as; nature based experiences, Arctic Meny, Cycling, guided tours and Fishing.

Long distances and high transportation costs are challenges in the entire Northern Norway, and there is often little contact between the companies. The turnover from tour operation is also relatively small, which make it difficult for the enterprises to relocate sufficient resources to marketing, benchmarking and product development. This can lead to a lack of visions and more emphasis on short-term goals.

The market

The guests in Northern Norway are mainly people from European countries with high income and long education. The main foreign market is Germany. Still Norwegians are the largest segment of visitors. Their motivation for travelling to the north is beautiful nature, Lofoten, midnight sun and sami culture. The traveller's key words are pureness and nature. June, July and August is peak season. The Japanese market is showing an increased interest in Northern Norway during the winter season. The Japanese shares the same demographic attributes; relatively well educated people with sufficient income. In addition they have a motivation in experiencing the Northern Light, which has a strong attraction on the Japanese. In summary, the inland market is still the strongest one, although the foreigners have a significant market share. The search for the Northern Light is one of the main reasons for visiting Northern Norway during the winter and the midnight sun, nature and sami culture attracts people in the hectic summer season. The nature experience is in focus for the most of all travelling in north.

The perspective for sustainable tourism in North Norway

The Ecotourism Society defines Eco-tourism as "responsible travel to natural areas which conserves the environment and improves the welfare of local people".

In Martha Honey`s book “Ecotourism and Sustainable Development” she outlines 7 points that defines eco-tourism at its best:

- Involves travel to natural destinations, usually remote and under environmental protection.
- Minimises the adverse effects of development, attempts to limit damage to the ecosystem.
- Builds environmental awareness and insight into natural and cultural history.
- Provides direct benefits for conservation.
- Provides financial benefits and empowerment for local people and communities.
- Respects local culture, and strives to have a minimal effect on the environment and people.
- Supports human rights and democratic movement.

4.4.4 Eco-tourism and sustainable tourism

Eco-tourism is often defined as *small-scale tour operators aiming at educating the tourist in environmental issues during their trip*, for instance protection of animals threatened with extinction. Important elements are local involvement, use of local guides, education and nature experience.

Sustainable tourism might be defined more widely, and can include several sorts of tourism enterprises, such as hotels, tour operators, shops, transport, and activity companies.

Sustainable tourism means a kind of tourism, which aims to avoid the negative consequences of tourism activities. There are some projects related to sustainable tourism in Northern Norway. Positive activities have been establishing a network of activity/tour operator enterprises, establishing a network of restaurants like the “Arctic Menu” restaurant concept in Northern Norway and develop eco-efficiency projects and bicycle projects for destinations.

Although some companies and destinations are focusing on sustainable development, the interest of the topic in general is limited. Reasons for this are amongst other:

- The size of the companies; most of them are small and have seldom more than 1-3 employees.
- Their incomes are mainly based on a hectic summer season.
- The day-to-day work demands all their resources. However, there are certainly some key-persons and companies strongly focusing on sustainable development and ecotourism.

The market perspectives are important as in all industry. The industry has knowledge about the visitors to Northern Norway in general. However, regarding ecotourism, or sustainable tourism there are a lack of information on several topics:

- Lack of information about the demand for such products – who is the customer?
- Lack of information about the future, regarding the ecotourism industry, trends, climate changes and economic framework in the international market.

The need for more information about **the eco-tourism market and the market for sustainable tourism** is therefore significant.

There are not many companies within the North Norwegian tourism industry, which will fit into the strict definition of ecotourism, and it is a need for a wider definition of ecotourism. A tour operator is dependent on environmentally conscious accommodation,

restaurants and means of transportation to success in their own eco-efficiency. In that case one can offer a project with a holistic view on tourism industry, and give people with a general motivation for working with ecotourism or sustainability a possibility to meet and exchange experiences.

4.4.5 Strategic perspectives

4.4.5.1 Marketing perspectives and challenges

The tourism is still limited in North Norway, except during a hectic summer season. Even during the top season the small operators have a limited number of guests. The ecotourism or tourism based on sustainable principles is only a small part, and their possibility to reach the customers without joint strategies are limited. A few suppliers gives little strength to the market, they are too few to make a strong destination, and too little companies, which can afford a good marketing strategy. This demonstrates a vicious circle: you do not have money to do marketing, there are not many partners to co-operate with – and therefore you do not get more tourists.

The customer is often concerned about environmental questions, but is not necessarily travelling with companies marketing an environmental standard. People have different motivations for travelling; a decision about a destination is based on certain attributes, and within these attributes customers with high environmental consciousness take the eco-efficiency as granted. It is not the only reason for travelling, but one of many arguments for visiting a certain destination. This means that it can be smart to emphasis on the “specified” product when marketing a tourist experience; the whale watching adventure, the feeling of spectacular Lofoten mountains and sea, the knowledge of nature – not the eco-awareness itself. This might lead to products hard to copy by competitors, where knowledge and presentation of information is the main focus of the enterprise. However, very important is to get more information about the ecotourism market/market for sustainable tourism, and let this knowledge be the basis for further development.

The need for a good marketing plan for the companies that focus on sustainable tourism must be emphasised. Since their products are highly specialised and international chains seldom are interested in small, locally owned companies, they do not get support in marketing ventures. Through co-operation the marketing cost can be reduced and the products adapted even closer to the needs of the tourist. The advantages in generic marketing strategies and specialised marketing strategies for these enterprises are significant. The same are also the advantages in making common market research on ecotourism perspectives for all the areas together.

4.4.5.2 Holistic eco-tourism development and co-operation

People in the industry often feel alone in their work, both within tourism and within their specialised topic of ecotourism. Since the distances are huge, it is difficult to create a culture for working together. Many companies need to get supported in developing the company further. They often have interesting ideas with positive eco-aspects, but struggle with product definition and further development of the entire business concept. They need former support in marketing, adjustment of the products and profile, discuss new ideas etc. They might need help in defining the product more clearly, and thereby give a better strategic marketing and product development. Such support is possible to organise on a national level, but will give stronger results within an international cooperation.

It is a need for a stronger network between companies with an environmentally consciousness, both within the region and with international partners. Experiences throughout Europe indicate that through networking, enterprises can improve their product competitiveness and quality. Benchmarking, common marketing ventures and generic product development might be elements in networking and co-operation. Networking and co-operation might give people a motivation for further development, and network participants can be potential partners in generic marketing strategies.

The enterprises use local nature and culture as a part of their product package, for example slopes, paths and the local industry. The need for reinforced soft infrastructure is significant, such as signs etc. This infrastructure will improve conditions also for the locals, but the locals, through the local authorities, are not able to finance this. It is therefore a need for support in developing “soft” infrastructure such as signs and marking paths. Both the companies and the local society in general will benefit from small investments in such infrastructure.

The legislation in Norway gives tour operators from abroad great possibilities to start tour operation in Norway, without any kind of involvement from Norwegian interests. The industry is concerned about this – as soon as they have developed a good product, new operators will be able to establish their own tour operators in the area and take advantage of the market, at the same time as they are exploiting the nature and culture in the area. Competition in the tourism industry is positive and necessary to improve the products, and a natural part of an international market. However, a sustainable tourism development demands that the competition must be on the premises of the local society and nature. If not, tourism can give negative consequences, which spoil the market in longer term.

That will give less income to the local society and loss of local employment and involvement – the contradiction to sustainable development. Therefore it is important that all development is a co-operation between local authorities and the industry, in order to secure a sustainable development in future.

There is also too little knowledge about what is happening in other countries within the ecotourism field. For people working in the tourism field in rural arctic areas, the distance to potential competitors is considerable, and most of them have no possibility in doing any kind of benchmarking due to the fact that they have little resources development of their company. This makes a disadvantage for them – the market is international customers which travel one year to arctic Norway, another year to Africa and then again to Arctic Sweden. Benchmarking might lead to more information and motivate companies to share experiences, customers and marketing strategies which might give rural areas an advantages compared to companies in more populated areas of Europe.

4.4.5.3 Labelling and Certification systems

When a company has done a certain job in order to improve quality and get more sufficient sustainable production, it might be interested in receiving a label or certificate that confirms that this company work seriously with ecological matters/questions. More than 70 ecolabels already exist in Europe, within a variety of industries. Examples are “Green Key”, the EU Flower, Blue Flag, and The Swan etc. In addition, the Swedish Ecotourism Association has recently launched an ecolabel for their ecotourism-industry, in co-operation with the government and regional government in Sweden. None of the labels have a leading market position. One of the objectives with a label is the use in a marketing strategy. Since no agreement exists about which of the brands are acknowledged, it is difficult for the customer to separate one brand from another. This

means that labelling has little value in a marketing sense of view. The challenge today is not to develop new ecolabels, but to adjust, market and implement one of the other acknowledged labels, which already exist. The Swedish label might be an interesting label for further development towards an international status. As it is a pure Swedish ecolabel developed for Swedish conditions, the differences are not too big compared with other rural and arctic areas.

Thus, one important challenge is to establish a co-operation within the industry, for adjustment and implementation of sufficient ecolabels. Even though the industry is able to reach a kind of adjustment of an ecolabel, there will be challenging to find an ownership for a brand; should it be owned by the public sector, the tourism industry, an environmental NGO or a combination of these? There are already so many eco-labels that it will be hard to inform the customers and to market a new eco-label. One possibility might be to develop an "Umbrella-label" which gives criteria for which labels might be included in a so-called professional and serious certification system. All this has to be discussed in order to get a professional and serious involvement from both the industry and other.

4.4.5.4 Tools for receiving sustainability

When a company decides to develop in a more sustainable direction, a variety of alternatives for how to obtain sustainability exist. GRIP (Norwegian foundation for sustainable production and consumption) has developed several manuals in how to work with eco-efficiency in the tourism industry - for hotels, camping sites, bicycle-tourism projects and for destinations. In addition, handbooks in how to obtain the EMAS/ISO 14001-certification have been developed. These manuals, together with a database with a variety of examples from companies that has already started, helps companies to a well documented start with their eco-efficiency project.

The tools for obtaining sustainability exist, but on a daily basis there is a lack of information, motivation and knowledge about how to work more eco-effective with sustainable tourism. Support in obtaining practical eco-effective solutions will give a motivation for further product development. More information, direct involvement, marketing and networking will put a focus on sustainability, and they are important tools in receiving focus on ecotourism in general.

4.4.6 Participation and involvement in an eco-tourism-project

As already mentioned, the tourism industry in North Norway is relatively young, the companies are spread out and, in particular, the tour operators are small. Due to few suppliers, it is difficult to reach the market and it is challenging to get an area well known as long as there are too little activities. Particularly "eco-companies" will have a challenge, since they are even more specialised than other operators who offer products in a broader spectre.

Many strategies for involvement in a planned project can be used in order to reach the industry. A broad invitation to the tourism industry might be a start. However, the interest for participating in ecotourism projects in the industry is rather limited. It seems more effective to motivate companies already working with quality and integrate "green-quality" as a part of this work. These companies will have a stronger motivation to develop their company, and will act as leading companies or "leading stars" for the rest of the industry. This will show the rest of the tourism industry that it is possible to succeed with small niche products, as long as you work in a professional way and in co-operation with both interregional and international partners.

4.4.7 Conclusion

The feasibility study demonstrates a need for an eco-tourism project, and the tourism industry has a desire to participate in a project. Since it is a niche industry the market is relatively limited, and significant advantages in common actions between enterprises can be made. However, financial resources for greater cooperation projects are limited in the tourism industry. At the same time both the industry, local authorities and institutions identify several challenges in developing more nature-based ecotourism products. Through co-operation this challenges might be discussed and solved.

If there is a desire from the public authorities to focus on ecotourism, it will be necessary to use resources to get a project realised. Many mention international co-operation, networking, benchmarking, business development and marketing, as the most important issues for cooperation. That means it is need for actions both on a national and international level. During the next few years an emphasis on such issues can contribute positively towards the tourism industry, at the same time as focusing on the conservation of nature and culture. This will lead to a project-related co-operation with emphasis on process-orientation in development of action plan. This might lead to an integrated process in both the tourism industry and public actors which gives eco-effectiveness and ecotourism perspectives as an integrated and natural part of the daily work.

5. LONG-TERM WORKING MODEL AND A JOINT PROJECT CONCEPT OF ARCTIC SUSTAINABLE TOURISM

A multi-stakeholder arctic tourism workshop was held on 26th-28th June 2002 in Finland. There were 33 participants, who represented tourism development bodies, environmental associations, SMEs, regional authorities and indigenous people, from eight northern countries (Finland, Sweden, Norway, Iceland, Greenland, Alaska, Canada and Russia).

As a result of the workshop the joint framework and objectives for the forthcoming development work in the field of northern tourism were determined. A network of organisations will continue working towards the goals. The work is based on the two pillars, which are knowledge transfer on the one hand and market incentives on the other. The aim is to strengthen the awareness and implementation of sustainable practices in the northern tourism sector. More concretely, the mission is to assist the target group to adopt economically, environmentally and culturally sustainable tourism practices. The initiative was decided to be called SMART (Sustainable Model of Arctic Regional Tourism).

Vision

To empower the tourism sector in the arctic to continually innovate more sustainable tourism practices.

Mission

Assist the arctic tourism sector to adopt economically, environmentally and culturally sustainable tourism practices.

The five main objectives

1. To collect, document and analyse best practices in relevant to sustainable arctic tourism.
2. To market sustainable tourism practices and benefits from adopting them.

3. To assist the arctic tourism sector to learn how to implement sustainable tourism practices.
4. To define sustainable tourism practices and to award businesses for achieving them.
5. To create incentives for the tourism sector to adopt sustainable tourism practices and join the recognition scheme, and lay the ground work to brand sustainable arctic tourism.

At the moment the following regions have engaged themselves with the working model: Northern Finland, Sweden, Norway, Greenland, USA (Alaska) and Canada (Yukon, Northwest Territories, Nunavut), Scotland, Faroe Islands and Russia. It is not only the stakeholders which are now involved who will benefit. Value among other things is that the model combines individual efforts and initiatives, creates synergies, fosters new experiences and makes all of the results available to a broad group, the arctic tourism sector but also other interested stakeholders.

The European stakeholders have received funding from the Northern Periphery Programme (January 2003-December 2005) which was chosen to be the primary funding source because it covers the European regions. Funding applications concerning the rest of the regions are pending.

6. PLANS CONCERNING THE TOOLS

6.1 Development of internal and external working platforms

During the pre-project the communication between the project actors, target group and other interest groups has taken mainly place via e-mail which has worked well enough and there was no need to create other kind of channels. However, now there is a need to establish a joint working platform to the use of the stakeholders of SMART in order to guarantee appropriate information flow and information exchange. The virtual collaborative working platform (extranet) should include document storing possibility, electronic planning platform, calendar, desktop videoconference facility and discussion forum.

In addition to the virtual working platform, there is a need to establish an Internet-based service concerning the capacity building element of the SMART. A learning environment, which will be used for experience exchange and discussion for example about best practices, will be an essential part. Furthermore, the forthcoming Internet-based service could provide information on the products and businesses that have joined the recognition scheme. This will provide a clear marketing incentive for new businesses to join, and an on-going benefit to retain and build business membership. However, the plan is still open and the decision will be taken by the stakeholders of the SMART in the beginning of year 2003.

The project website created for information dissemination can be found in the following address (<http://kvo.tokem.fi/sustour>). Naturally, the website will be developed when the SMART proceeds.

6.2 Plans concerning the handbook

According to the results of the survey there is need for practical handbook and information on best practices in the field of sustainable tourism among the tourism enterprises. Thus, in the SMART material that illustrates the benefits of sustainable tourism practises will be produced. The material will concentrate on why sustainable

tourism practices are worth integrating into tourism operations at business and destination level. The main content of the material will be fact sheets and information kits that include personal statements of successful tourism practitioners and their positive experiences with sustainable development or best practices. The final content of the handbook and its possible electronic version (possible database) will be defined in the beginning of the SMART. During the process several stakeholders have pointed out that technical limits, e.g. access to the Internet, must be taken into consideration and hence, the paper version of the handbook is prioritised.

7. CO-OPERATION WITH OTHER INITIATIVES IN THE FIELD OF SUSTAINABLE TOURISM

During the project co-operation with several initiatives has been going-on and will naturally continue during the SMART. The NEST (Network Evolution for Sustainable Tourism) project's overall objective is to evolve Nordic sustainable tourism networks by giving tourism networks and tools necessary to make tourism in their destination more sustainable. Among other things the following products will be created as a results of the NEST: sustainable tourism management system, general guidelines for sustainable tourism and examples of best practice (information documented in the DestiNet). All these results will be beneficial from the point of view of SMART although NEST is concentrating on more southern regions than SMART. The key organisation of the NEST project, Ramböll, was invited to the workshop in June and since then its representatives have participated actively in determining the aims of SMART and establishing the cooperation network. This will guarantee information flow and exchange of results also in the future.

Additionally, there have been several discussions and meetings with the representatives of other initiatives. There is a close cooperation and exchange of information especially with the Green Tourism Net-initiative (GTN). In addition, it is planned that Gateway initiative, which focuses on environment, sustainable tourism and logistics and the SMART will provide each other with results and feedback to complement activities.

Annexes

Annex 1: Questionnaire

Guiding principle: "We do not inherit the world from our ancestor, we borrow it from our children"

The definition of the Sustainable Tourism Development:

- It supports its nature, social and economical sustainability of the local community.
- It supports local settlement, traditions, culture and history.
- It satisfies the needs of the present generation without endangering the possibility of upcoming generations satisfy their needs.
- It means that pressure towards nature remains below the bearing capacity during both the present generation and upcoming generations.

1) How familiar are You with the concept of sustainable development? (Choose one alternative)

- | | |
|--|--------------------------|
| a) I have familiarized to subject and I follow the principles of sustainable development in my business activities | ☐ |
| b) I have familiarized myself with the subject | ☐ |
| c) I have familiarized myself with subject a little | ☐ |
| d) The subject is not familiar | ☐ |

2) Is there any earlier practical experience of the sustainable development In Your company? (Please write your comment here)

3) How useful sustainable development from the perspective of your operational environment is? (=the enterprise and its interest groups)

- | | |
|-----------------------|--------------------------|
| a) Very useful | ☐ |
| b) Quite useful | ☐ |
| c) Quite useless | ☐ |
| d) Completely useless | ☐ |
| e) I don't know) | ☐ |

4) How important the following issues are when developing your business operations towards sustainability?

- | |
|-------------------------|
| 4) Very important |
| 3) Quite important |
| 2) Less important |
| 1) Not important at all |
| 0) I can not estimate |

- a) The sustainable development in your business activities (as a whole) ☐☐☐☐☐☐
- b) The marketing value ☐☐☐☐☐☐
- c) The image value ☐☐☐☐☐☐
- d) The business value ☐☐☐☐☐☐
- e) The value for the society relations ☐☐☐☐☐☐
- f) Certification, market recognition scheme ☐☐☐☐☐☐
- g) The growth of the customers because operating on a sustainable manner ☐☐☐☐☐☐
- h) The increase of customer confidence ☐☐☐☐☐☐
- i) The customer loyalty ☐☐☐☐☐☐
- j) Growth of knowledge and skills in your company ☐☐☐☐☐☐
- k) Something else, what? _____ ☐☐☐☐☐☐

- 5) How much time You would use personally, and how much time your personnel could use for operations which advance the sustainable development in a year?

Personal /per year

- a) None ☐
- b) 1-3 days ☐
- c) 4-6 days ☐
- d) 7-9 days ☐
- e) 10 days or more ☐

**Personnel
(Person per year)**

- ☐
- ☐
- ☐
- ☐
- ☐

- 6) The sustainable development is cooperation between the company and its interest groups. How should the growth of knowledge and skills in the field of sustainable tourism be implemented in your company? And how in the tourist resort? (Choose three alternatives in both cases).

In the company

**In the
tourist
resort**

- a) Instruction given by an expert ☐ ☐
- b) With the help of written material distributed for the use of the company ☐ ☐
- c) By the own information retrieval of the personnel ☐ ☐
- d) By the guided/tutored distance education via the Internet ☐ ☐
- e) With the help of a handbook ☐ ☐
- f) Something else, what? _____ ☐ ☐

7) How much is Your company willing to invest in order to take sustainable development as a part of Your business activities?

- | | |
|--------------------------|--------------------------|
| a) Under 500 € / year | ☐ |
| b) 500-999 € / year | ☐ |
| c) 1000-1499 € / year | ☐ |
| d) 1500- 1999 € / year | ☐ |
| e) 2000 € or more / year | ☐ |

8) How long You believe that taking sustainable development as a part of Your business would take? (choose the best alternative)

- | | |
|--|--------------------------|
| a) Less than a year | ☐ |
| b) 1-5 years | ☐ |
| c) 6-10 years | ☐ |
| d) The season of the present executive/owners/
until the next owner | ☐ |
| e) It will not be applied | ☐ |

9) Which of the following are the best tools to be used in Your company?
(Choose 3 most important alternatives)

- | | |
|---|--------------------------|
| a) An Internet-based database presenting best practices on an international level | ☐ |
| b) Practical handbook | ☐ |
| c) Training for personnel | ☐ |
| d) Training directed to superiors and managers | ☐ |
| e) Personal familiarising with the best practises (e.g. a visit) | ☐ |
| f) Best practices studied in a training session | ☐ |
| g) Other? _____ | ☐ |

10) You may write other comments concerning the sustainable tourism development here

TYÖPAJAKUTSU
14.1.2002

Matkailun Kestävä Kehitys Pohjoisilla alueilla - Sustainable Tourism Development in the North

Kemi – Tornion ammattikorkeakoulun kansainvälinen osasto ja Suomen Matkailun Kehitys Oy ovat parin vuoden ajan valmistelleet kansainvälistä hanketta kestävän kehityksen arvojen saamiseksi olennaiseksi osaksi matkailuelinkeinon toimintaa. Hanke on etenemässä käytännön tasolla ja suuntautuu nyt yritysysteistyöhön.

Hankkeessa tarvittavaa yrittäjäosaamista on valittu edustamaan Suomessa Syötteen alue. Syötteen alue tulee toimimaan eräänlaisena pilottina kestävän kehityksen hankkeessa. Hankkeen tavoitteiden joukossa on saada yrityksille käytännön hyötyä kestävän kehityksen ajattelutavasta ja antaa yrityksille työkaluja kestävän kehityksen periaatteiden hyödyntämiseen käytännön liiketoiminnassa.

Saadaksemme välitettyä kansainväliseen hankkeeseen Syötteen alueen yritysten ja Metsähallituksen hankkimaa kestävän kehityksen osaamista sekä vastavuoroisesti välittääksemme muiden maiden hankkimaa osaamista järjestetään Syötteen alueen yrittäjille kestävään kehitykseen liittyvä työpaja.

Kutsu kestävän kehityksen työpajaan 22.1.2002 Syötekeskukseen

SusTour –hankkeen Suomen työpaja järjestetään tiistaina 22.1.2002 Syötekeskuksessa. Työpajan aikataulu on seuraava:

- klo 9 Sus Tour –hankkeen esittely, yritysten hyödyt hankkeesta
työpajan käynnistys ja työskentely vetäjien johdolla
- klo 12 Lounas
- klo 13 Työpajatyöskentely jatkuu
- klo 17 Työpaja päättyy

Työpajan vetäjinä toimivat kansainvälisen osaston päällikkö Eero Pekkarinen Kemi-Tornion ammattikorkeakoulusta ja projektipäällikkö Jari Laitakari Suomen Matkailun Kehitys Oy:sta.

Syötteen yrityksillä on nyt ainutlaatuinen mahdollisuus päästä kestävän kehityksen kärkijoukkoon ja ottaa kestävä kehitys yhdeksi menestystekijäkseen.

Tervetuloa!

PUDASJÄRVEN KUNTA

PUDASJÄRVEN MATKAILU OY

SUSTOUR

Paavo Pikkuaho
kunnanjohtaja

Pekka Paukkeri
toimitusjohtaja

Eero Pekkarinen



Annex 3: Invitation to the workshop in Sweden

2002-08-19

Sustainable Tourism Development in the North - Workshop och information i Kiruna 12 september 2002 -

Olika parter på Nordkalotten har under några år förberett ett internationellt projekt, som berör att få hållbar utveckling som väsentlig del inom turismnäringens verksamhet. Projektet är för närvarande på praktisk nivå och riktar sig till samverkan med företag. Svenska Ekoturismföreningen samt Hushållningssällskapet i Norrbotten involverades i projektet under våren 2002.

Det är nödvändigt att företag deltar i projektet och här har Kiruna utvalts att representera Sverige och fungera som projektets pilotområde inom hållbar utveckling. Ett av projektets målsättningar är att företag får ta del av den praktiska nyttan av tankesättet kring hållbar utveckling. En ytterligare målsättning är att ge verktyg för grundprinciperna kring hållbar utveckling så att de kan tillvaratas och användas i affärsverksamheten.

Workshopen i Kiruna arrangeras för att samla erfarenheter på internationell nivå och byta information mellan deltagarna så att företag kan få praktiska verktyg kring hållbar utveckling. Dagen avslutas med information om det nya svenska ekoturismmärkningssystemet Naturens Bästa.

Datum och tid: 12 september 2002 9.00-16.30

Plats: Lars Jansson salen, Kiruna Folkets Hus

Kirunas företag har nu ett enastående tillfälle att gå i täten för hållbar utveckling, se program!

Välkommen!

Maja Mella
Hushållningssällskapet i Norrbotten

Annelie Nilsson
Svenska Ekoturismföreningen

Eero Pekkarinen
SUSTOUR

Peter Salomonsson
Kiruna Lappland Ekonomiska Förening

PROGRAM 12 SEPTEMBER 2002

9.00-12.00	SUSTOUR Presentation av SusTour-projektet Företagens nytta av SusTour Workshop
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Eero Pekkarinen, chef internationella avdelningen, Kemi-Tornio
Polytechnic

12.00-13.00	Lunch på Hotell Ferrum
13.00-14.30	Workshopen fortsätter och avslutas
14.30-14.45	Eftermiddagsfika
14.45-16.30	Naturens Bästa Information om det svenska ekoturismmärkningssystemet <i>Annelie Nilsson, Svenska Ekoturismföreningen</i> <i>Maja Mella, Hushållningssällskapet i Norrbotten</i>

Deltagandet är kostnadsfritt. Anmäl dig senast 10 september till Hushållningssällskapet i Norrbotten, tel 0920-24 41 80, eller via e-post: majam@hs-bd.hush.se