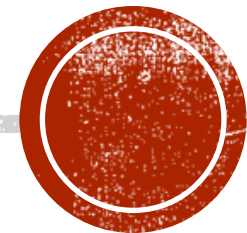


SHARING EXPERIENCES OF RESPONSIBLE TOURISM DEVELOPMENT - NORDIC PERSPECTIVE

Moderator: Petra Blinnikka, Jamk University of Applied Sciences/ ICRT Finland network

Guest: Hanna Muoniovaara, Visit Finland & Kajsa Åberg/ Region Västerbotten Turism





RESPONSIBLE TOURISM

Is about

- Making better places for people to live in and better places for people to visit.
- in **that** order
- Must involve local people in determining their local priorities.

Characterised by

- Minimising negative impacts
- Maximising positive impacts
- Making a contribution to conservation
- Enjoyable experiences and meaningful connections
- Culturally sensitive and based on mutual respect.
- Accessible to all

Nordic Council of Ministers

The Nordic Council of Ministers is the official body for inter-governmental co-operation in the Nordic Region. It seeks Nordic solutions wherever and whenever the countries can achieve more together than by working on their own.



**Nordic
Co-operation**

VISION 2030:

The Nordic region will become the most sustainable and integrated region in the world in 2030.

The interdisciplinary perspectives that will touch on all activities in the Nordic Council of Ministers are:

1. Sustainable development
2. Gender equality
3. A children's rights and youth perspective





NORDIC TOURISM WORKING GROUP

- [About the Nordic Tourism Working Group](#)
- Plan for Nordic Cooperation on Tourism for 2019-2023
- Strategic priority areas:
 - A competitive Nordic Region: Framework conditions, development of tourism policy, statistics, etc.
 - An innovative and smart Nordic Region: Innovation, digitalisation, business development, among other areas, with a focus on SMEs and micro-enterprises.
 - A sustainable Nordic Region: The impact of tourism on, for example, the environment, regions, and the economy. Methods for measuring impact, etc.
 - An attractive Nordic Region: Marketing with an emphasis on remote markets, etc.



EXAMPLES OF THE PROJECTS:



Nordic
Co-operation

- Nordic Tourism Statistics Dashboard (Project Lead: Finland)
- Measuring regional tourism and tourism's environmental impact in the Nordics (Project Lead: Sweden)
- Communication activities – increasing the visibility of Nordic collaboration in tourism under Nordic Council of Ministers (all countries)
- Travel Tech Network (Project Lead: Nordic Innovation)
- X-Nordic Travel Contest (Project Lead: Nordic Innovation)
- Sustainable Tourism in the Nordic Harbor towns (Project Lead: Green Innovation Group)
- Sustainable Tourism in the North, Clean Energy (Project Lead: Iceland)
- NorReg - A Nordic Model for Regenerative Tourism (Project Lead: Iceland)
- Exploring domestic tourism in Nordics (Project Lead: Finland)
- Reboot Nordic Tourism through sustainable product development and marketing in the U.S. and China (Project Lead: Denmark)
- Local food in tourism (Project Lead: Iceland)
- Cultural Tourism - a way into more competitive and all-season destinations (Project Lead: Norway)



NORREG: NORDIC REGENERATIVE TOURISM (NORREG.IS)



Nordic Regenerative Tourism - NorReg - Open workshop - 30.01.2024

NorReg open Workshop

Where: Online - Teams

When: Januar 30th , kl 08:30 - 10:00 (GMT) 09:30 - 11:00 (CET)

For whom? Small and micro sized companies in the Tourism sector, DMO'S, universities, municipalities, policy makers with in government, support systems of Tourism

Agenda:

- Vision and priorities of the project
- Activities and inspiration
- Supportive Tools for DMO's and SME's
- Shared learning and collaboration



RESPONSIBILITY AND SUSTAINABILITY SCHEMES AND PROGRAMMES WITHIN NORDIC TOURISM



SUSTAINABLE TRAVEL FINLAND™



Sustainable Destination



GLOBAL CRITERIA ON LOCAL LEVEL



- Västerbotten Experience – addressing a global situation on regional level by focussing on local matters and inspire on national level
- Global Sustainable Tourism Council - GSTC
- Slow and low key
- Building on trust and creating a community
- **BASED ON A TRUE STORY**



www.vasterbottenexperience.se



INTERNATIONAL CENTRE FOR RESPONSIBLE TOURISM — ICRT FINLAND

Vastuullisen matkailun verkosto

#ICRTFinland

[ICRT Finland Facebook](#) | icrtfinland@jamk.fi

[International Centre for Responsible Tourism](#)



Intensive online seminar week 18th-22th March at 2pm-5pm

Responsible tourism and climate action 18.3.

Accessibility and the potential gains it brings 19.3.

Ethical challenges in the tourism industry 20.3.

Responsible tourism in practice 21.3.

Responsible tourism future 22.3.

In Nordic cooperation organized online seminar week, with the focus on Responsible Tourism. Open for all interested - save the website link and read more soon!





THANK YOU!

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