

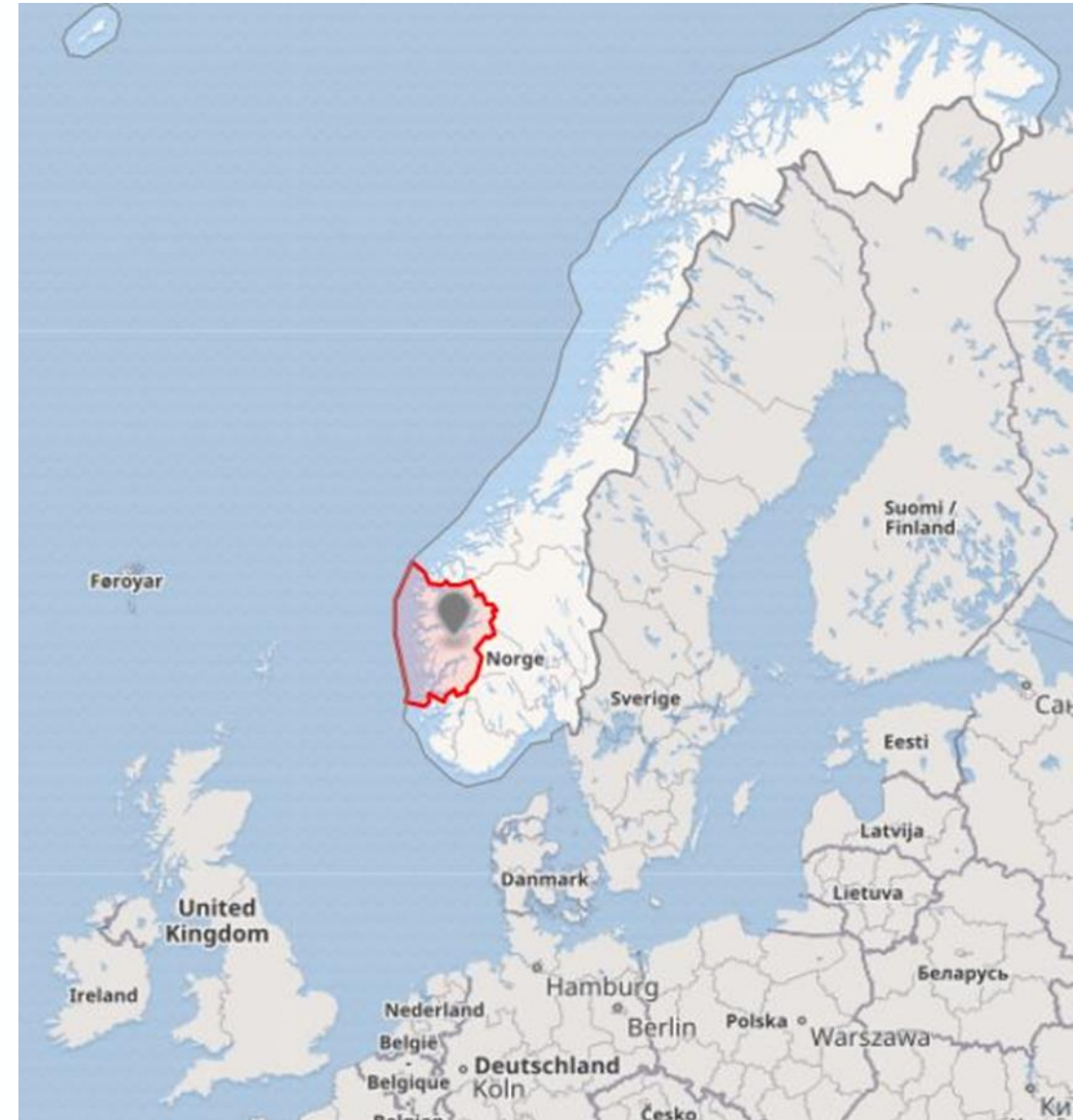


# Vestland County Council

Sustainable tourism: A driver for  
thriving local communities

## Vestland county

- 34 000 km<sup>2</sup> – the size of Belgium
- 630 000 inhabitants
- West coast of Norway, main city Bergen
- 6 national parks: Jotunheimen, Breheimen, Hallingskarvet, Hardangervidda, Folgefonna glacier and Jostedalsbreen glacier
- Hardangerfjord, Sognefjord, Nordfjord
- Fun fact: It takes 9.5 hours to drive the length of Vestland



# Tourism is Norway's 5th largest export industry

- Tourism generates 4.2% of mainland Norway's GDP
- 182 900 people work in tourism in Norway (7.8% person years)
- In Norway, it is calculated that the total employment including pebble effect is 350 000 jobs (WTTC)
- In Vestland, approx. 21 000 people work in tourism
- Tourism is labour intensive
- Tourism offers highly inclusive career opportunities



# Tourism organisations in Vestland

## Destination marketing companies (DMCs)

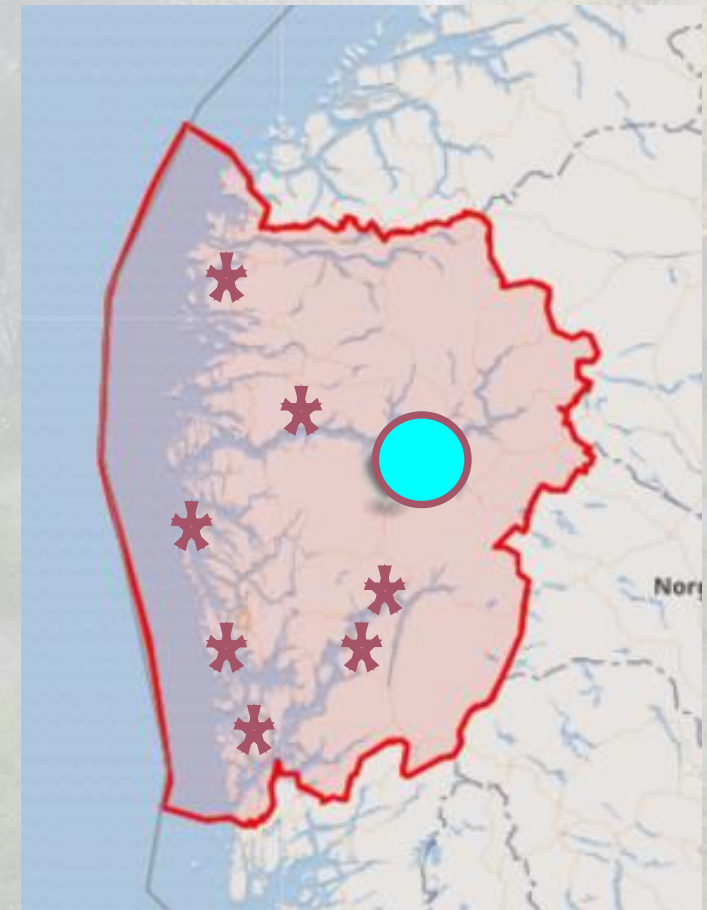
- \* *Visit Nordfjord*
- \* *Visit Sognefjord*
- \* *Vist Fjordkysten and Sunnfjord*
- \* *Visit Bergen*
- \* *Visit Voss*
- \* *Visit Hardangerfjord*
- \* *Visit Sunnhordland*

## Regional DMC:

- *Fjord Norway*

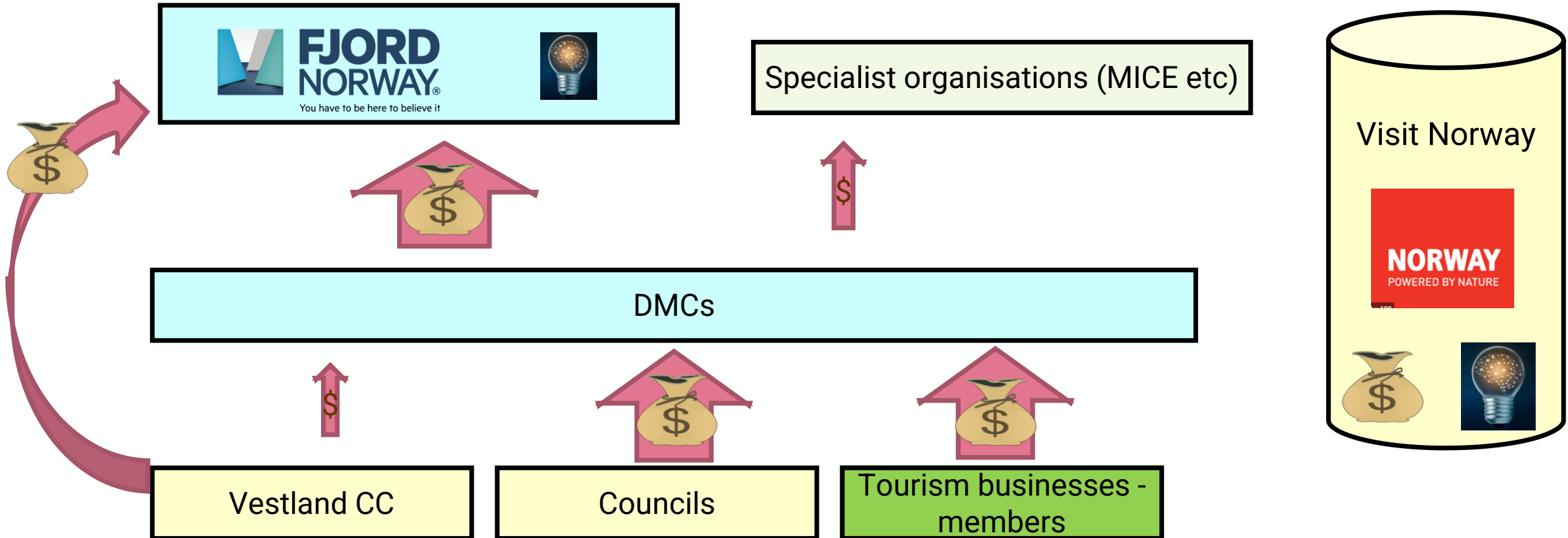
## National level:

Visit Norway / Innovation Norway



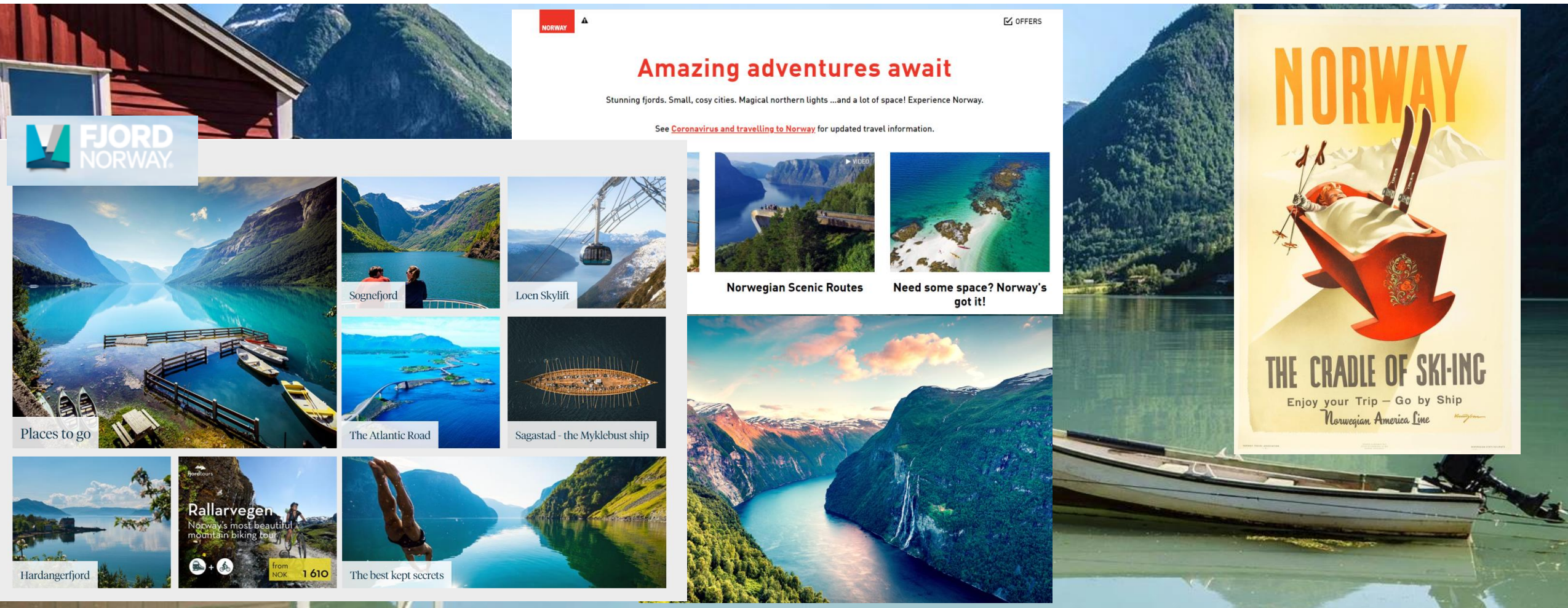


# Tourism organisations model



# Any problems with this model...?

Yes – everybody wants to focus on marketing





# What happens when everyone turns up?



Var



# Rome: Police enforce new law against sitting on landmarks

Tourists could face fines of €400 as city attempts to curb unwelcome behaviour

Thu, Aug 8, 2019, 08:19

Updated: Thu, Aug 8, 2019, 09:54

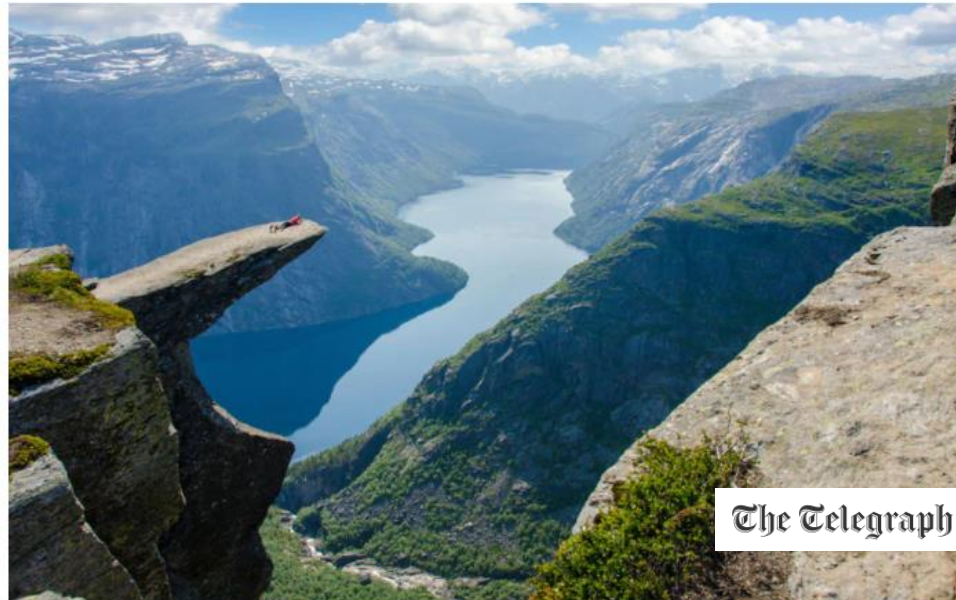


People sitting at the Spanish Steps in Piazza di Spagna in central Rome



Home > Travel > Destinations > Europe > Norway > Articles

## Norway's natural wonders 'threatened by ill-prepared tourists'



The Telegraph

Annual visitor numbers to Trolltunga have risen from 1,000 to 100,000 in just five years





# What about the locals?

How do we know how much pressure a destination can handle?

Does the tourism benefit the local people?

# SUSTAINABLE DEVELOPMENT GOALS



## Development

We also need to develop, plan and maintain our destinations

... and increasingly, the local municipalities want the destination companies to take that role

But who is going to pay for that...?



# We need a new model for destination management

Here's a good tool we can use to start with:

- Innovation Norway's sustainable destination standard
  - *A program for implementing sustainable ambitions*
  - *Approved by Global Sustainable Tourism Council (GSTC)*
  - *42 criteria and 104 indicators*
  - *2 year process*
  - *Re-certification every 3 years*
- Challenge: Maintaining the process in the long run
  - *Financing and project manager gone after 2 years*
- 6 out of 7 destinations in Vestland are on board





# Many want **more** tourism

Many areas want more tourism. The districts are finding it hard to keep people, who move to the cities

Visitors help keep shops open, bring business and jobs

And bring a sense of fun to a place





«Visitor management means ensuring that tourism is developed in a sustainable manner so that it contributes to the local community in a positive way.

In this way, tourism can become a successful driver for thriving local communities. **Therefore, visitor management is a part of the public sector's planning services.»**

But the tools don't always match the challenge







11:23 84%

← #bondhusvatnet

14,5 k innlegg

[Følg](#)

Se et par toppinnlegg hver uke

Populært Nylig Reels



# In short:

- We need marketing efforts
- We **also** need good tools for development
- Remember the locals! What is our identity?
- Good planning and structures for logistics, transport can help encourage visitors to spread out
- **Strategic development over time.** A project based approach is no good. We need lasting change and structures that operate individually as well as together.



# Don't do it alone – partnership is the key



Visit Bergen

@visitBergencom 2,13k abonnenter 201 videoer

Visit Bergen is a common body for promoting the City of Bergen in Norway... >

Abonner

Bergen Region ▶ Spill av alle

The Bergen region has a fantastic coastline with thousands of islands and a buzzing cultural scene. There are many possibilities for people looking for active experiences. The island...



Alver north of Bergen in Norway. The essence of th



Austevoll near Bergen in Norway. Enjoy the road



Fedje outside Bergen in Norway. The villas in the



Modalen outside Bergen in Norway. Small in size, but



Osterøy near Bergen in Norway. The green island





# A thought on how the public sector can help







Thank you  
for your time!

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