

SUSTAINABLE ARCTIC TOURISM

Challenges and solutions for green economy



VIRTUAL GREENNOVATION CAMP

11/05/2021



Troms og Finnmark fylkeskommune
Romssa ja Finnmarkku fylkkagielda
Tromssan ja Finmarkun fylkinkomuuni

INVITATION

We would like to invite public sector representatives, entrepreneurs, students and researchers to the event “Sustainable Arctic Tourism – Challenges and solutions for green economy”, a virtual Greenovation Camp hosted by the Interreg Nord-project GRUDE - Green rural economy.

This is a cross-border event with participants from Finland, Sweden and Norway across different business sectors. The event will be opened by keynote speakers, followed by a panel discussion. After lunch, we dig deeper into the subject of the day within three group sessions.

Keynotes include director Lone Helle and project manager Inger-Lisa Brones from Visit Tromsø-Region AS who speaks about sustainable destination development, professor Dieter Müller from Umeå University who speaks about arctic tourism as an opportunity and challenge to business and community and entrepreneur Matti Ala-Outinen from Hawkhill company who concentrates on actions towards sustainable tourism business. In addition to common discussions, group sessions present cases dealing with culturally sustainable tourism, biowaste gathering in tourism centres and code of conduct in wilderness.

PROGRAM

NOR/SWE time	FIN time	
08:45 - 09:00	09:45 - 10:00	Check-in and technical support
09:00 - 09:15	10:00 - 10:15	Introduction and networking
09:15 - 10:00	10:15 - 11:00	Keynote speakers and presentations: <i>- Tromsø & Sustainability – before and after Covid-19, Lone Helle & Inger-Lisa Brones, Visit Tromsø-Region AS (NO)</i> <i>- Actions towards sustainable tourism business, Matti Ala-Outinen, Hawkhill (FI)</i> <i>- Arctification of northern tourism as opportunity and challenge for business and community, Dieter Müller, Umeå University (SE)</i>
10:00 - 10:15	11:00 - 11:15	Break
10:15 - 11:00	11:15 - 12:00	Panel discussion
11:00 - 11:45	12:00 - 12:45	Lunch break, mingling and/or outdoor recreation
11:45 - 12:00	12:45 - 13:00	Creative warm-up
12:00 - 13:30	13:00 - 14:30	Group sessions: <i>- Group session 1: Environmental sustainability in tourism</i> <i>- Group session 2: Cultural sustainability in tourism</i> <i>- Group session 3: Local communities, newcomers and behavior in nature</i>
13:30 - 13:45	14:30 - 14:45	Break
13:45 - 14:15	14:45 - 15:15	Presentations and visualization

KEYNOTE SPEAKERS

Matti Ala-Outinen (FI) – Hawkhill

Matti Ala-Outinen is an entrepreneur at Hawkhill Cottage Resort, a forerunner in the travel industry combining luxurious cottage accommodation and high-quality services with sustainability and environment at heart. Hawkhill is a family company in the third generation. The cottages and villas are in the Nuuksio National Park only a few minutes from the owners' childhood home and they want to make sure that clean nature can be enjoyed also in the future. Hawkhill uses their company as a tool to fight the climate change, this aim has been documented in the company strategy.

Matti has worked 15 years in IT, software and business development and is also a co-founder at Moder, an all-in-one business management software company for cottage entrepreneurs. In addition to being a passionate free-skier and an innovator, Matti is an advocate to quick climate action by individuals and especially companies.

His presentation will be about Actions towards sustainable tourism business.



Dieter Müller (SE) – Umeå University



Dieter K. Müller holds a PhD from Umeå University and is now employed as professor and is a Deputy Vice-chancellor with special responsibility for research, research education and outreach within the Social Sciences and the Humanities. Müller's research interests specifically include almost all aspects of second homes and second home related mobility, Sami tourism, nature-based tourism, tourism labor markets, regional development and rural change particularly in Northern peripheries and Polar areas. Besides these scientific affiliations Dieter Müller has been board member of 'Stiftelsen för kunskapsfrämjande i turism' (Foundation for the promotion of excellence in tourism), annually selecting the winner of Sweden's Great Tourism Award and the Scientific Advisory Board of 'Landsbygdsnätverket' (The Swedish Rural Network).

His presentation will be about 'arctification' of northern tourism as opportunity and challenge for business and community.

Lone Helle and Inger-Lise Brones (NO) – Visit Tromsø-Region AS

Inger-Lise Brones is project manager for sustainability projects in addition to working with marketing in Visit Tromsø-Region. Previously, she has established and run her own tourism business and held various management positions in both private and public enterprises over the past 30 years. Lone Helle is Director of Tourism in Visit Tromsø-Region. She has previously been marketing manager in the same company and is passionate about sustainable destination development and responsible marketing. She has extensive experience from communication and marketing jobs in the tourism and finance industry.

Lone and Inger-Lise will discuss about possibilities of ensuring that destinations develop in the most sustainable way.



GROUP SESSIONS

In this session, participants are given the opportunity to submit a topic for discussion or sign up for a short presentation. This is a great opportunity to get response, discussion, or input on subjects you are working on. We ask for contributions at all stages; ideas or implementations already carried out; challenges you face now or a good example from your own experience. If you have a case or topic for the group session, please submit this in the registration link found at the end of this invitation!



GROUP 1: ENVIRONMENTAL SUSTAINABILITY IN TOURISM

Tourism is often considered unquestionably an environmentally friendly activity. However, tourism similarly to other livelihoods relies on natural resources, uses energy, produces waste and greenhouse gas emissions, and have many other kinds of effects to its operating environments. Especially in the north spectacular natural environments form an important prerequisite for tourism. National parks give a kind of guarantee of valuable nature and great landscapes for tourism activities but disadvantages include congestion, erosion and possible loss of biodiversity. The crucial question is how tourism businesses and destinations can operate in an environmentally friendly way and promote ecological sustainability?

In this group session, we will hear, among other things, about how the biowaste gathering has been developed in Lapland.



GROUP 2: CULTURAL SUSTAINABILITY IN TOURISM

The aim of cultural sustainability is to know and appreciate cultural diversity and to strengthen cultural identities. Local cultures and ways of living give tourism destinations their own identity. Tourists similarly to other people are more and more interested in sustainable and authentic experiences. Tourism stakeholders must consider altogether what sustainability is about and how

to operate in a sustainable and culturally sensitive way. In the European Arctic, specific attention should be given to the indigenous Sámi culture because of its vulnerability as a minority culture.

In this group session, we will hear, among other things, a Norwegian viewpoint about how culturally sensitive tourism has been developed in the Arctic.



GROUP 3: LOCAL COMMUNITIES, NEWCOMERS AND BEHAVIOR IN NATURE

Socially sustainable tourism means that the needs and everyday life of the host community is taking into account in tourism development. Local residents should be involved in tourism planning and have a say in the use of their environments. The COVID-19 pandemic has affected on the tourism industry and societies greatly. This has brought new domestic tourists, newcomers and remote workers in the north. Also, second home owners have used more their cabins and cottages. What kind of possibilities and challenges do these changes have on local communities and nature environments? What are the expectations for future?

In this group session, we will hear, among other things, about the code of conduct in wilderness which has been formulated in Finland as an outdoors etiquette.



Apply to the event:

<https://link.webpolsurveys.com/S/F2F9BEA82686A724>



Would you like to present a case related to Green Economy in the Grude-project's future Greenovation Camps or other events?

If so..

CONTACT US!

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