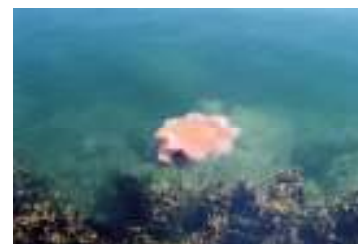


Developing



Lone Lamark
project manager
Ecotourism Norway



Background:

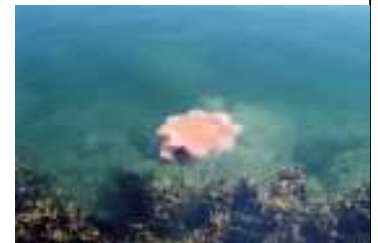
2002 The UN International Year of Ecotourism



International Year of Ecotourism
2002

Cooperation on development of ecotourism in Norway 2005-2008

- GRIP 
- WWF Norway 
- Innovation Norway
(National Tourist Board) 
- The reference group
NHO Reiseliv-WWF-Innovasjon Norge-Bondelaget-GRIP
- Funding:
Ministry of Environment,
Ministry of Trade and Industry
Ministry of Food and Agriculture



Aim of the Norwegian ecotourism initiative:

**Establish ecotourism
as concept, network
and marked
for nature based
tourism businesses
in Norway.**



First **steps** was to define:

- **Who are the potential ecotourism businesses in Norway?**

(Who are we working for and what are their challenges and needs?)



Who is the marked?

(Who are we developing ecotourismproducts for?)



What is ecotourism in Norway?

– What is the Norwegian “friluftslivtradisjon”?



Critical issues for Norwegian ecotoursim



Development of a Norwegian

- 1) Ecotourismconcept
- 2) Ecotourism network
- 3) Ecotourism market

Ecotourism test group

- Svalbard Wildlifecenter, Longyearbyen
Spitzbergen
- Birk, Pasvik
- Alaskan Husky Tours, Røros
- Vester Ocean Sounds, Lofoten
- Spydspissen Villmarksopplevelser,
Rena
- Lofoten Kajakk, Lofoten
- Egalia, Saltdalen i Nordland
- Hindsæter Fjellhotell og Upptur,
Bjørnsonvegen
- + national network





The ecotourism marked for Norway



Who is the Ecotourist?

35+
IT og SP: 20-40

Higher income and higher education

Interested in nature based holidays

Experienced tourists



Some more women than men.
Women: hiking/walks in nature, learn about other cultures.
Men: wilderness and more challenging adventures

Main season: summer - but depends on the destination

In general more environmentally aware than other tourists

Length of stay:
For Europeans in Europe: average 2 weeks
Length of stay increases depending on how far you travel

Combination of
local people, nature and culture

Being in
untouched wildlife
areas

Wildlife viewing and
nature experiences
(wild animals, bird-
watching etc.)

Meet local people and
experience their culture

Local/traditional
food, based on
locally produced
ingrediences

Drivers:
*What motivates
the ecotourists'
choise of
destination?*

Small groups

Opportunities
for relaxation

Friendly hosts

Good local guides

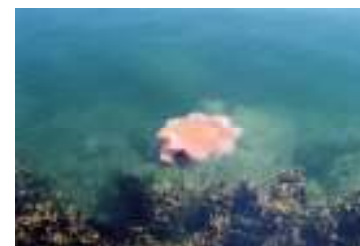
Meaningful and
informative
content

Good, available
background information
about the destination

Small, locally run
accomodation

But....

What is ecotourism?



Ecotourism is..

“Ecotourism is responsible travel to natural areas that conserves the environment and improves the well being of local people ”



**The International
Ecotourism
Society**

*Uniting Conservation, Communities
and Sustainable Travel*

The ECO TOURISM concept

An ecotourism business

- ✓ Is nature based...
- ✓ Benefits local people...
- ✓ Provides positive experiences for both visitors and hosts...

- Contributes actively to conservation of biodiversity...
- Includes a learning experience for the guests...
- Minimizes the negative impacts on environment, nature and culture...



Discussions on critical issues

- **Marketing? Long distance vs short distance markets?**
- **Catch and release vs traditional fishing?**
- **Hunting and use of natural resources?**
- **Wild animals and ecotourism?**
- **Securing of quality?**
- **Product- or business certification?**



Our strategic decisions

- **Ecotourism Norway want to take part in and support the strenghtening of ecotourism as a global quality brand!**
- **Word to use: ECOTOURISM**
- **Development of a National Certification sceem to secure quality on Norwegian Ecotourism - based on**
 - Agreed international guidelines
 - Norwegian tourism- and outdoor traditions
 - Own environmental challenges (and global challenges)
- **Business certification, not product!**

GRIP



Role of Ecotourism Norway in the developing period



1. Develop guidelines/criterias for ecotourism in Norway
2. Establish a national certification sceem to secure quality and credibility
3. Establish a national ecotourism membership network
4. Support product development: Guidelines and courses to support development of good ecotourism products.
5. Develop and start implement marketing plan to link ecotourism providers to relevant markets.

Role of Ecotourism Norway

- **Support and motivate ecotourism development**
- **Capacity building to secure quality**
- **Create meeting places for ecotourism businesses, consultants and others**
- **Marketing (low cost?)**
- **Information**



**76 countries are gathered here for the
2007 Global Ecotourism Conference:**

**Together we can make ecotourism into
a strong global brand!**



Thank You!

**Ecotourism Norway
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