



## *The Barents Institute*

### *Tourism in Northern Norway: best practices and challenges*

**BART - PUBLIC-PRIVATE PARTNERSHIP IN BARENTS TOURISM**

**KICK-OFF MEETING**

**16-17 March 2011**

**Lapland Institute for Tourism Research and Education**

**Rovaniemi, Finland**

**Aileen A. Espíritu, Ph.D.**

The Barents Institute / Barentsinstituttet

The University of Tromsø / Universitetet i Tromsø

Kirkenes & Tromsø, Norway / Norge

## **An Outline**

- 1. Current annual economic facts & figures (statistics) of the region;**
- 2. Concluding remarks on the regional (and other related) tourism strategies and development guidelines (a bulleted list);**
- 3. Overall description of the tourism industry.**



## So what?

**In Northern Norway, especially, tourism has the potential to:**

- **lead to wealth creation;**
- **lead to greater co-operation between business stakeholders and public interests;**
- **diversify the economy beyond the intense reliance on heavy resource industries;**
- **and as such establish sustainable economies, and their offshoots, in the climate changing High North;**
- **develop and build on arguably under-utilised human capacity resources;**
- **develop SMEs, that, in most economies form the backbone of national economies;**
- **internationalisation and globalisation of sustainable economies, cultures, and societies in the High North.**



## Key figures:

- **The travel industries accounts for 3.3 per cent of the Gross Domestic Product (GDP), and 6.4 per cent of total employment;**
- **Foreign tourists had over 7.5 million overnight stays in Norway in 2009, of which German tourists accounted for 21 per cent. Danes and Swedes accounted for 13 and 12 per cent;**
- **Norwegians aged 16-79 travelled on a total of 21.2 million overnight-trips in 2009. 16.8 of these were holiday trips;**
- **The average cost of a hotel room was NOK 863 in 2009;**
- **Overall, tourists spent NOK 103 billion in Norway in 2007. Foreign tourists spent NOK 31 billion;**
- **In 2008, there were 13 832 local kind-of-activity-units in the Norwegian tourism industry. They had a total turnover of NOK 91 billion.**



# More facts: tourism generally

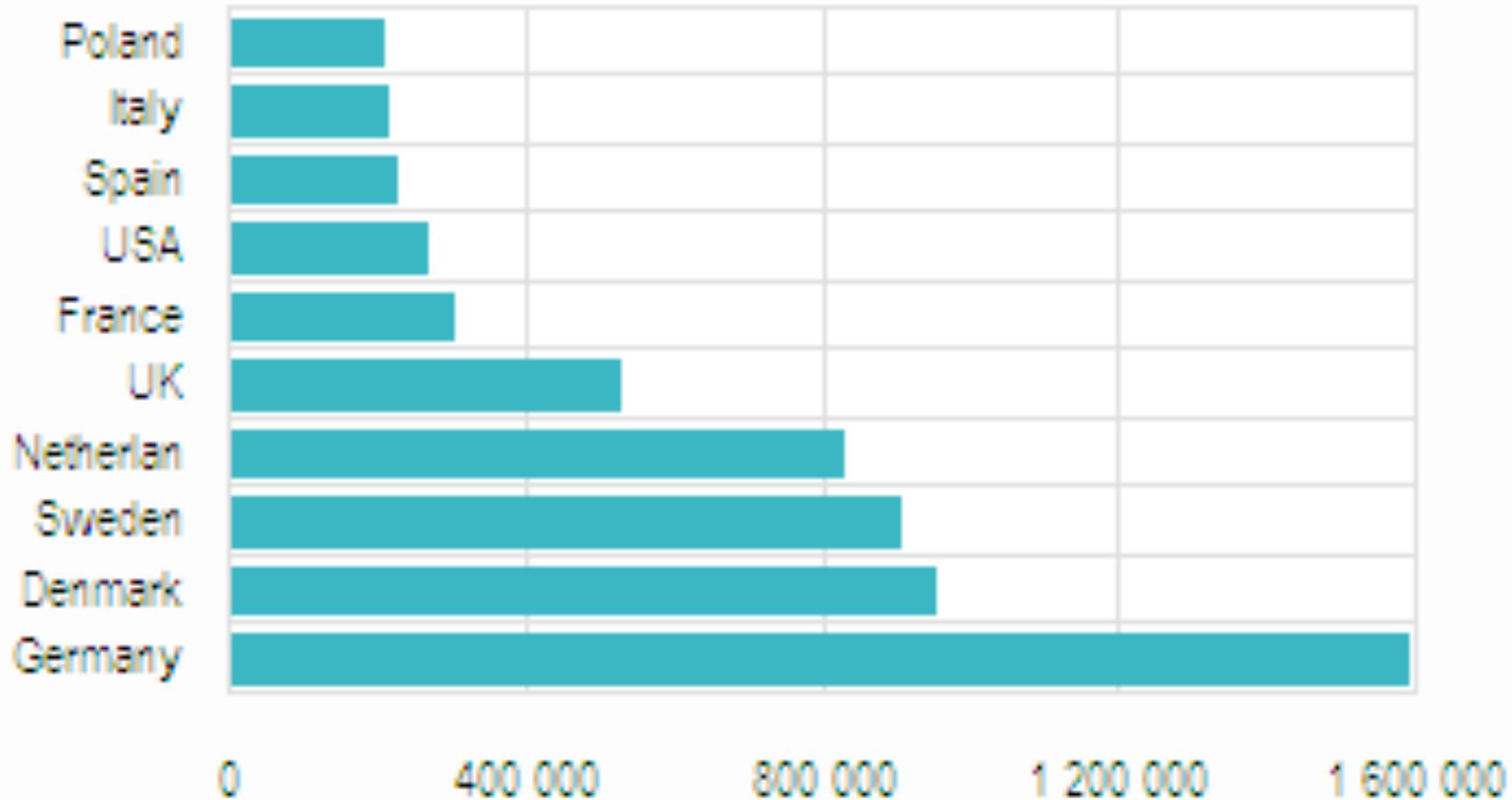
**In 2009 Norwegians had 21.2 million trips with at least one overnight stop.**

**31 per cent of these trips were outbound. The most popular destinations abroad were Sweden, Denmark and Spain.**

- **Women engaged in more holiday-trips than men in 2009;**
- **On our outbound trips, we prefer going by air and accommodate on hotels, while on domestic trips we prefer private car and private accommodation;**
- **Number of guest nights at Norwegian hotels, camping-sites, holiday dwellings and hotels were 28.1 millions in 2009;**
- **Germans, Danes, Swedes, Dutch and the British are the most frequent guests in Norway. They had almost two out of three foreign guest nights at collective accommodation establishments in Norway in 2009;**
- **Accommodation enterprises had a turnover of NOK 22 billion and food and beverage service activities had a turnover of over NOK 36 billion in 2008;**
- **Non-resident guests in Norway spend most money on passenger transport services.**



## Overnight visits of foreign nationals, by nationality, 2009

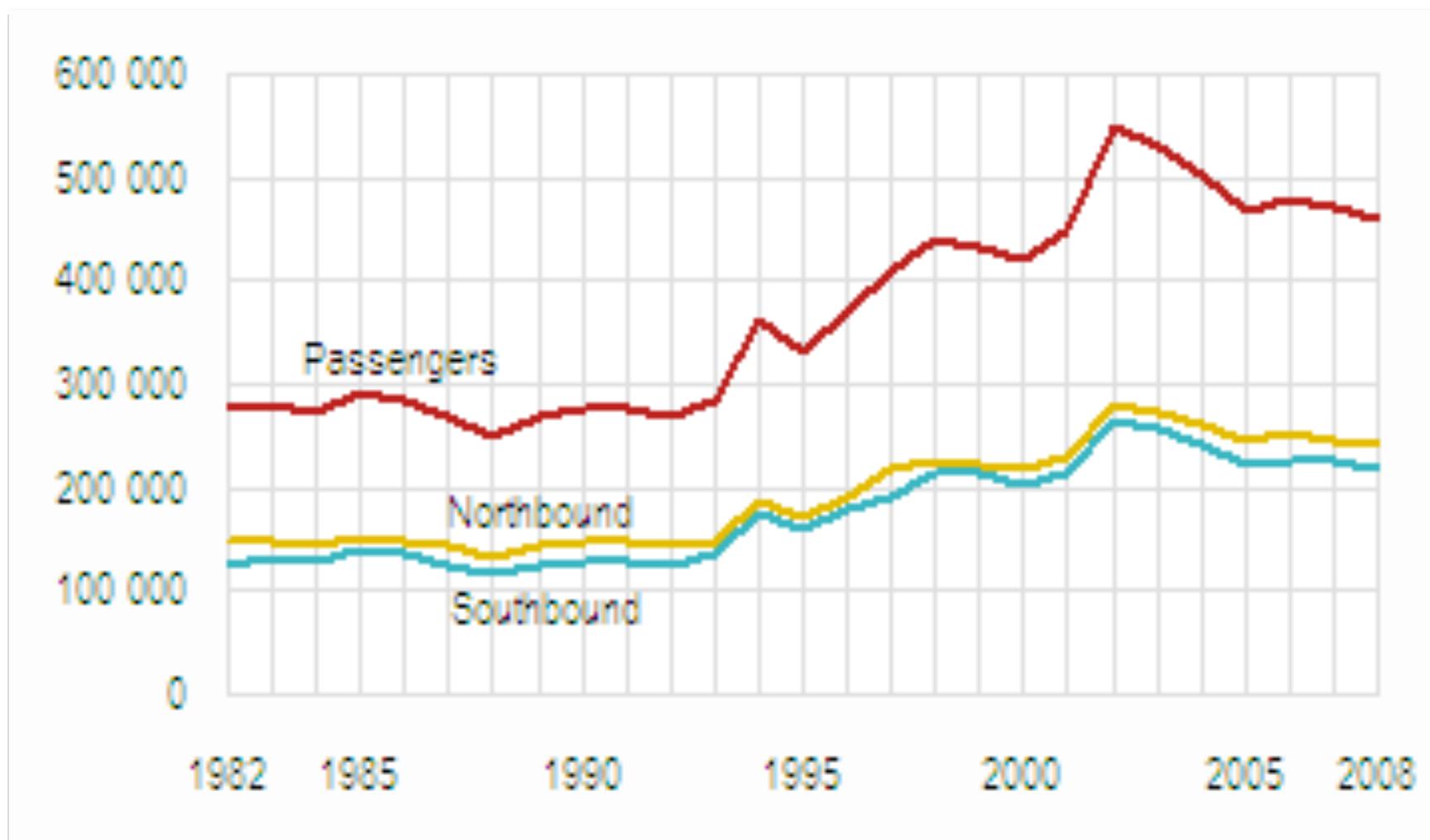


**Source:** Statistics Norway.

**More information:** [http://www.ssb.no/overnatting\\_en/](http://www.ssb.no/overnatting_en/)



## Norwegian Coastal Voyage, Bergen-Kirkenes ship route. Passengers



## Accommodation

|  | 1999      | 2003      | 2007      | 2009      |
|--|-----------|-----------|-----------|-----------|
| Hotels <sup>1</sup>                    | 1 162     | 1 099     | 1 112     | 1 122     |
| Beds                                   | 137 653   | 143 799   | 147 938   | 158 698   |
| Guest nights. 1 000                    | 16 416    | 15 636    | 18 526    | 17 654    |
| <b>Guest nights</b>                    |           |           |           |           |
| Norwegians. Per cent                   | 68.5      | 72.0      | 72.6      | 74.9      |
| Foreign nationals. Per cent            | 31.5      | 28.0      | 27.4      | 25.1      |
| <b>Tourist cabins</b>                  |           |           |           |           |
| Cabin complexes, guest nights          | 378 716   | 601 019   | 1 383 674 | 1 516 467 |
| Intermediaries of cabins, guest nights | 1 443 920 | 1 374 260 | 1 101 136 | ...       |
| Registered camping areas <sup>2</sup>  | 931       | 811       | 783       | 792       |
| Guest nights. 1 000                    | 7 154     | 7 247     | 8 405     | 8 539     |
| Norwegians. Per cent                   | 69.7      | 71.0      | 72.1      | 74.7      |
| Foreign nationals. Per cent            | 30.3      | 29.0      | 27.9      | 25.3      |

<sup>1</sup> Includes hotels, guest houses, hostels and other lodging facilities with at least 20 beds.

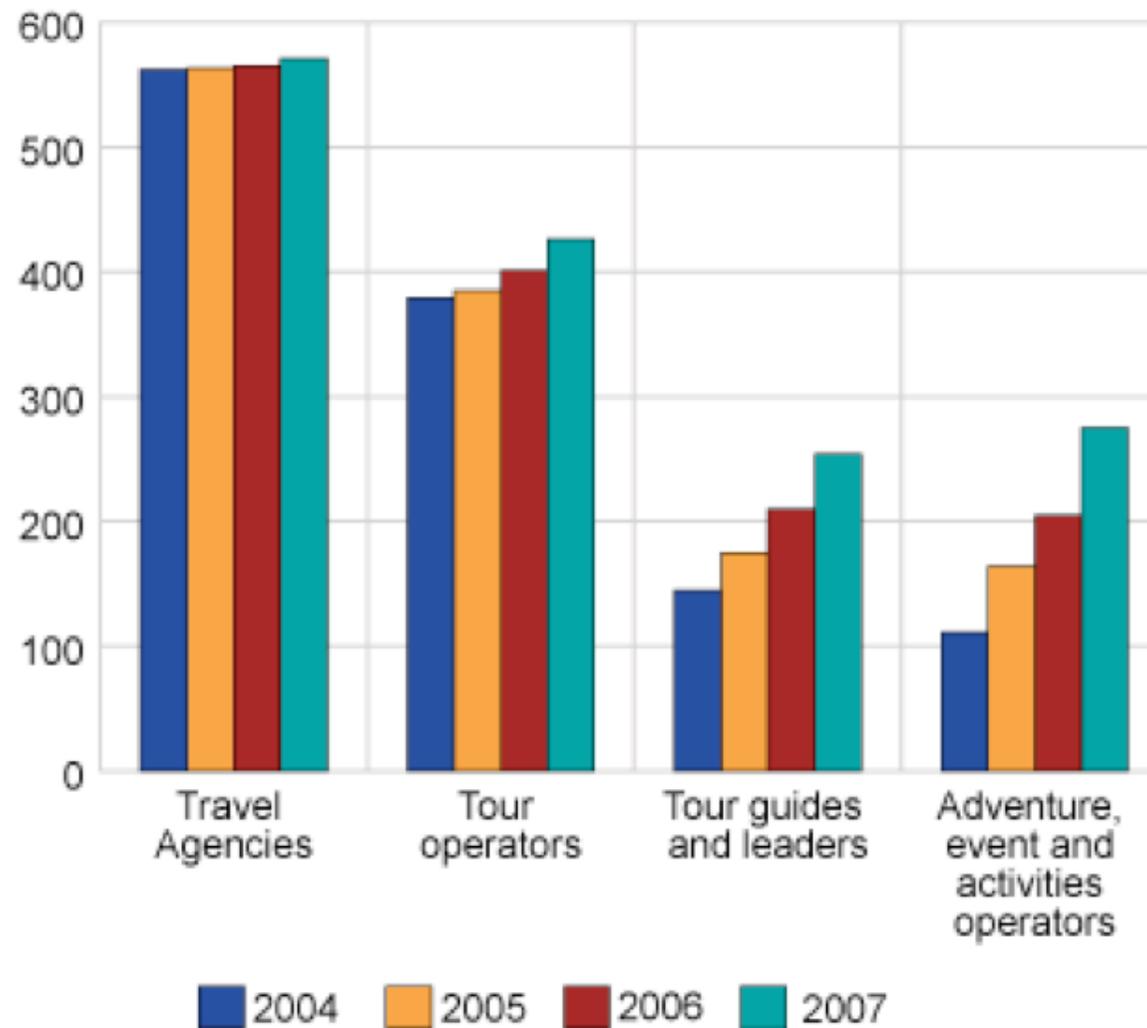
<sup>2</sup> Camping areas with at least 8 cabins or at least 50 caravan sites.

Source: Statistics Norway.

More information: [http://www.ssb.no/overnatting\\_en/](http://www.ssb.no/overnatting_en/)



## Numbers of operators in the industry. Local KAUs. 2004-2007.



2009 © Statistics Norway

**Definition: kind-of-activity unit**

A subdivision of an enterprise consisting of a set of one or more activity units for which a single set of accounting records are available.



## ***The Norwegian Government's vision for the tourism strategy:***

### ***“Valuable experiences***

**The tourism industry must make the leap from producing traditional tourism products to collaborating to create comprehensive products that include culture, food, history, nature and activities, in addition to transport and accommodation. Our vision is that by offering valuable experiences, we will add value for visitors, companies, employees, the local community, the environment and Norway as a whole. This will lead to greater wealth creation in tourism in Norway.”**



Source: The Ministry of Trade and Industry, Norway, “Valuable Experiences National Strategy for the Tourism Industry”, 2007.

***The Government's three main objectives for the strategy are:***

**• Greater wealth creation and productivity in the tourism industry;**

**• Sustainable rural communities through year-round jobs in tourism;**

**Norway – a sustainable destination.**





## ***“Focus areas in the strategy:***

**In order to achieve the main goals, we are focusing efforts in seven areas: Innovation, sustainable tourism, quality, expertise, destination development, marketing and organisation. Challenges linked to information and communication technology (ICT) and how to deal with common tasks are also important, although these are relevant for most of the focus areas.”**

# Key organizations and actors in tourism development

- **The Ministry of Trade and Industry;**
- **The Norwegian Research Council;**
- **Innovasjon Norge;**
- **Local stakeholders and business associations: e.g. Kirkenes Næringshage, the Russian market women;**
- **Municipalities;**
- **Tour operators.**



# What are ongoing tourism projects?

## Academic

In 2009, research funding was awarded to:

- General tourism research (five projects);
- Research on farm and rural tourism (10 projects);
- Research on outdoor activities (seven projects);
- Research on hunting and fishing (nine projects);
- Research on the cultural landscape and cultural monuments (seven projects);
- Research on brand building (six projects),

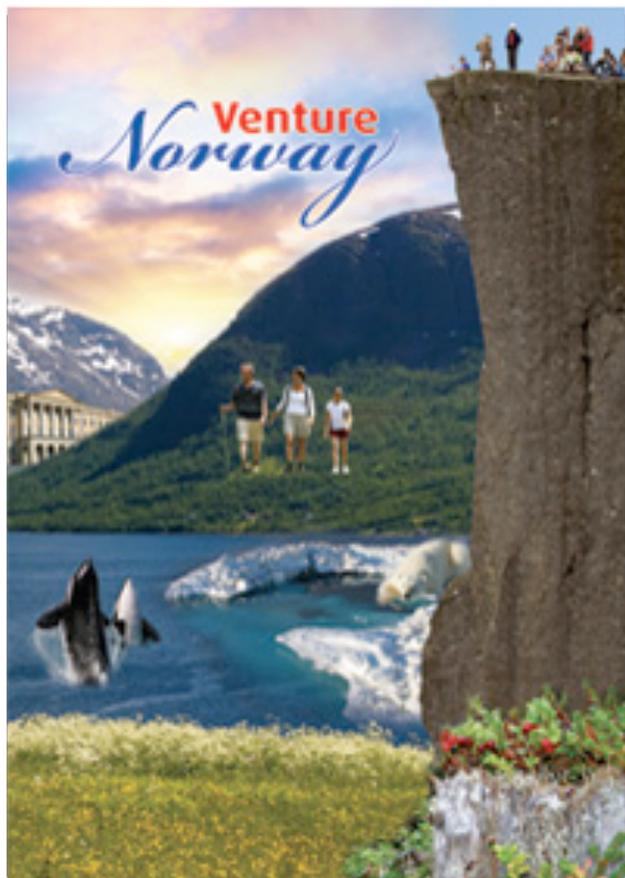
## Economic Development

- Promoting Tourism as a spur to diversify Northern Economies;
- Capitalising on local human capacities to promote festivals and events: The Barents Spektakel; The Tromsø Film Festival; Riddu Riddu;
- Rationalising the finances of Hurtiguruten;
- Advertising;
- Encouraging entrepreneurship among small and medium sized enterprises;
- Government funding;
- Etc.

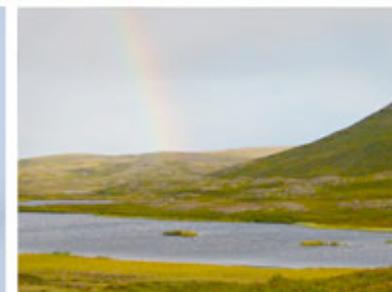


<http://www.venturenorway.no/>

# Venture Norway



<http://www.venturenorway.no/finnmark>



# Varied Northern Norway

[http://www.youtube.com/watch?v=mDvQSgHldPw&feature=player\\_embedded#at=29](http://www.youtube.com/watch?v=mDvQSgHldPw&feature=player_embedded#at=29)





# Embedded characteristics -- historical, geographical, and political

'Habitus is actuated by the "feel for the game", a practical knowledge learnt by and sedimented into the body, but beyond explicit articulation.'" (Veijola and Jokinen, 2005)

transient, tourist, outsider-insider

Masculinity essentialised











# SØR-VARANGER AVIS

LORDAG 2. OKTOBER 2010 • Nr. 113 • Årgang 61 • Lesalg 20,-

## Klare for åpen grense

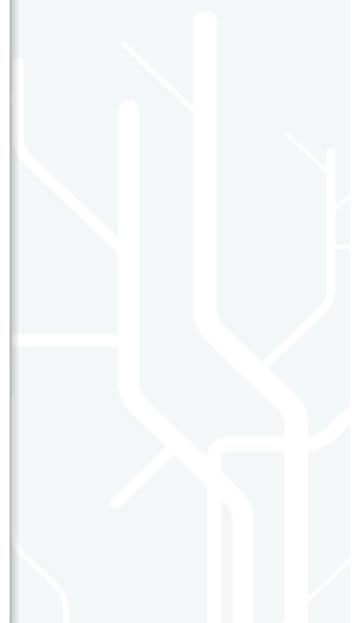


Norske og russiske soldater har aldri vært mer samkjorte. Militært er den nørskrussiske grensen klar for innføring av grensehoerbevis. Men grensekontrollisarene er en anelse mer bekymret for den sivile delen av grensetrafikken.

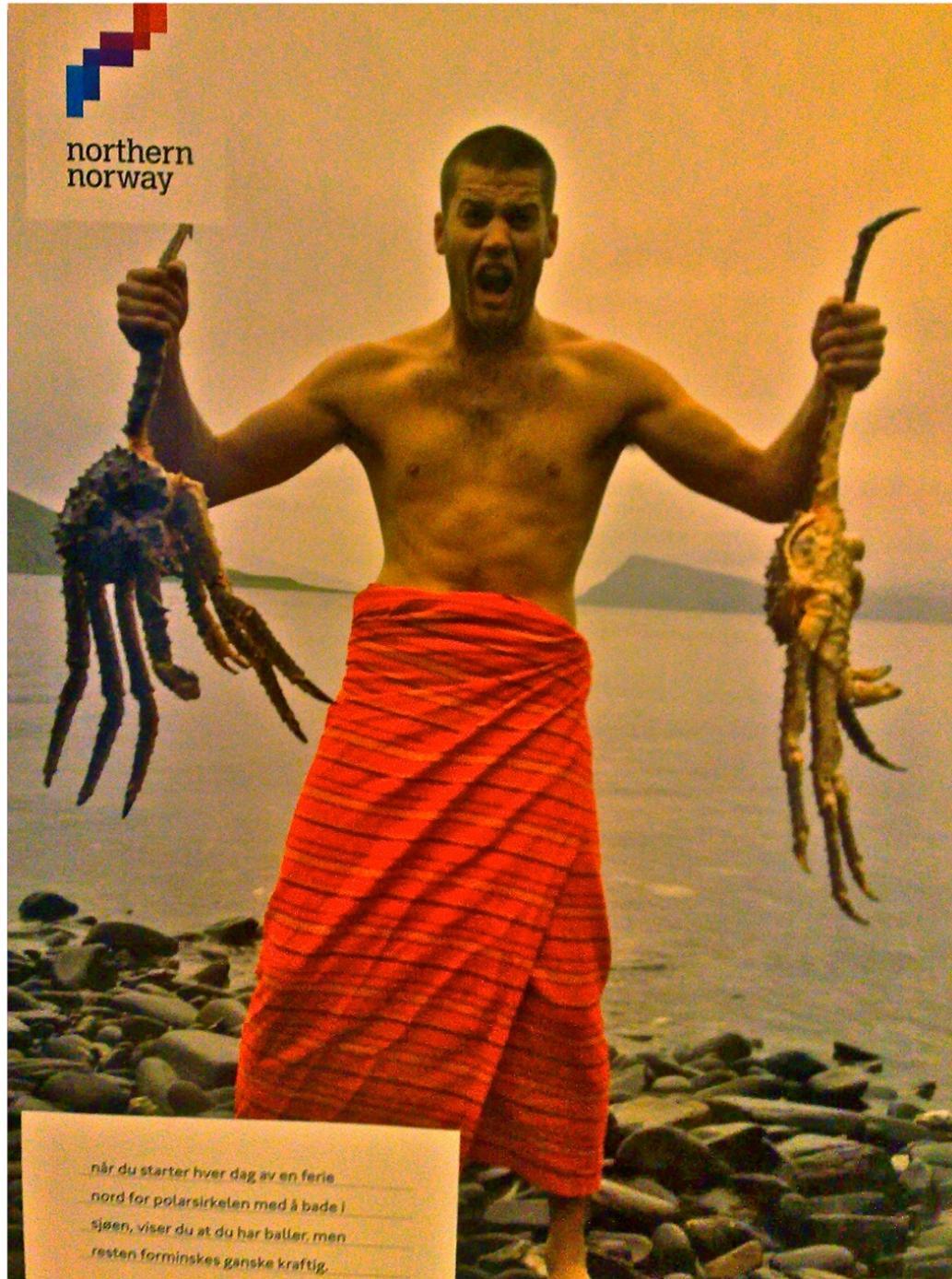
SE SIDE 2 OG 3











northern  
norway

når du starter hver dag av en ferie  
nord for polarsirkelen med å bade i  
sjøen, viser du at du har baller, men  
resten forminskes ganske kraftig.



# **Distinctive characteristics and challenges of tourism in Northern Norway** (Source: Arvid Viken)

- **comprise different organising structures, cultures, practices and motives:**

- **industrialised hotel chains such as Rica, SAS Radisson, Thon and Choice, big transporter companies such as *Hurtigruten* (The Norwegian Coastal Voyage), airlines like Widerøe, SAS and Norwegian, and regional bus companies.**

- **as against a cluster of small scale enterprises (SMEs) offering accommodation, food and experiences. In particular the small scale actors have low profitability, and they lack sufficient competence about tourism, the market and business economics.**

- **They are often too small to meet the demand from large companies and their aims are often the entrepreneur's desire to live in a certain place, to be their own boss and/or to make a living out of a hobby or cultural background.**



## Other Challenges

- **Lack of communication between the small and large tour operators;**
- **The lack of a trained service industry work force and, overall, a poor service culture;**
- **Overwhelming support for large industrial economies rather than a seemingly intangible one: mere lip-service to tourism and other attempts at economic diversification;**
- **A lack of communication between needs of the industry and what institutions of higher education offer.**



# Three absolute strengths of our region

- Location;
- Location;
- Location.



# Three future challenges of our region

- **Location;**
- **Location;**
- **Location.**



# Best Practices Events

BarentsObserver.com  
Cross-border news

Politics Security Business Nature Energy Fish Society Borders

## Queen opening of Barents Spektakel

2010-12-10

**Her Majesty Queen Sonja of Norway will open the 2011 Barents Spektakel festival in Kirkenes.**

Queen Sonja will open the festival, which in the course of the last six years has grown to become an internationally acknowledged venue for contemporary arts and cross-border culture.

-We see this as an acknowledgement of the important role of cross-border perspectives in art cooperation, Inger Blix Kvammen from Pikene på Broen, the art company organizing the festival told BarentsObserver. -This is fantastic, we are very happy! she said.

The queen will spend two days in Kirkenes and open both the festival and the main festival exhibition.

-We will do whatever we can to facilitate the stay of Her Majesty in Kirkenes, Blix Kvammen stresses. Queen Sonja is genuinely interested in arts and has over the years engaged in numerous culture and arts events.



Her Majesty Queen Sonja (photo: kongehuset.no)



## **Definite expertise and/or elements our region (or institution) brings to the joint pool of BART**

- **A new Tourism Professorship established at the University of Tromsø: Arvid Viken;**
- **Ongoing tourism studies at Finnmark University College;**
- **The Barents Institute's location on the border with Russia and Finland in East Finnmark-- the border as a resource;**
- **The Bal's very good relations with key stakeholders in Northern Norway and beyond.**



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**Thank you for your attention!**  
**Kiitos paljon!**