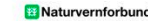


# VISION FOR SUSTAINABLE TRAVEL AND TOURISM TOWARDS 2030 AND 2050





Norwegian Centres of Expertise

NCE Tourism Fjord Norway



DE HISTORISKE  
hotel & spisesteder



*Oslo, July 3<sup>rd</sup> 2017*

De Historiske  
Den Norske Turistforening  
Fellesforbundet  
HANEN  
Innovasjon Norge  
NCE Tourism  
NHO Reiseliv  
Norges Naturvernforbund  
Norsk Reiseliv  
Virke Reise Norge og Kultur



**CLIMATE CHANGE AND ENVIRONMENTAL ISSUES**, and their implication for tourism activities, have to be high on the agenda for the private and public sector across the board, from the administration to trade union representatives. This means adapting the tourism and travel business to changes in the climate, developing strategies and innovative green initiatives to meet these challenges.

**MEASURES TO CREATE** higher competence and better understanding of matters pertaining to the environment and sustainability should be implemented by all companies.

**THE TRAVEL INDUSTRY** should carry out eco-labelling or environmental certification. As part of the certification process, enterprises should monitor its own CO<sub>2</sub>-footprint and identify opportunities for energy efficiencies and other resource savings.

**AWARENESS AND UNDERSTANDING** of designing and operating outdoor travel and tourism experiences must be improved, and the industry must be conscious of its responsibility to protect nature by practicing conservation. This implies that the development of new products, processes and services should not detract from the nature and culture capital.

**THE TRAVEL INDUSTRY** must increasingly cooperate with and demand from public authorities that more weight is given to green values when new hydropower or wind power plants, new transmission lines and large road projects are constructed. Wetlands must be protected, and dumping of waste from mining is forbidden in cases where this causes degradation of nature or culture.

**THE TRAVEL INDUSTRY** should strive to develop ways to spread traffic to more destinations and extend tourism seasons. It must identify ways to attract target groups who contribute to value creation via more eco-friendly travel experiences with a low environmental footprint. Focus on longer stays with less energy-consuming transport should be encouraged.

**IT SHOULD MAKE** more effective use of digital media in order to spread tourism traffic to all parts of the country and across all seasons.

**THE TRAVEL OPERATORS** should favor:

- Transport vehicles with low greenhouse gas emissions
- Travel and tourism products and services that come with an eco-label and are environmentally certified
- Hotels and restaurants of high quality in terms of construction, low energy consumption and using renewable energy sources.

**SANITATION SYSTEMS** management should be based on waste prevention, reuse and material recycling. Food waste should be minimized. The opportunity for selling excess food and other residues to others must be explored.

*Opposite page:  
The Juvet hotel.  
Photo: Tina Stafén/Visitnorway.com  
FoaI. Photo: CH/Visitnorway.com  
Bakklandet, Trondheim.  
Photo: CH/Visitnorway.com*



## WHAT THE AUTHORITIES MUST DO

**INCENTIVES MUST BE DEVELOPED** that strengthen green competitiveness through a more sustainable tourism approach, by applying the principles proposed by the Expert Committee on Green Competitiveness.

**THE GOVERNMENT** should follow up the majority remarks of the Storting to the 2017 travel industry white paper no. 19 proposition. A strategy must be put into effect that safeguards nature and cultural values in regard to construction of roads, energy generation plants and other major interventions that may jeopardize Norway's culture and nature capital.

**ALL INTERVENTIONS** and constructions that degrade Norway's nature and cultural values should in principle be avoided. Large unspoilt areas that are connected should be protected. The recent extensive liberalization permitting use of motor vehicles in open nature is a threat to the environment, and should be reversed.

**THE NATIONAL** tourism and travel industry on the national level must be seen as a key stakeholder in all discussions regarding construction or expansion of new hydropower or wind power projects, new transmission lines, large road construction projects, or interventions that might damage wetlands or lead to dumping of waste from extraction activity.

**INCENTIVES MUST BE** developed that reward use of transport with the lowest possible energy consumption and greenhouse gas emissions. Premium must be given to use of electric powered or hybrid vehicles and boats.

**A GREENER** and more coordinated public transport service network has to be put into operation, including better and more effective train service between domestic regions and to/ from Norway's neighboring countries in order to reduce greenhouse gas emissions.



Norwegian Centres of Expertise

**NCE Tourism Fjord Norway**

**INNOVATION NORWAY**, Siva, Enova, Norway's research council and similar institutions should be given a more explicit mandate to fund green shift/ transformative projects.

**POLICY MEASURES** should pave the way to encourage spreading tourism traffic spatially and seasonally. Marketing and other initiatives should promote industry development on a level playing field between domestic and international tourism. This could, with a green approach, strengthen the travel industry, open access to more destinations over an extended season.

**NORWAY MUST**, through international and national legislation, further implement measures to reduce emissions of NOx and environmentally dangerous particles from ships, and prohibit emission of untreated sewage. All shipping in the World Heritage fjords must be monitored and regulated.

**STUDIES THAT MAY LEAD** to greener consumption and energy supply for ships visiting Norwegian waters and harbours must be expedited.

**THE AUTHORITIES** should implement the adopted policy measures in Europe and the UN International Civil Aviation Organization (ICAO) to reduce greenhouse gas emissions. This includes operational improvements and deployment of sustainable alternative fuels in Norway.

**MANAGEMENT** models based on waste prevention, reuse and material recycling should be facilitated. Food waste should be reduced to a minimum.

**NORWAY MUST** sustain and further strengthen its position in the face of growing threats to the marine environment in the form of litter, use of plastic and other types of fast-growing pollution and emissions.

**INCENTIVES SUPPORTING** the National Tourist Paths should be strengthened to improve safety, access and construction of new attractions and facilities that would contribute to spreading tourism traffic geographically over longer seasons.

**ENVIRONMENTAL LABELLING** of Norway's sustainable destination should be expanded further.

**NORWAY'S** current instruction manual for destination development must be upgraded as a tool for a more sustainable approach to tourism and travel.

*Opposite page: View of the Geiranger fjord. Photo: Tina Stafren/Visitnorway.com*



Norwegian Centres of Expertise

**NCE Tourism Fjord Norway**

ADVENTURE TRAVEL

# Guide Qualifications & Performance Standard



ADVENTURE TRAVEL  
TRADE ASSOCIATION  
[www.adventuretravel.biz](http://www.adventuretravel.biz)

Santiago, Chile © ATTA / Nicolás Aguayo Fuenzalida



## GUIDE SKILLS CERTIFICATION



Norwegian Centres of Expertise

NCE Tourism Fjord Norway



Awarded  
Best of Fjord Norway

#Trolltunga



**FJORD  
NORWAY**

**HIKE – FJORD NORWAY**



Norwegian Centres of Expertise

**NCE Tourism Fjord Norway**