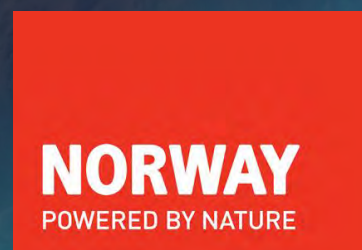


# Tourism Cares with Norway



Day 1



# THANK YOU SPONSORS



BOB WHITLEY  
Memorial Fund



*wetravel*



AUTORIDAD DE  
TURISMO DE PANAMÁ





# WELCOME

**Greg Takehara**

CEO, Tourism Cares

**Aase Marthe Horrigmo**

Head of Visit Norway

**Trond Øverås**

CEO, Visit Northern Norway

**Terry Dale**

President, USTOA

**Graham Miller**

Professor of Sustainability in Business, University of Surrey

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# RETHINKING SUSTAINABLE TOURISM

**Graham Miller**

Professor of Sustainability in Business,  
University of Surrey

[g.miller@surrey.ac.uk](mailto:g.miller@surrey.ac.uk)

**#WhenTourismCares #TourismCaresNorway**

# THREE TYPES OF LEARNING



Learn Something New



Change your Mind



Change yourself

# REFLECTIONS

What did I learn from the session?

What questions did it raise for me?

What will I do differently when I return to my organisation?

# SESSION OBJECTIVES

- To review the progress made over the last 12 months
- To understand the scale of the climate challenge in front of us
- To question the potential of carbon offsets as a fix for tourism
- To consider Regenerative Tourism as an advance on Sustainable Tourism
- To introduce Transformational Experiences as the basis for our learning



# GLASGOW DECLARATION CLIMATE ACTION IN TOURISM

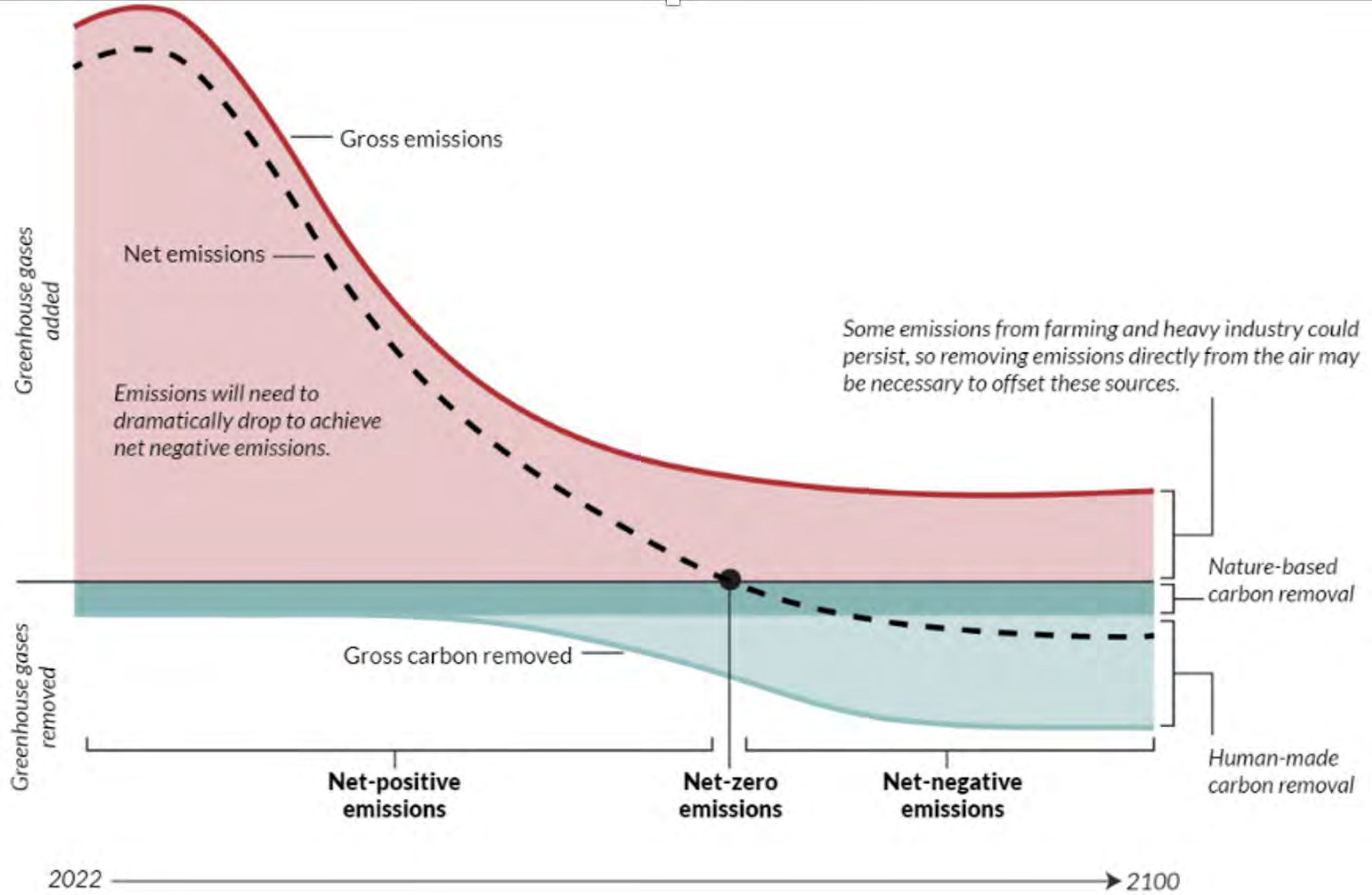
- **Measure:** Measure and disclose all travel-related emissions.
- **Decarbonise:** Set and deliver science-based targets to accelerate tourism's decarbonisation.
- **Regenerate:** Restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply.
- **Collaborate:** Share evidence of risks and solutions with all stakeholders and customers, and work together to ensure that plans are as effective and coordinated as possible.
- **Finance:** Ensure that sufficient resource, budget and capacity is dedicated to meeting the objectives outlined in the climate plans.

## GLASGOW DECLARATION CONTD.

The Declaration is asking its signatories to commit to:

- Halve emissions by 2030 and reach Net Zero as soon as possible before 2050
- Deliver climate action plans within 12 months from becoming a signatory
- Align plans with the five pathways of the Declaration (Measure, Decarbonize, Regenerate, Collaborate, Finance)
- Report publicly on an annual basis on progress against targets
- Work in a collaborative spirit, sharing good practices and solutions

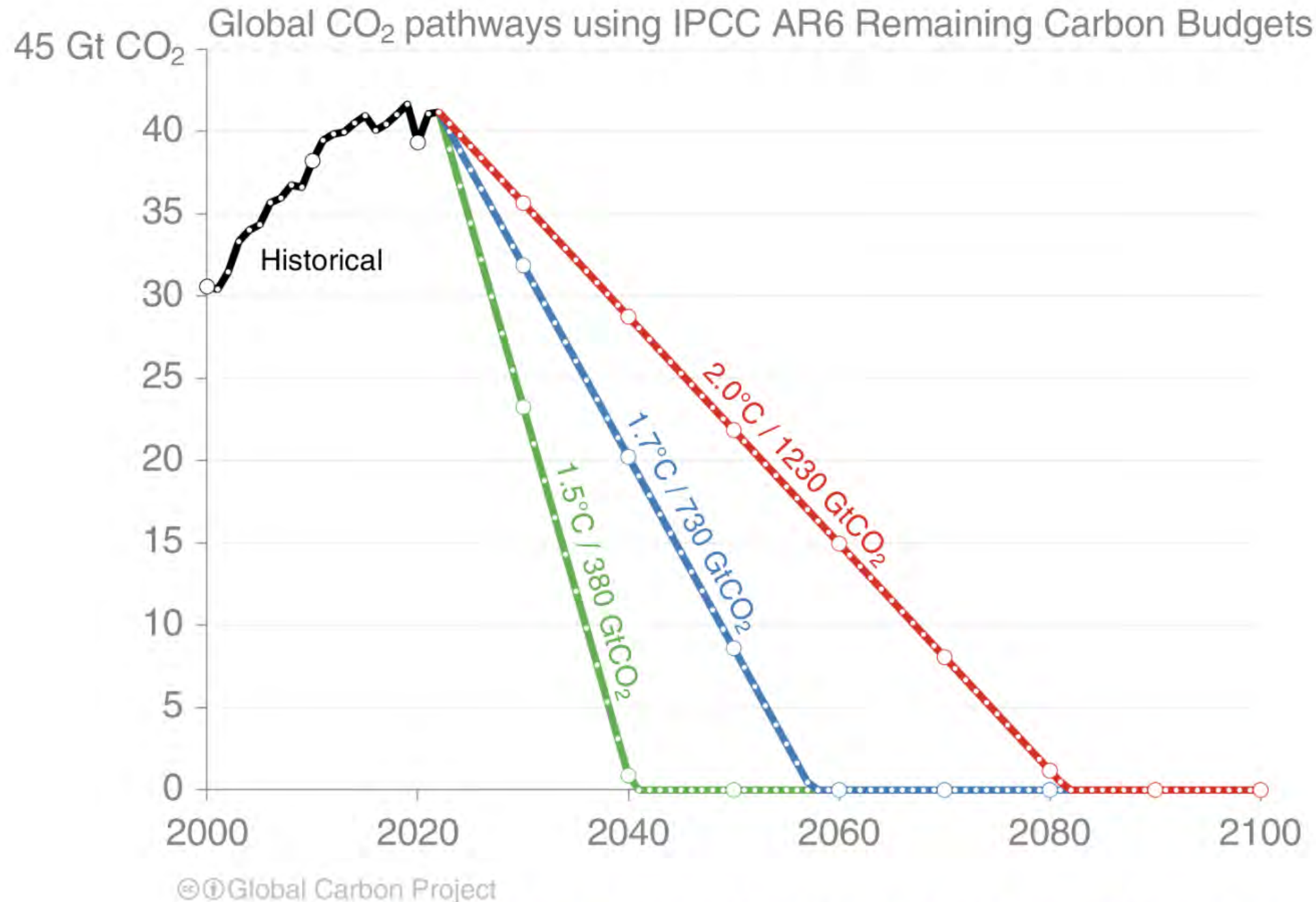
# NET AND GROSS EMISSIONS



Source: Graphic based on Intergovernmental Panel on Climate Change Working Group III report.

# Remaining carbon budget

Global CO<sub>2</sub> emissions must reach net zero to limit global warming. Reaching net zero CO<sub>2</sub> emissions by 2050 would require a decrease of about 1.4 GtCO<sub>2</sub> each year, comparable to the COVID-related 2020 fall.

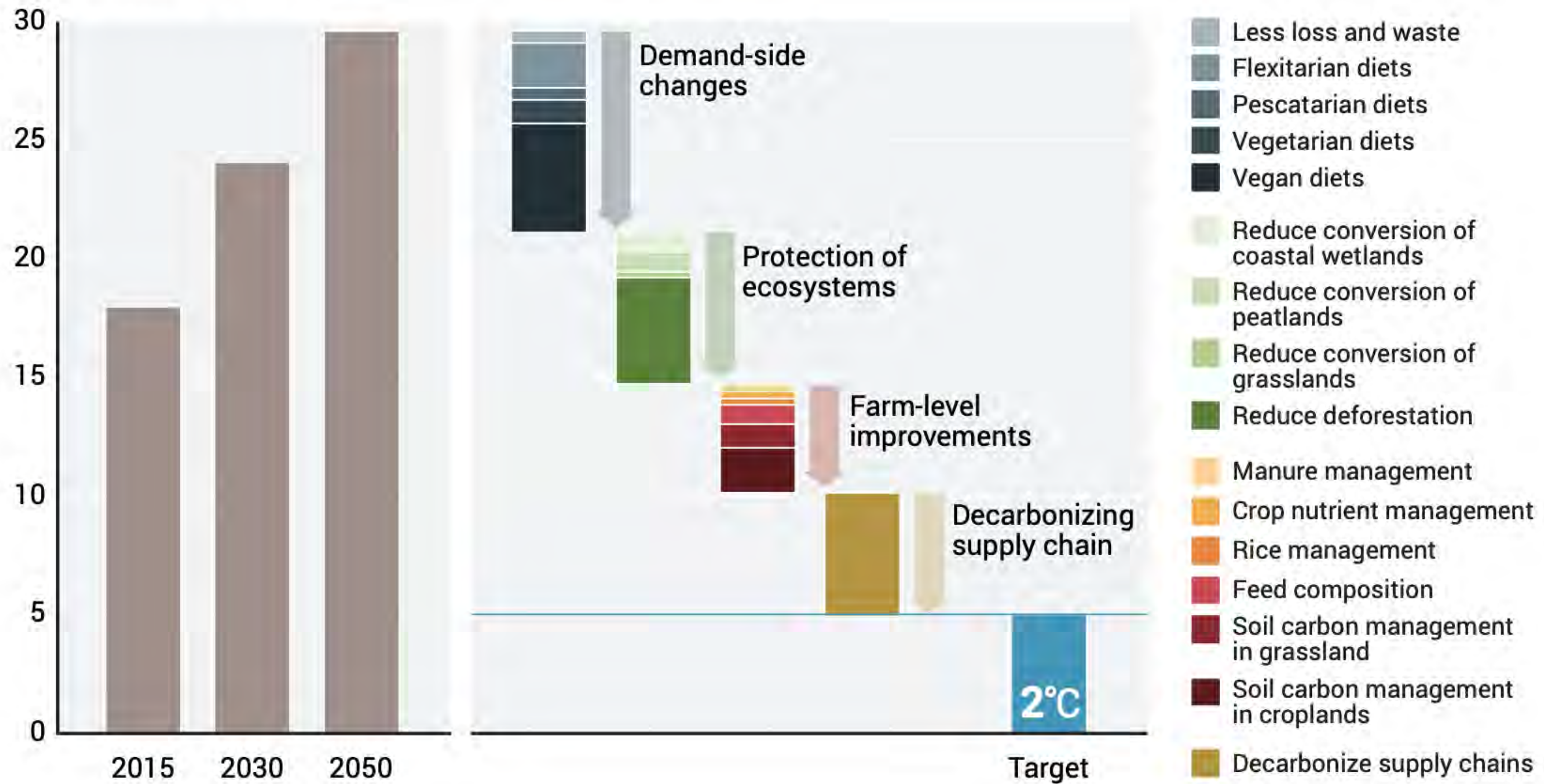


Source: [Friedlingstein et al 2022](#); [Global Carbon Project 2022](#)

# COP15

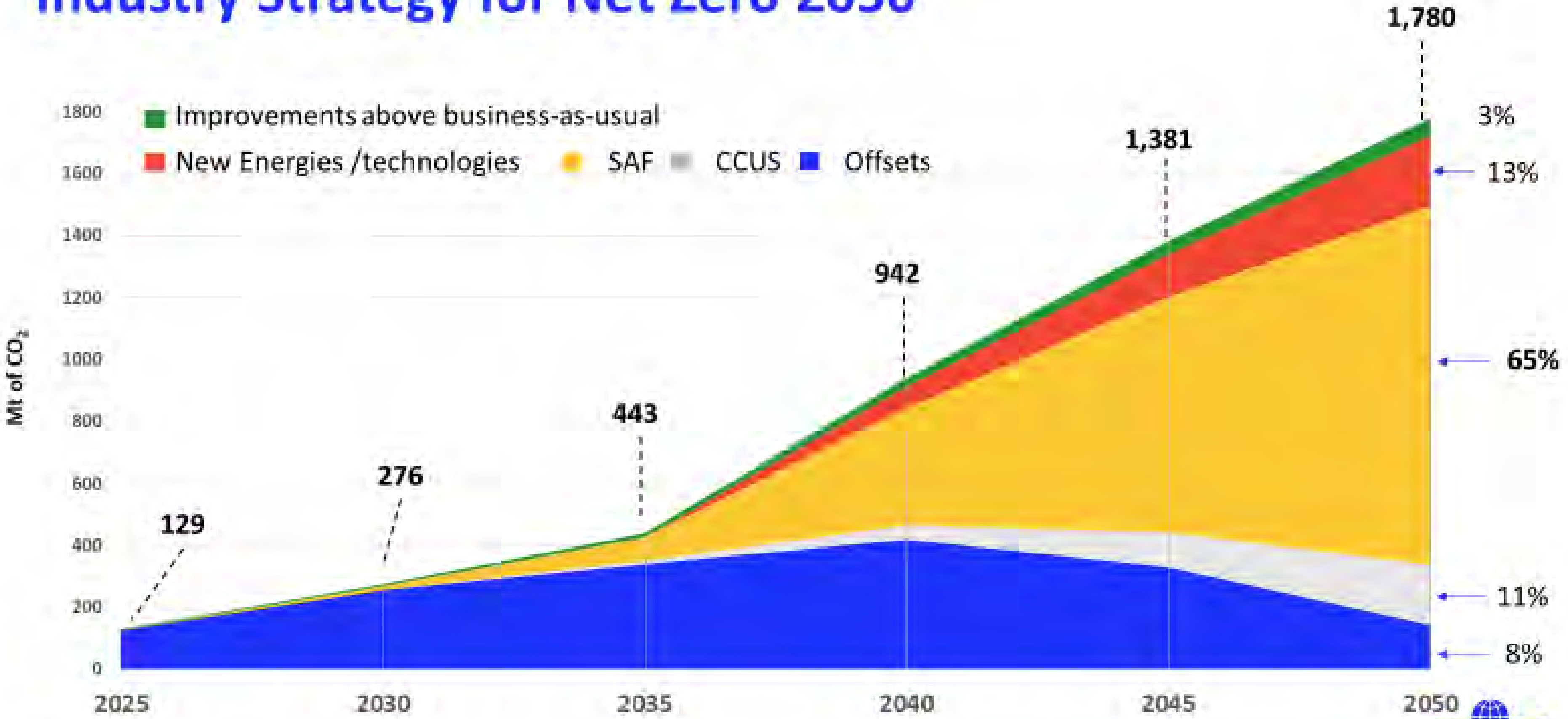
- Conserve and manage over 30% of the world's land, coastal areas and oceans.
- Restore 30% of terrestrial and marine ecosystems
- Halve global food waste
- Promise of significant public and private flows of funding
- Requiring transnational companies to monitor, assess, and transparently disclose risks and impacts on biodiversity through their operations, portfolios, supply and value chains

### GHG emissions (GtCO<sub>2</sub>e)



United Nations Environment Programme (2022). *Emissions Gap Report 2022: The Closing Window – Climate crisis calls for rapid transformation of societies*. Nairobi. <https://www.unep.org/emissions-gap-report-2022>

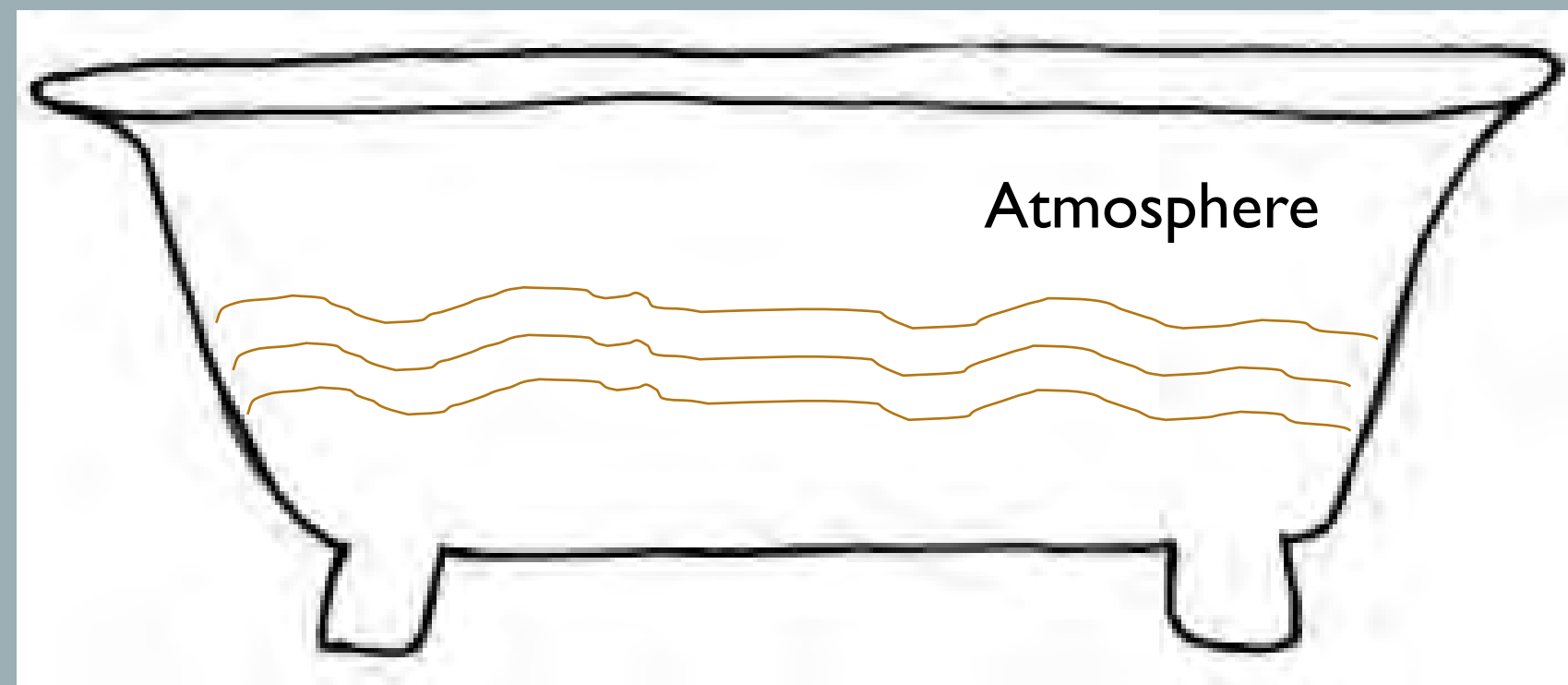
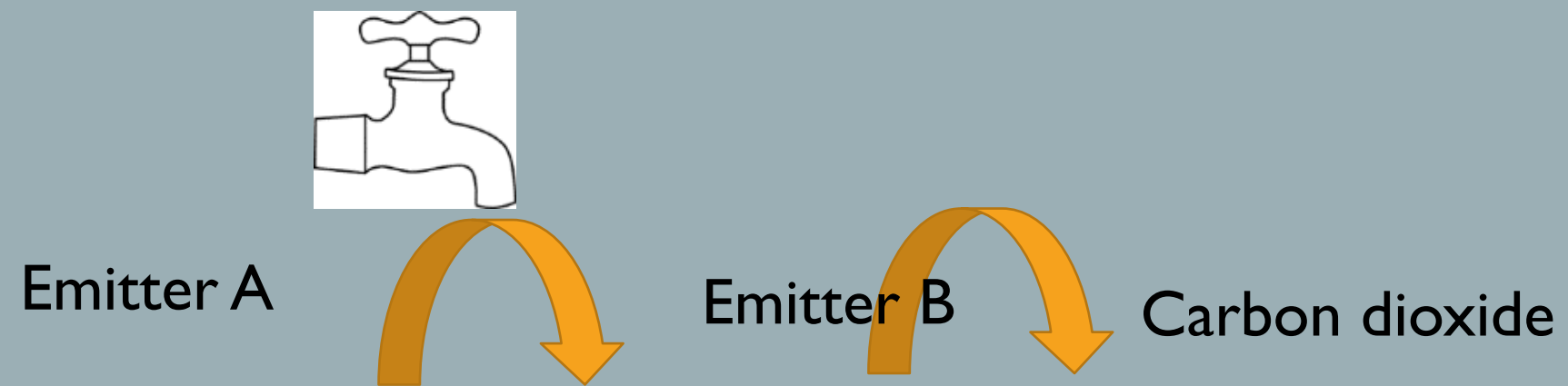
# Industry Strategy for Net Zero 2050



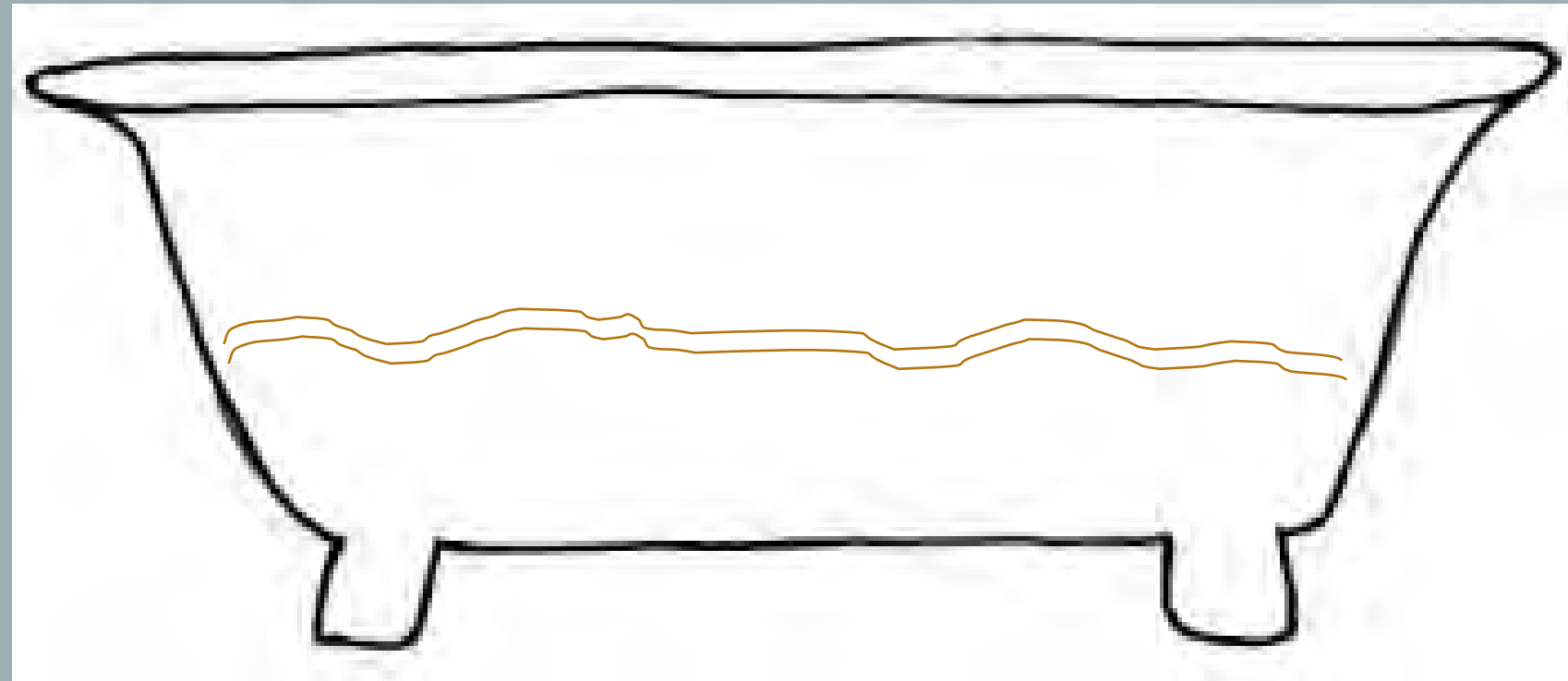
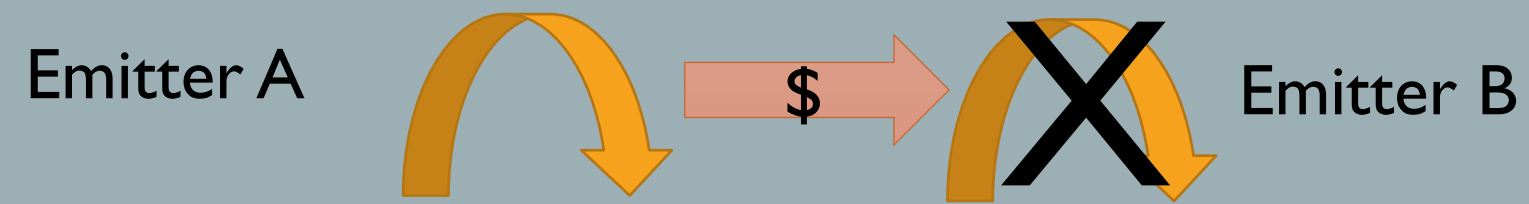
# CARBON OFFSETS



# CARBON EMISSIONS

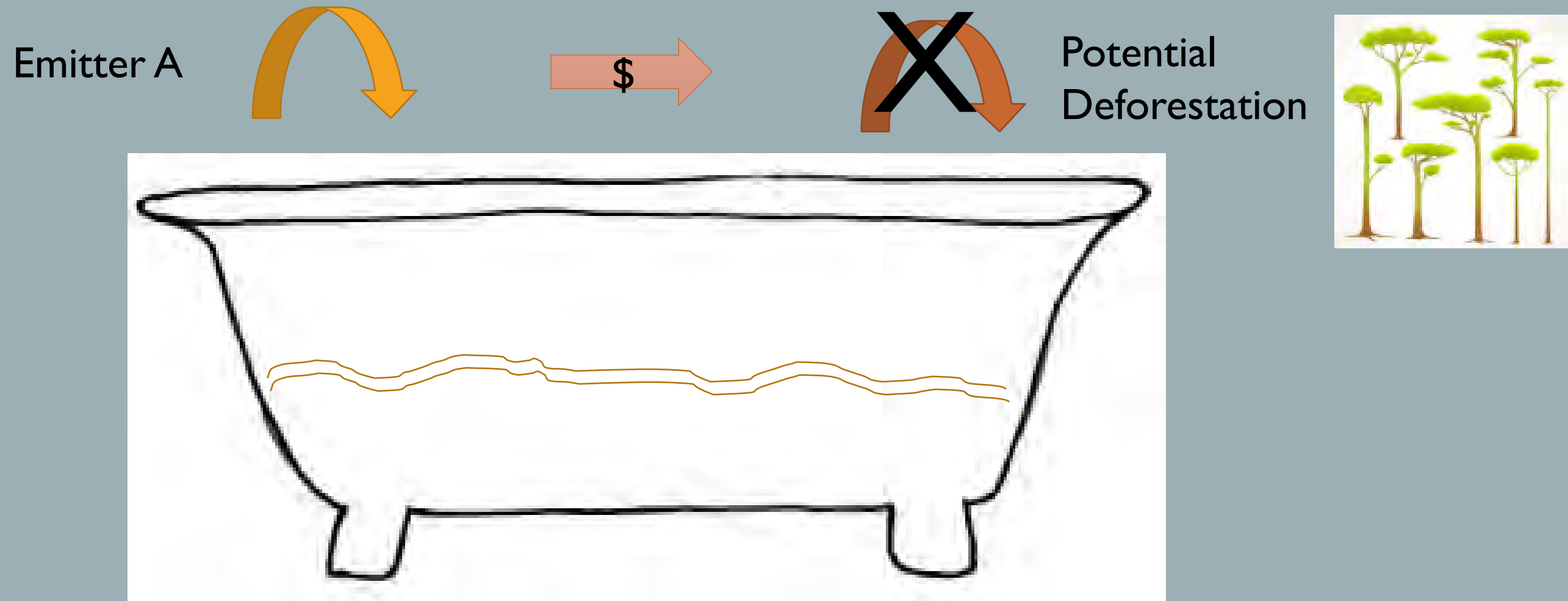


# CARBON OFFSET: AVOIDANCE CREDITS

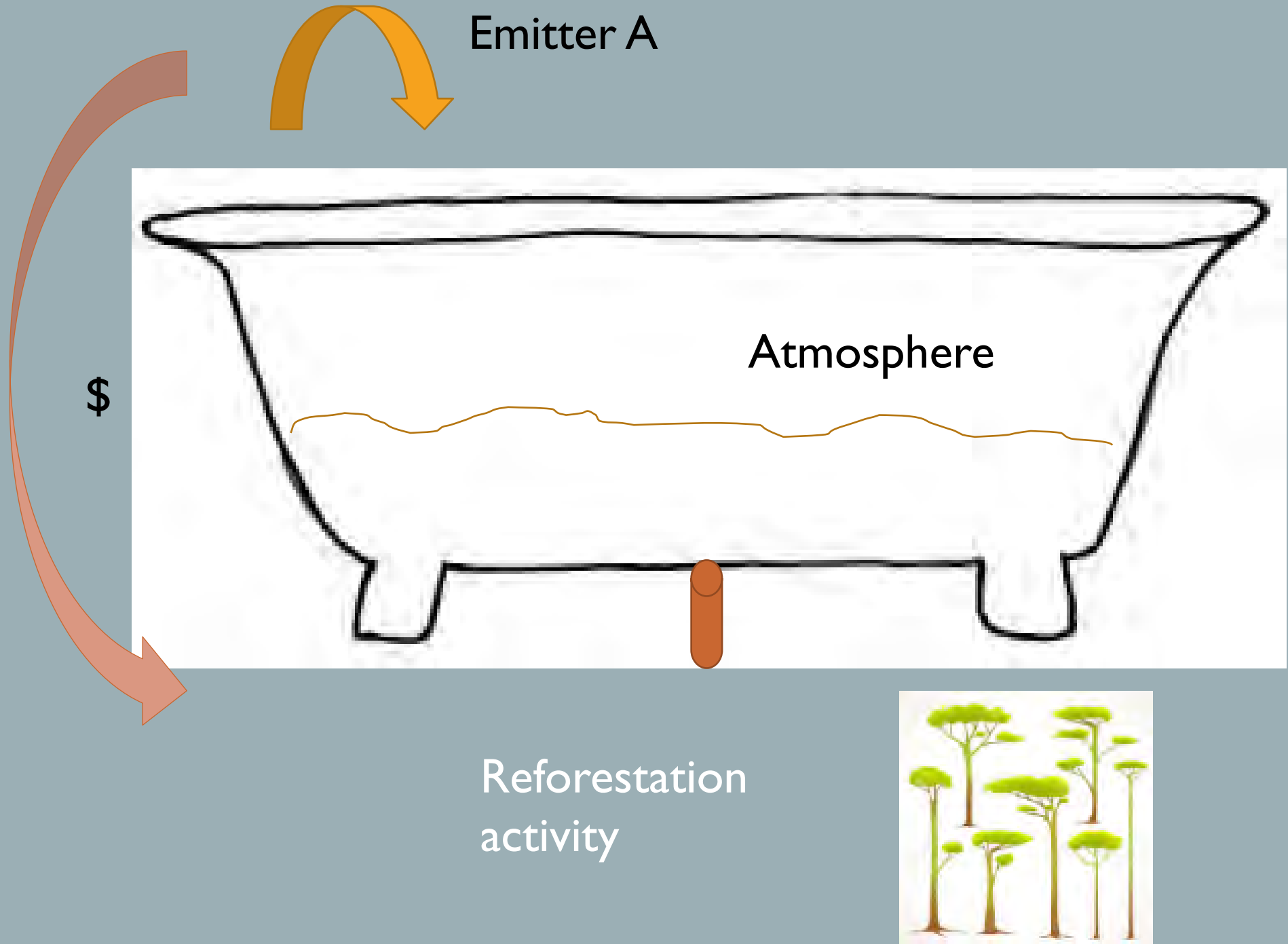


# CARBON OFFSET: REDD

REDUCING EMISSIONS FROM DEFORESTATION AND FOREST DEGRADATION



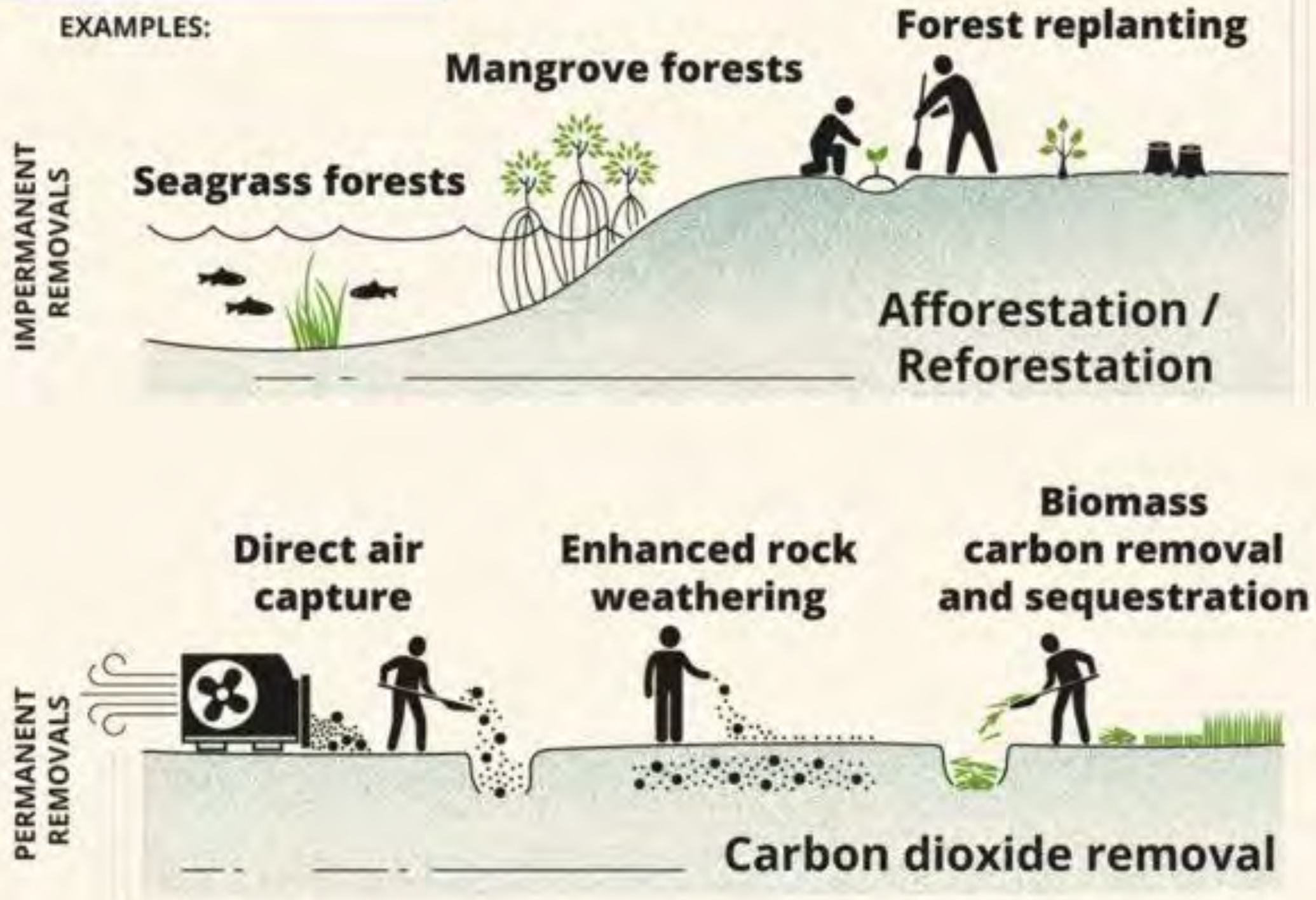
# INCREASING CARBON SINKS: REMOVAL CREDITS



# Removals

← *these are negative emissions*

EXAMPLES:



# The Land Gap Report

---

**The total area of land needed to meet projected biological carbon removal in national climate pledges is almost 1.2 billion hectares – equivalent to current global cropland. Countries' climate pledges rely on unrealistic amounts of land-based carbon removal.**

---

**More than half of the total land area pledged for carbon removal – 633 million hectares – involves reforestation, putting potential pressure on ecosystems, food security and indigenous peoples' rights. Restoring degraded lands and ecosystems account for 551 million hectares pledged.**

---

**Evidence shows that indigenous peoples and local communities with secure land rights vastly outperform both governments and private landholders in preventing deforestation, conserving biodiversity, and producing food sustainably.**

---

**Agroecology promotes socioecological resilience by restoring ecosystem functions and services through biologically diverse agricultural and food systems, also a key approach to the realization of human rights in the context of climate change.**

The Land Gap Report (2022)  
<https://www.landgap.org/>

- ‘Race to Zero’ puts pressure on limited land resources, food prices, climate justice and indigenous land rights
- Offsets and current technology can’t reduce emissions to the level necessary in the time available
- Need to reduce gross emissions



**MOVING BEYOND SUSTAINABILITY  
TO REGENERATIVE TOURISM**



# FROM EXTRACTION TO REGENERATION

Extractive	Sustainable	Restorative	Regenerative
Take	Do no harm	Repair	Self-renewal
Business-as-usual	Weak	Strong	Ideal

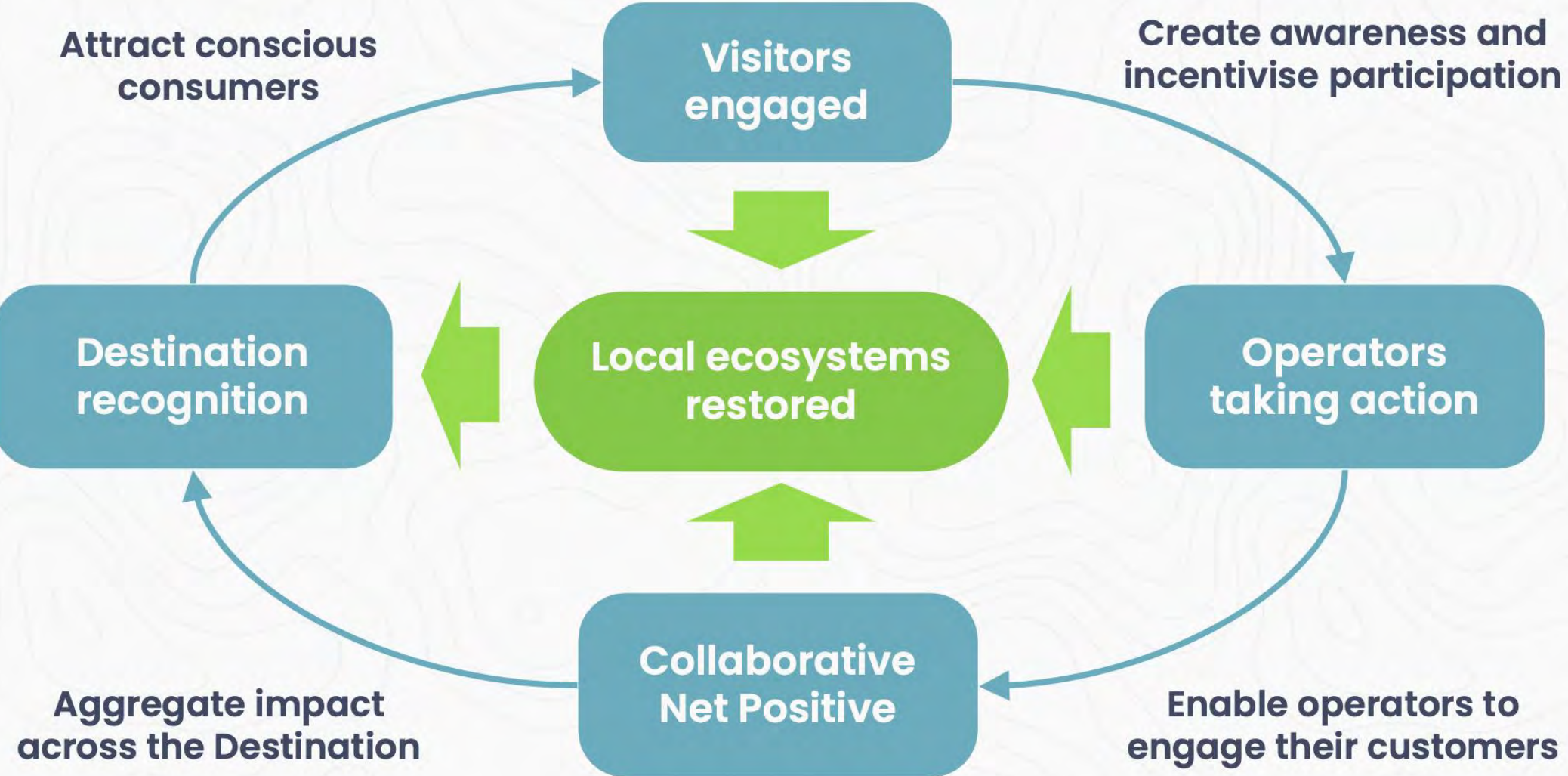
Focus of current approach is on:

- Technical solutions
- Efficiency
- Focus on parts of the system
- ‘Green growth’
- Humans ‘manage’ or control natural resources

Focus of future approach needs to be on:

- Invest in nature and system health, and do this collaboratively
- Understand systemic effects, including feedback loops, and keep learning
- Take a long-term perspective and understand the unique past, present and future of a place
- Increase human consciousness of being part of nature

# REFOREST EXAMPLE







# CREATING SUSTAINABLE DESTINATIONS THROUGH THE TOURISM VALUE CHAIN

## **Paula Vlamings**

Chief Impact Officer, Tourism Cares

## **Malia Asfour**

Managing Director, Jordan Tourism Board North America

## **Timo Shaw**

Country Walkers & VBT Bicycling Vacations

## **Shannon Guihan**

Chief Sustainability Officer, The Travel Corporation

## **Knut Perander**

Head of Tourism Development, Innovation Norway

**#WhenTourismCares #TourismCaresNorway**



T-Bird E-Bike Rentals (Tiickin)



### Tbird E-Bike Rentals - Tiickin

430 likes · 460 followers

### T-Bird E-Bike Rentals (Tiickin)

E-Bikes



Directions



Copy Number



Website



Share

#### OUR EXPERIENCES

Tiickin (Thunderbird) Ebike Rentals offers e-bike rentals and guided tours of traditional Yuułuʔiłʔatḥ First Nation land and Pacific Rim National Park Reserve/Ucluelet/Tofino.

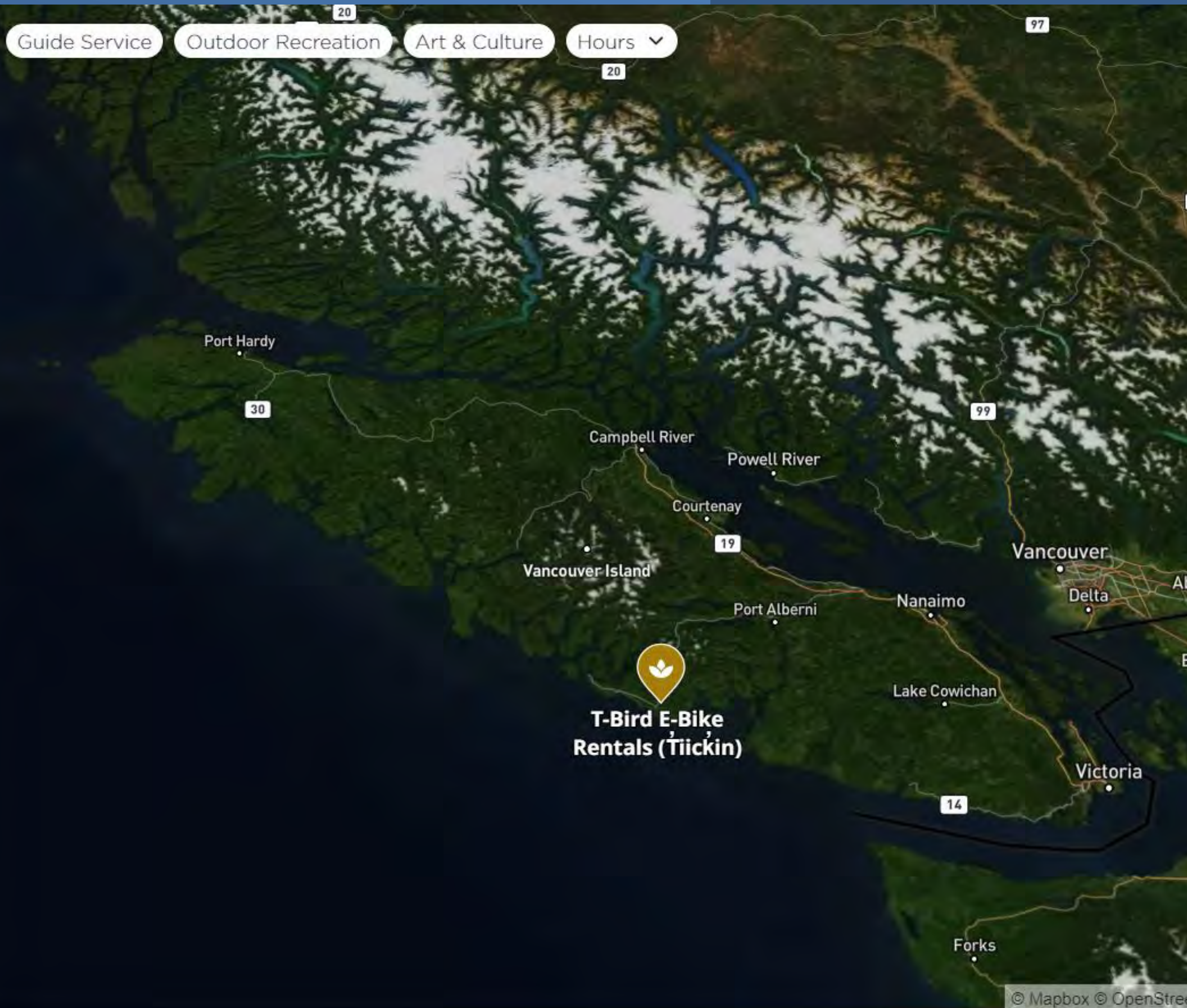
#### ABOUT US

Guide Service

Outdoor Recreation

Art & Culture

Hours





# DISCUSSION

TABLE 1

---

Malia Asfour

TABLE 2

---

Timo Shaw

TABLE 3

---

Shannon Guihan

TABLE 4

---

Knut Perander

TABLE 5

---

Kati Paasi

TABLE 6

---

Ivan Eskilden

TABLE 7

---

Rachel Loh



# MAKING SUSTAINABILITY HAPPEN

**Graham Miller**

Professor of Sustainability in Business,  
University of Surrey

**#WhenTourismCares #TourismCaresNorway**



# WORKSHOP

## TABLE 1

---

How can we reduce carbon emissions from the tourism product?

## TABLE 2

---

How can we drive greater positive impact for the destination community?

## TABLE 3

---

How can we create sustainable supply chains?

## TABLE 4

---

How do we market sustainability to consumers?

## TABLE 5

---

Does a corporate foundation help or hurt sustainability efforts?

## TABLE 6

---

How do we measure the impact of our activities?

## TABLE 7

---

How can we create an internal culture of sustainability?





# WELCOME TO THE MS NORDKAAP

**Andre Pettersen**

VP of Hurtigruten Operations, Hurtigruten

[#WhenTourismCares](#) [#TourismCaresNorway](#)



# FIRESIDE CHAT

## **Graham Miller**

Professor of Sustainability in Business,  
University of Surrey

## **Tudor Morgan**

VP of Sustainability and Industry Relations, Hurtigruten  
Expeditions

**#WhenTourismCares #TourismCaresNorway**



# TOURISM IN A FRAGILE ENVIRONMENT: RESPONDING TO CLIMATE RISKS

## **Tudor Morgan**

VP of Sustainability and Industry Relations, Hurtigruten Expeditions

## **Trond Øverås**

Head of Visit Northern Norway

## **Gaute Svensson**

Associate Professor, Department of Tourism and Northern Studies, University of Norway

# Tourism Cares with Norway



Day 2





# DESIGNING TOURISM FOR LOCAL COMMUNITIES: A CASE STUDY WITH THE SAMI PEOPLE

**Sandra Márjá West** – Sami Council

**Johan Isak Turi Oskal** – Tromsø Arctic Reindeer

**Britt Kramvig** – Professor, The Arctic University of Norway

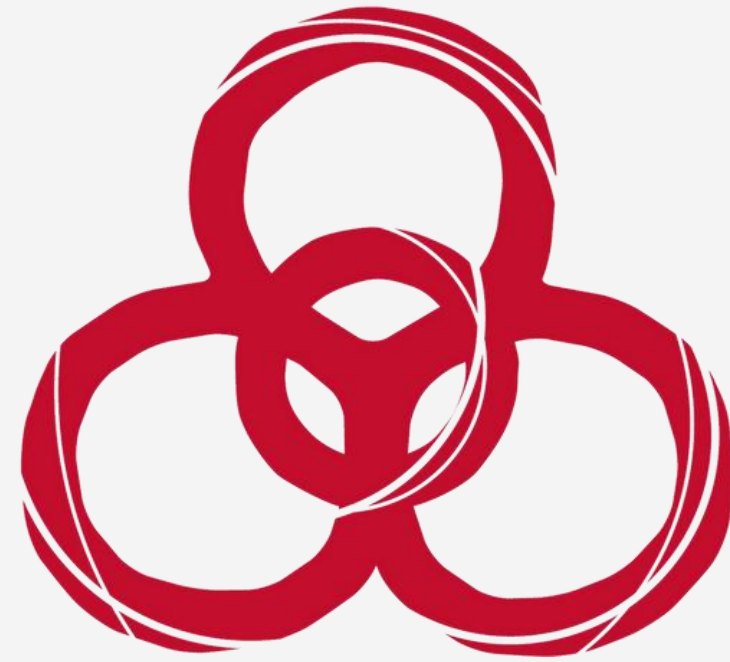
**Frida Omma** – Ph. D Student, The Arctic University of Norway

**Knut Perander** – Head of Destination Development, Visit Norway

**Silje Hovdenak** – Sami Parliament

# TOURISM IN SÁPMI

Sandra Márjá West, The Saami  
Council  
Project manager Sámi Trademarks



# THE SAAMI COUNCIL


- A Sámi NGO with Sámi member organisations in Finland, Russia, Norway and Sweden.
- Founded in 1956.
- Works with Sámi policy tasks within culture, international cooperation, EU, climate/environment and human rights.

# CHALLENGES TODAY

- cultural appropriation
- exoticification and misrepresentation
- disturbance of traditional livelihoods
- negative impact on climate and nature
- do we present what we want to or what is expected of us?








WHAT WOULD THE  
IDEAL TOURISM BE?





# TOURISM FOR SÁMIS

- Spreads knowledge and awareness about the Sámi people and society
  - Supports us in living on our land and upholding our traditions
  - A tourism initiative based on Sámi values with Sámis in leadership
- 

# HOW DO WE GET THERE?

1. Education
2. Standards for tourism in Sápmi
3. Give value back to sámi society



# SÁMI TRADEMARKS

- guides buyers to genuine products
- enhances the competitiveness of Sámi businesses
- standards are set by the sámi people



**UiT**

THE ARCTIC  
UNIVERSITY  
OF NORWAY

# Notes on travelling in Sápmi Tourism

Cares Romsa/Tromsø

---

Professor Britt Kramvig

Department for Tourism and Northern studies/ Mátkkoštanealáhusa ja davvi oahpuid instituhtta

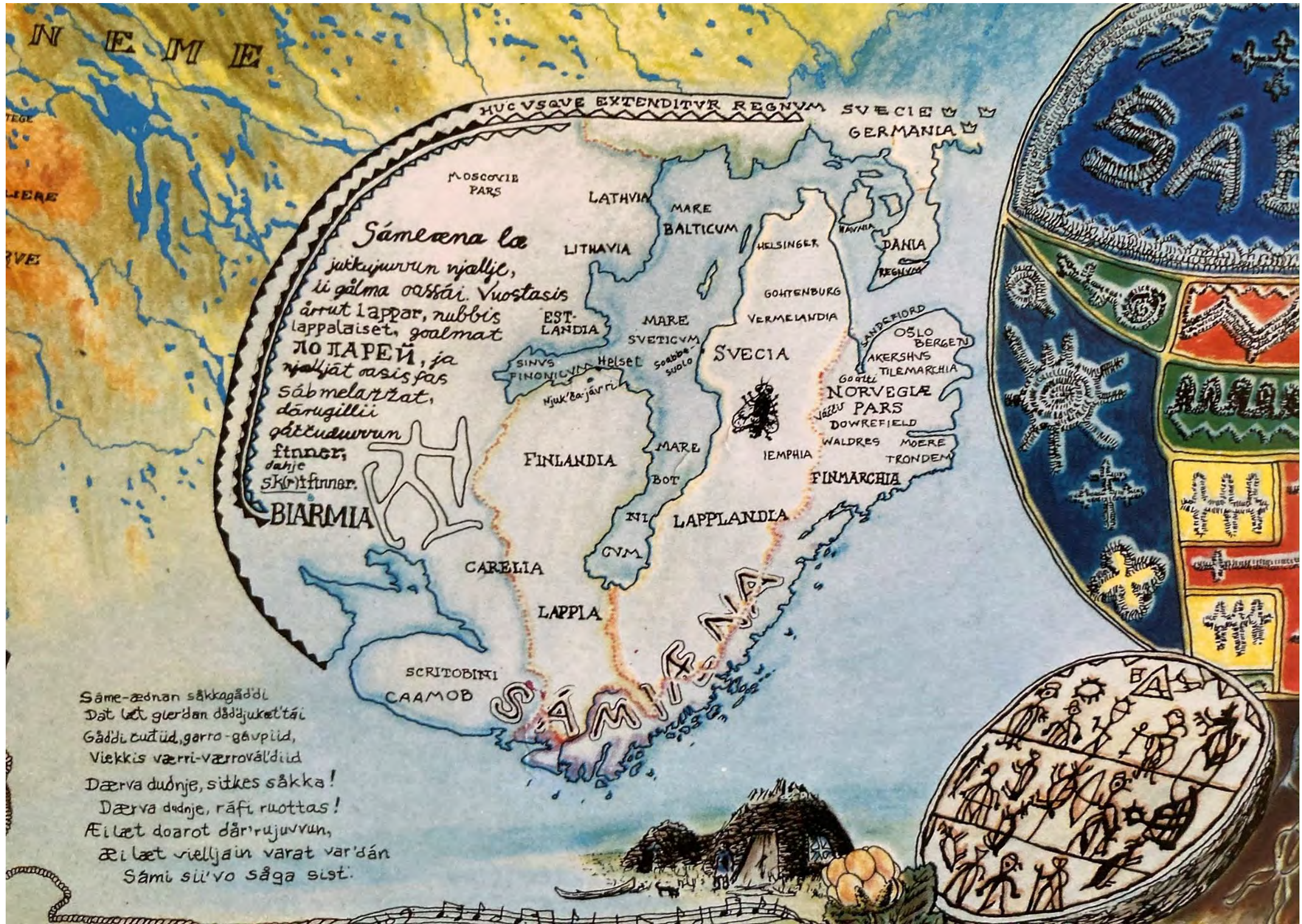
UiT The Arctic University of Norway/ Norgga árktalaš universitehta





**SÁPMI**

Bures buorin Sápmi! Eloh Sápmi! • Greetings from Sápmi – hornead of Sámi! Gappi in four states! • Hivier bi Sápmi – summer hornland / fire stable! • Terveiset Saamelokuvien kotimaasta – Sápmi – rönjöstä saattoi/Saami nurkasta tilkkahti! •



*Sámegána la*  
*juokkuvuon njallje,*  
*ii gálma oassái. Vuostasis*  
*árrut lappar, nubbis*  
*lappalaiset, goalmat*  
 ЛО ПАРЕЙ, ja  
*njalljät oasis fas*  
*sábmelarttat,*  
*dárugillii*  
*gáttuvuvun*  
*ftinner,*  
*dañje*  
*skritifinner.*  
**BIARMIA**

Sáme-ædnan sákkagáddi  
 Dæt læt gjer'dan dáddjukot'tái  
 Gáddi cuđiđ, garro-gávpiđ,  
 Viekkis værri-værrováldiđ  
 Dærva duđnje, sitkes sákka!  
 Dærva duđnje, ráfi ruottas!  
 Æi læt doarot dár'rujuvun,  
 Æi læt vielljain varat var'dán  
 Sámi sii'vo sága sist.





Willem Barentsz (1550–1597), expeditions to Ultima Thule foundation



**INDEPENDENT TOURS, 1892.**

Fantoft Church
Thronhjelm Cathedral

**COOK'S TOURS**  
IN  
**NORWAY, SWEDEN,**  
AND  
**DENMARK.**

Suldal Gate
Vöringfos
Skjæggedalsfos

North Cape with  
Midnight Sun

Bøjumsbrae
Carriole

Stolkjærre
Fjærlands-fiord

**Thos. Cook & Son, Ludgate Circus, London.**



Fig. 1. "Mr. Bullock's Exhibition of Laplanders". Trykk: Thomas Rowlandson. Kilde: Nasjonalbiblioteket, Oslo.

*Fig. 5. Omreisende museum? Utstillingsgruppe fra Frostviken ca. 1890. Kilde: Tromsø Museum – Universitetsmuseet.*



Sámi tourist exhibition  
Photo: Tromsø Museum



The Lapland Village fra verdensutstillingen i Chicago i 1893.  
Photo: C.D. Arnold via Wikimedia Commons



Nils Henriksen Omma with two of his sons, together with tourists and crew from the ship Olaf Kyrre visiting Tromsø:Romsa and Sálašvággi (álaščohkka) between 1887 og 1893

Photo: Tromsø Museum



Nils Somby and Gabba : North Cape tourism attraction

# The Kiwi event in Sápmi





The Guovdageaidnu/Kautokeino gákti.  
Photo: Tromsø Museum´.



Davvi Siida



**Luondu m  
in eallin**

**Nature is our  
culture**



Davvi Siida

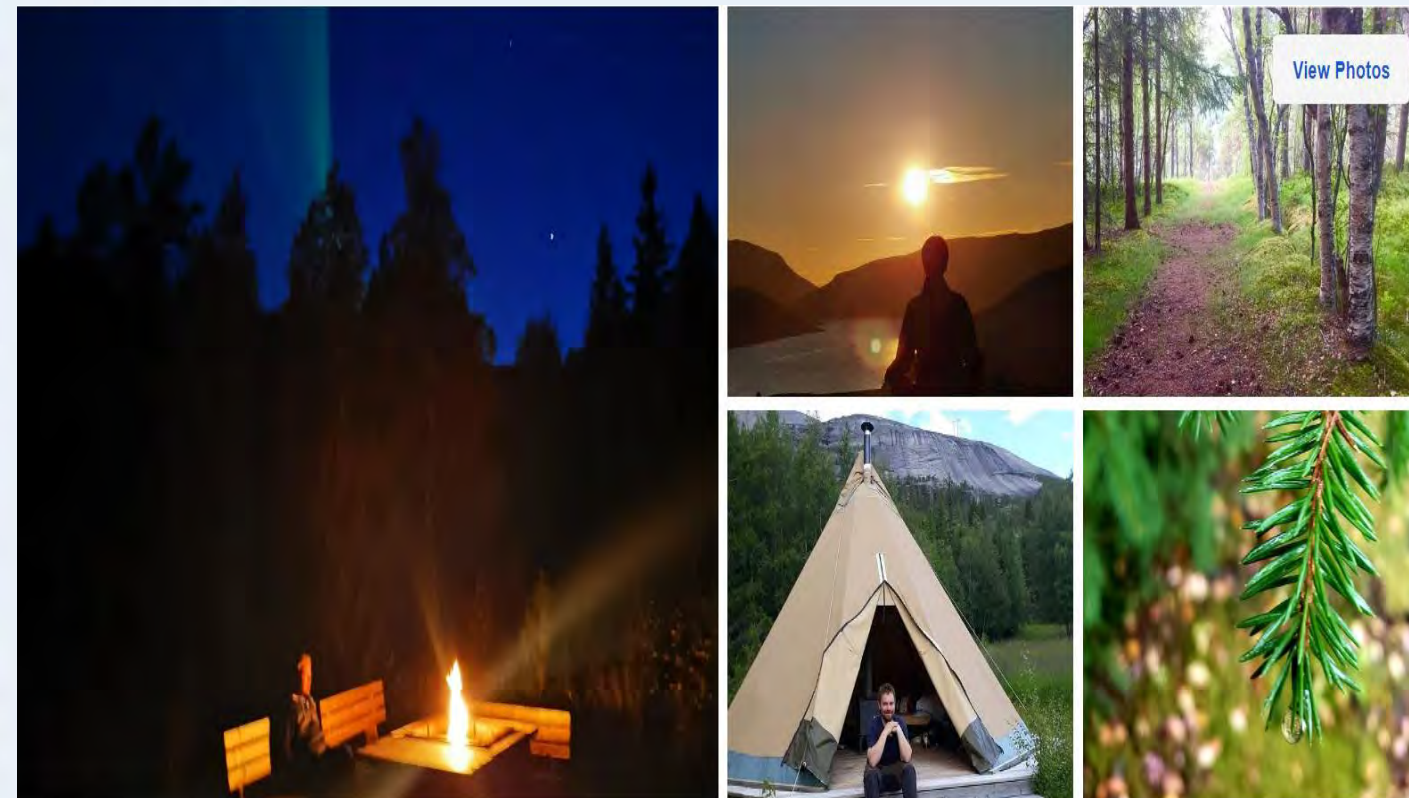


# Sámi culture and spirituality in Tysfjord

## Sámi Safari Camp



According to the Sámi world view, our lives – and all life – revolve around the forces of nature. And it is nature itself that lends power to our spiritual traditions. We hereby invite you to join us and explore our Sámi heritage and our understanding of the sacred “circle of life”.



3-days Sámi healing retreat

1. Participants





I consider myself as more of a **storyteller** – my clothes tell something important. **I am still in the process of learning what they tell.** In addition, how I work, where I work and the materials with which I work are expanding and are creating new openings. [These handmade collections of clothes are more than design objects; they are becoming performative art, enacted through dance performances, choreography – connected to other artistic articulations.

Therefore, **the design collections are not about clothes.** Maybe my design is a way of communicating, telling stories through materialities. **It connects where I come from – my personal story – with the situation of this planet; it connects to the need to rethink sustainability and be critical toward consumption.** The aesthetic and the material are woven together. For that reason, I want to start from materiality.

Ramona Salo Myrseth reflects on her award-winning collection, 'The Sámi half hour'.

Photo: Alberto Palladino





☰  
**DÁID**  
**DADÁ**  
LLU ▲





tilbyr bedrifts- og utviklingsrådgiving for nyetablerere og etablerte bedrifter i Nesseby, Tana, Karasjok, Porsanger og Kautokeino.

En gründer eller bedrift hos oss har alltid vårt team i ryggen og et stort nettverk. Et nettverk som vokser og vokser. Vi ønsker å gi det beste til våre gründerne og målbedrifter, og bidra til næringsutviklingen i våre vertskommuner.

Velkommen til den gode samtalen!



**GRATULERER MED  
DAGEN!  
LIHKKU BEIVVIIN!**

Vi utvikler levedyktige bedrifter i Sápmi

Sápmi Næringshage er her for bedriftene. Hvis du har planer om å starte egen bedrift eller vil utvikle din bedrift - ta kontakt med oss.

[www.sapminh.no](http://www.sapminh.no)  
[sapminaringshage](https://www.facebook.com/sapminaringshage)  
[post@sapminh.no](mailto:post@sapminh.no)  
[sapminaringshage](https://www.instagram.com/sapminaringshage)

**SÁPMI  
NÆRINGS-  
HAGE**



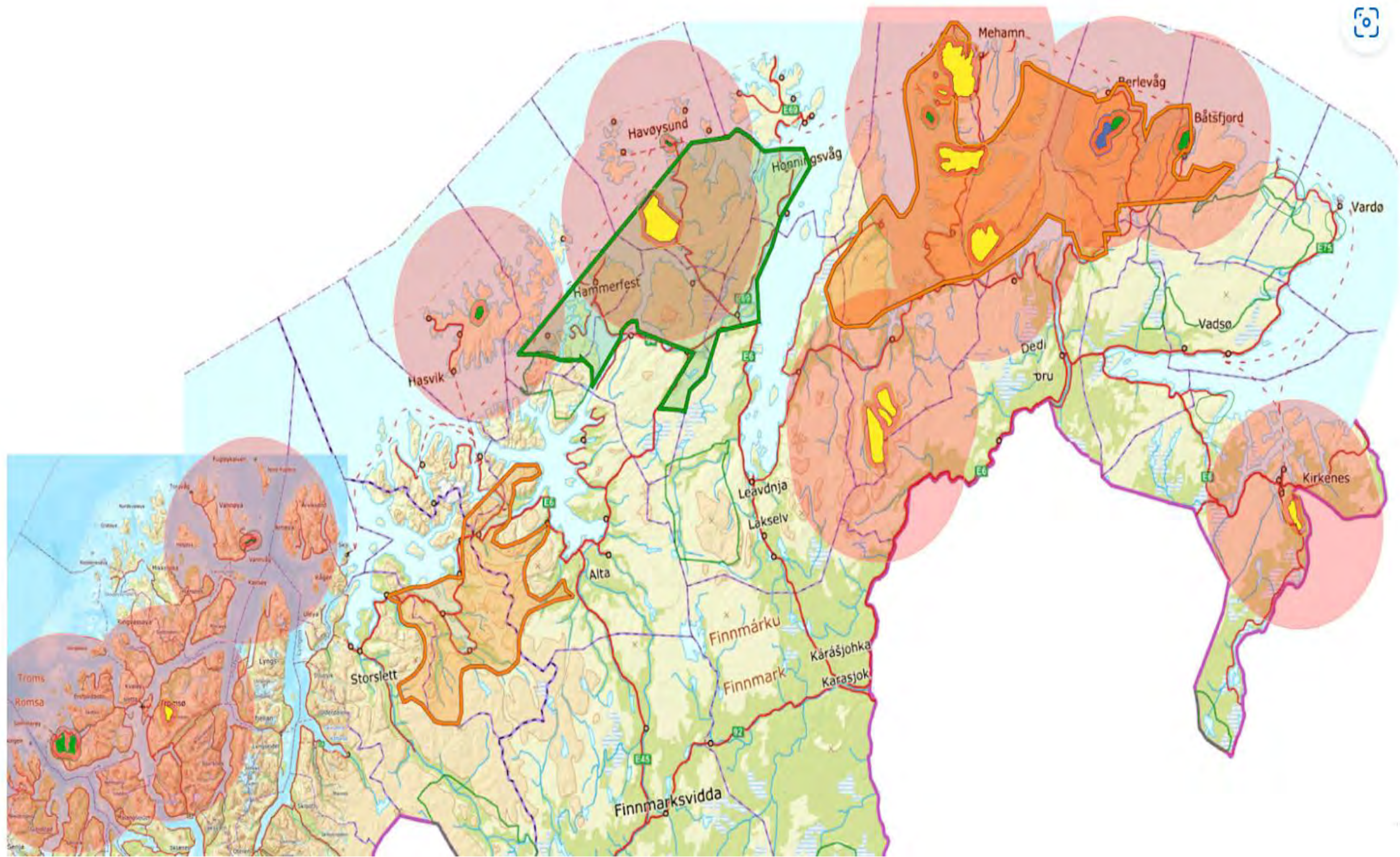
Antje, Camilla og Anton



**Sámi allaskuvla**  
Sámi University of Applied Sciences











[Britt.kramvig@uit.no](mailto:Britt.kramvig@uit.no) +4799471101

2023 B. Kramvig, S. Joks, N. Hermansen, Ø. Steinlien, L. Østmo, A. **Notes on representation of Indigenous Sámi in research** in The International Encyclopedia of Anthropology

2023 D. Chartier, H. Guttorm, B. Kramvig, B. Kristoffersen, J. Riquet, and P. Steinberg Chapter **7 Decolonial Cartographies Countermapping in the Arctic**, In Mediated Arctic Geographies edited by Liisa-Rávná Finbog and Johannes Riquet

2023 B. Kramvig, M. Danbolt & C. Hætta (red.) **Art and Communities of friction in Sápmi**, Special Issue Diedut.

2022 J. Henriksen, N. Doering, S. Dudeck, S. Elverum, C. Fisher, T. Herrmann, R. Laptander, B. Kramvig, J. Milton, E. Omma, G. Saxinger, A. Scheepstra, K. Wilson ***Improving the relationships between Indigenous rights holders and researchers in the Arctic: an invitation for change in funding and collaboration***. Environmental Research Letters 2022; Volum 17 (6).

2022 B. Kramvig & T. Kvidahl-Rørvik **Sámi storytelling through design**. (520-535) I Valkonen, S., Aikio, Á., Alakorva, S., & Magga, S.-M. (Eds.). The Sámi World (1st ed.). Routledge

2020 B. Kramvig & A. Førde **Stories of reconciliation enacted in the everyday lives of Sámi tourism entrepreneurs**, Acta Borealia, 37:1-2, 27-42,



**UiT** Norgga árktalaš universitehta  
The Arctic University of Norway

# Guided nature-based experiences

Perspectives from guides and stakeholders in  
Northern Troms

PhD Candidate Nature guiding and sustainable tourism

Frida Marie Omma Jørgensen  
*frida.marie.jorgensen@uit.no*



# PHD PROJECT NATURE GUIDES AND SUSTAINABLE TOURISM

How can nature guides' expressions and practices contribute to ecological and sociocultural sustainability?





# Academia and responsibility



Outdoor recreation and sports public workshop



Panel discussion with the Truth and Reconciliation Commission



Nordic nature guide  
education:  
outdoor recreation  
«friluftsliv»

- Slow adventure
- Learning in nature
- Philosophy of deep ecology

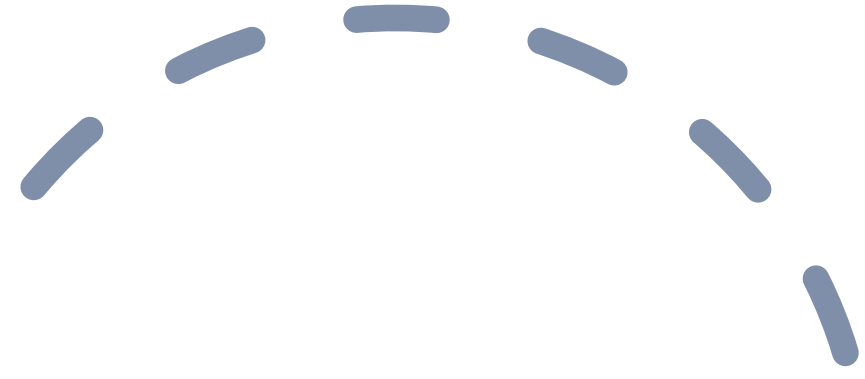


## Sámi practices in nature meahcástallan

- Intangible meanings in the landscape
- A part of everyday life
- Sustainability norms
- More-than-human world







## Nature-based tourism and animals

Guides beliefs and attitudes  
towards non-humans



# THEMATIC FRAMEWORK OF NON-HUMAN ETHICS BY NATURE GUIDES



## Care as relations

- Acknowledge their way of life
- Intrinsic value and agency
- Alternative term 'omsorg'
- Nature also cares for us

## Respect in action

- Not in a romantic way
- Ask critical questions; what is good or bad?
- Action; regulations are needed, volunteer research

## Coexistence

- 'i pakt med' – in agreement with
- Togetherness
- Co-habitation with other species

# Climate change

- A driver for innovation
- Scarce financial resources
- Consequences for Sami livelihoods
- Negative effects for guided tours
- Environment adaptations for outdoor recreation infrastructure





# Regenerative tourism framework for Northern Troms

Success factors:

Nature guide contribution



Potential outcomes:

Stakeholders perspectives



Traditional and Local Knowledge



Indigenous empowerment



Mountain bicycle guide, cultural heritage site



Photo courtesy of Lyngsfjord Alperrein

Cultural representation



Community wellbeing



Fjærabuene in Birtavarre, traditional boat houses



The Riddu Riđđu festival, Manndalen

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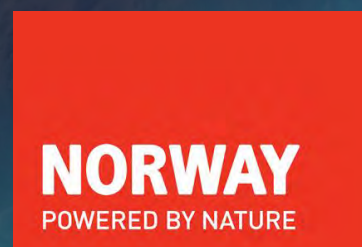
[www.linkedin.com/in/frida-jorgensen](http://www.linkedin.com/in/frida-jorgensen)



# Tourism Cares with Norway



Day 4





# WELCOME

**Greg Takehara**  
CEO, Tourism Cares

**#WhenTourismCares #TourismCaresNorway**



# THE FUTURE OF TOURISM IN SVALBARD

**Sara Nordell Borchgrevink** –  
Sustainability Manager, Visit Svalbard

**Dominique Callimanopoulos** – Founder &  
CEO, Elevate Destinations

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# SVALBARD THE SUSTAINABLE DESTINATION CASE



# VISIT SVALBARD

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## TOURISM TO SVALBARD (2019) – 2022

Land-based in Longyearbyen: (77 000) – 68 000 guests

Conventional cruises: (40 000) – 20 000 pax

Explorer cruises: (22 000) – 28 000 pax



## CLIMATE MEASURES

### In Svalbard:

- Reduction of coal power production
- Use of renewable energy
- Reduction of waste disposal
- Conservation of nature
- Sustainable tourism



## CLIMATE MEASURES

### In tourism:

- Length of stay
  - Activities
  - Climate adaption
  - Minimum
- Locally produced food and products
  - Member companies
  - Tourist information
- Knowledge
- Sustainable travel





## ENVIRONMENTAL MEASURES

- The Svalbard Environmental Protection Act
- Responsible and safe
- Environmental certified companies
- Conventional cruise



## VALUE CREATION

- Volume
- Whole-year tourism
- Local companies

# THE SEASONS

On Svalbard we have five seasons. In addition to spring, summer and autumn, we experience both the dark and light sides of winter here in the Arctic.



## POLAR SUMMER

17th May - 30th September. Midnight sun, beautiful colours and contrasts provide the frames for glaciers, majestic mountain formations and endless arctic tundra.



## NORTHERN LIGHTS WINTER

1st October - 28th February. In late October, the sun casts its last rays over the landscape this year, and Svalbard enters the polar night with darkness 27/7.



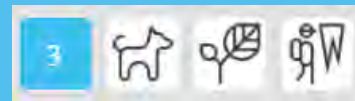
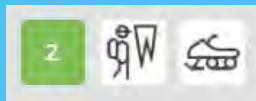
## SUNNY WINTER

11th March - 16th May. As the light returns, the activity level and energy increases - you want to go out, to see and experience.



## SOCIAL RESPONSIBILITY

- A good place to stay - a good place to visit
- Well prepared guests
- Longyearbyen Community Guidelines
- Responsible marketing



RESPONSIBLE MARKETING





## RESPONSIBLE MARKETING

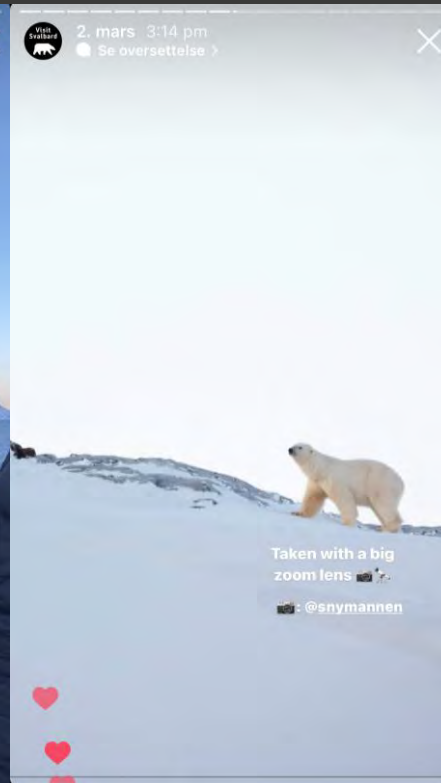
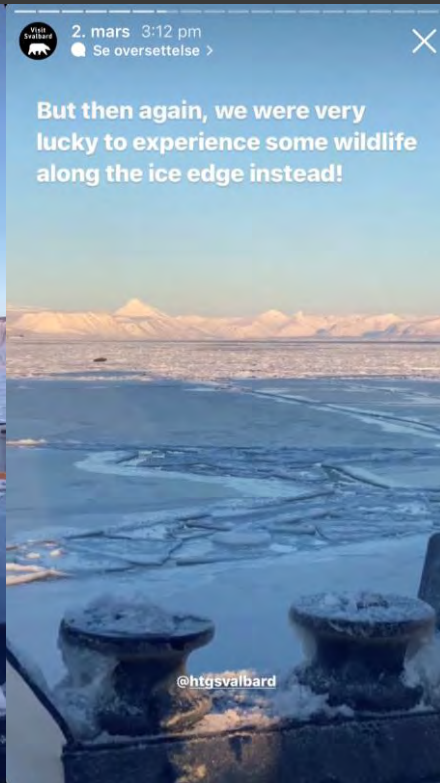
### Case: Polar bear

- Distance
- Attention
- Situation



### Case: Northern lights

- Photo editing
- Realistic
- Knowledge





**Visit  
Svalbard**



**Sustainable  
Destination**

Local engagement  
in a long perspective

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# COMMITMENTS TO ACTION

**Graham Miller**

Professor of Sustainability in Business, University of Surrey

**Tourism Cares Team**

**#WhenTourismCares #TourismCaresNorway**

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