



SUSTAINABLE TOURISM

Boye – June 2022, Stine Selmer Andersen



DEFINITIONS AKA A THEORETICAL WORM HOLE

"Tourism that take full account of its current and future economic, social and environmental impacts, adressing the needs of visitors, the industry, the environment and the host communities" - UNTWO

Sub-genres

- Transformational tourism
- Regenerative tourism
- Leave no trace-policies
- Eco-tourism
- Do no harm/Global compact (companies)
- The Glasgow Declaration

THE BAD

- Climate sinner

REPUTATION

- Flight shame and carbon footprint
- Bad behaviour/carelessness
- Over-tourism
- Pollution
- Poor safety
- Human exploitation
- Lack of knowledge in tourists
- Hurting local culture and heritage



THE PARADOXES OF SUSTAINABLE TOURISM

- How can you be sustainable, when you have to fly to arrive?
- How can a cruise ship be sustainable?
- How can experiences be authentic when they are staged?
- “See while you can—destination
- Content creation and marketing in a non-sustainable way is common
- How can we create do marketing while telling the whole truth?

FOUR MUST WINS

- Increase demand from adventure tourists
- Tourism all year in all of Greenland
- Knowledge sharing and competence development
- Support a healthy frame work for tourism

4

KVALITETS-
UDDANNELSE



8

ANSTENDIGE JOBS
OG ØKONOMISK
VÆKST



12

ANSVARLIGT
FORBRUG
OG PRODUKTION



17

PARTNERSKABER
FOR HANDLING

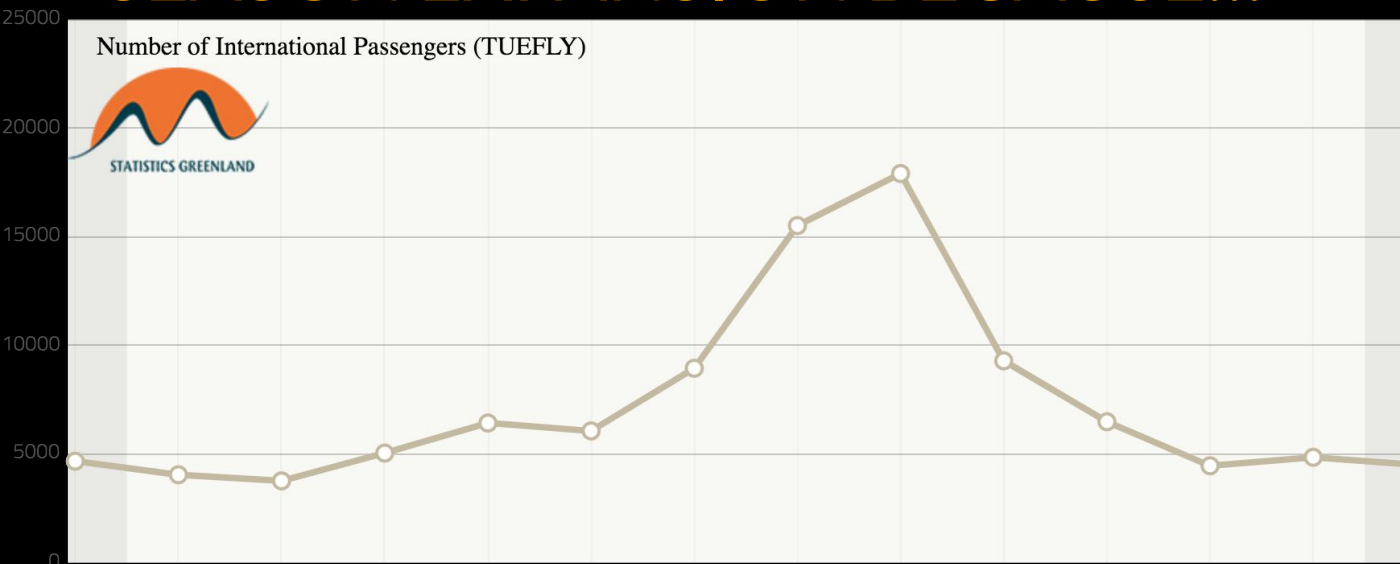


VISIT
Greenland

ADVENTURE TOURISTS BECAUSE...

- Travel is motivated by nature, culture and physical activity
- High spending per tourist per travel
- Higher spending locally than conventional tourists
- Impact awareness
- Authentensity seekers
- Desirable psychographic profile
- Transition to expedition cruising industry (AECO)

SEASON EXPANSION BECAUSE...



SEASON EXPANSION BECAUSE...

- Jobs all year round
- Higher overall income
- Spreading tourism geographically and seasonally to avoid over-tourism
- Improve investment attractiveness
- Versatile destination offers

KNOWLEDGE SHARING BECAUSE...

- Conducting research and data
- Share the best knowledge to our partners
- Secure partnerships to make best decision
- Education – for example Campus Kujalleq
- Nudging tourists through content
- Securing local support for tourism in Greenland

WHAT IS A HEALTHY FRAMEWORK?

- Beneficial legislation
- Regional destination management organisations
- The private tourism sector
- Stakeholders
- Environmental efforts and partnerships
- Communication efforts and joint campaigns
- International development projects

TOURISTS AND HERITAGE

- Tourism can vastly damage sites and artifacts
- Tourist can get in big trouble for not knowing the right laws
- Tourism as a driver for supporting cultural heritage
- Unmanaged heritage sites and artifacts – attractive but fragile
- Tourist behaviour can be both damaging and protective
- Education and awareness

• Tool development

WE ARE FANS OF

- Community guidelines for cruise guests –by DMO's and AECO
- Tourist Pledges (Visit Finland, Palau)
- Quality label schemes and certifications (Vakinn, Visit Scotland, Swedish Welcome)
- Guide education/courses evaluated and developed (Campus Kujalleq)
- Educational, environmental and social tourist products (Hurtigruten)
- Communication campaigns (ninja campaign)

Q&A

Find us at [visitgreenland.com](https://www.visitgreenland.com)



CONTACT DETAILS

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Evolution of destination according to traveller type

