

A photograph showing a large herd of reindeer with dark brown fur and large, dark antlers. They are gathered on a paved surface, possibly a road or parking lot. In the background, the rear of a white van is visible, with a person standing near the open back door. The scene is set in a natural, outdoor environment with some sparse vegetation in the distance.

The Tourism Paradox: Lofoten and sustainability in Arctic tourism and destination development. How to handle the social and environmental strains from tourism in small communities?

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Photo: Ole Magnus Rapp

Global and local perspective





Sustainable tourism is an oxymoron

- Tourism is a counter-natural phenomenon;
 - originally, people stayed where they were born – now travelling all over the world
 - Most places do not have the capacity for everybody to be there at the same time
- Tourism is always representing a pressure on nature and cultures
- Sustainable tourism is a contradiction
- Can tourism then be sustainable?

Sustainability

- From the 1960s: A focus of waste and other environmental challenges
- 1987 – The Brundtland Report – a UN report
- Compromise between environmental concern and growth
- Welcomed by the business sector and Western governments
- Created new awareness in the public and among politicians globally
- Gave legitimacy to the growth paradigm

Growth – characterised by

- Growth as a legitimate thinking in all sectors
 - Increased global interaction and trade
 - More global companies and finance
 - International ownership of local industries and firms
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- More international travel and tourism
 - Concentration of ownership and control in the tourism industry
 - More external use of local tourism resources
 - Values created locally, profit for financial centers

North Cape: who shall have the profit from the tourism production



Then, something went wrong

- Too much travel – overtourism; congestion, invasion of local communities, perversion of nature, environmental degradation
- Anti-growth sentiments
- Anti-tourism movements
- Transmission of viruses – travelling with human travellers
- Too much growth

Lofoten, idyll and congestion



Lofoten

- In the 1980s, primarily rorbu – fishermen's cabins – tourism, not many experience providers, almost no cruise tourism - and SME based production
- Today, national and international hotel chains, externally owned companies, cruise tourism
- commercial experience providers (an industry),
- cruise tourism
- a growth driven industry

Cruise ships – from boats to apartment blocks on keel



The growth impacts in Lofoten

- Concentration of ownership and power, external ownership; also in the rorbu-sector (fishermen's cabins)
- The infrastructure, particularly the roads are not dimensioned for the top tourism season (six weeks)
- Congestion of people in the summer season
- Some erosion problems – Mannen, Vestvågstind, etc

However, there is also a positive side

- Approved as a sustainable destination (Innovation Norway label)
- Tourism employment all year through
- Many preferring local ownership
- Sustainable tourism projects; visitor management; construction paths (trails), Sherpa stairs, local food, establishing of a Lofoten guideline, educational offers
- Local public discourses about the development
- Viable visitor management systems

Conclusion

- The UN slogan: «Think globally, act locally» is possible
- Tourism will never be entirely environmentally friendly
- But it is possible to act positively on a local level



Thank You



Denne boka handler om reiseliv i bygde-Norge, både som en mulighet og en trussel – for eksempel i Lofoten, på Senja, i Nord-Troms og på Nordkapp. Turismen gir mange arbeid, men altfor mange turister kan ødelegge idyllen som turistene søker. Tilrettelegging er derfor nødvendig, men det bidrar som regel til økt tilstrømming og behov for ytterligere tiltak. Dette er blant paradoksene som diskuteres i boka.

Arvid Viken er professor emeritus ved UiT Norges arktiske universitet. Han har siden slutten av 1980-tallet forsket på turisme. Hans hovedinteresse har vært hvordan turismen påvirker og påvirkes av det samfunnet den foregår i. I denne boka anvender han og hans kolleger et kritisk blikk på turismen i Nord-Norge.

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TURISMENS PARADOKSER

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Arvid Viken

TURISMENS PARADOKSER

Turisme som utvikling og innvikling