

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
- More international travel and tourism
- Consentration of ownership and control in the tourim industry
- More external use of local tourism resources
- Values created locally, profit for financial centers

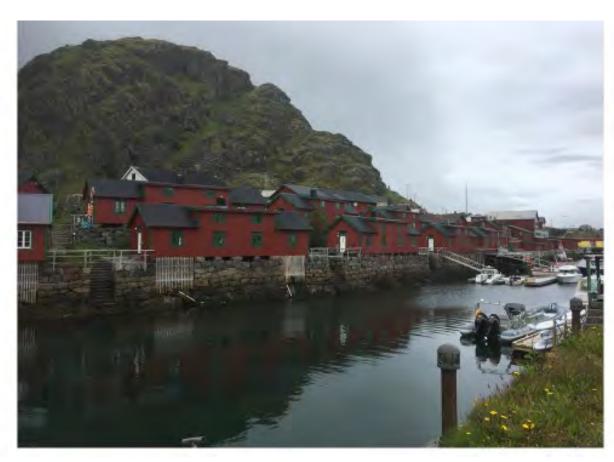
North Cape: who shall have the profit from the tourism production



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 appartment 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 dimentioned for the top tourism season (six weeks)
- Congestion of people in the summer season
- Some erosion problems Mannen, Vestvågtind, etc

However, there is also a positive side

- Approved as a sustainable destination (Innovation Norway label)
- Tourism employment all year through
- Many prefering 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





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.

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Arvid Viken



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TURISMENS PARADOKSER

Turisme som utvikling og innvikling