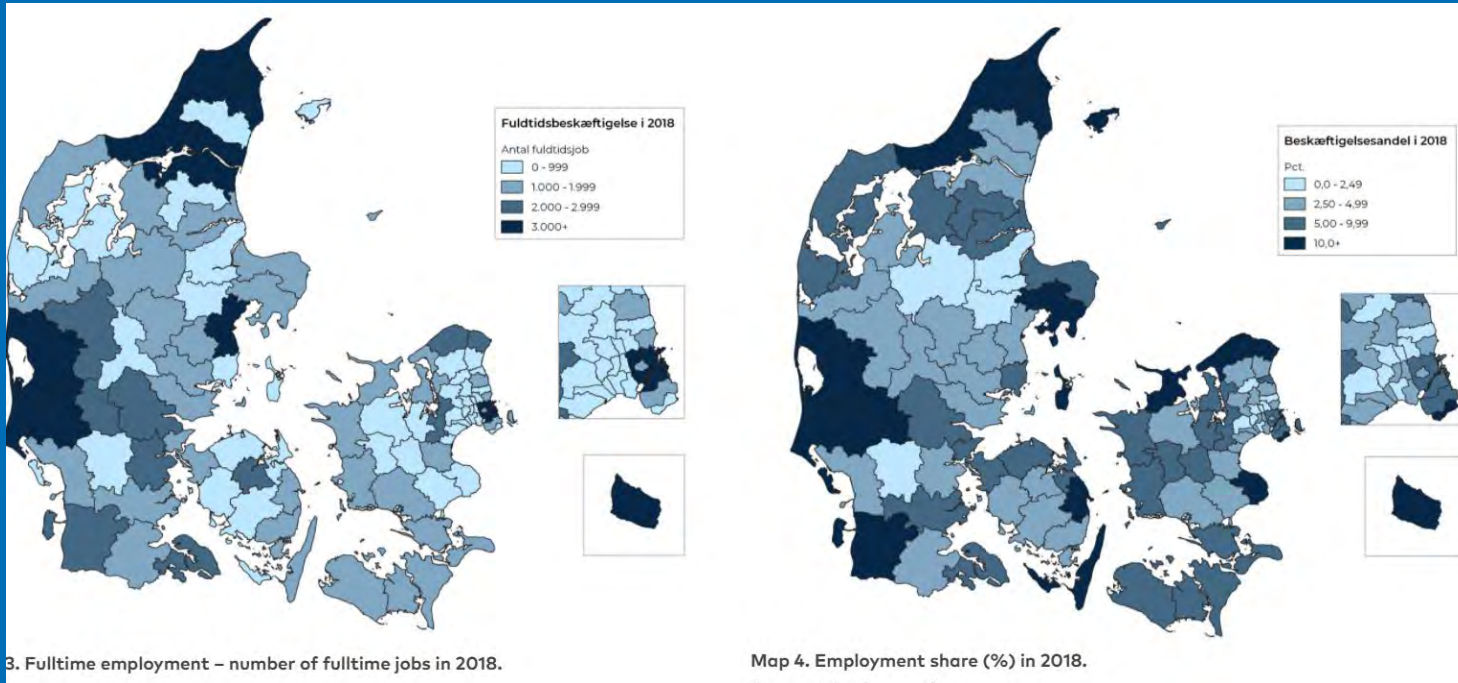


# Why are RTSAs important?

- Especially in depopulated or economically challenged regions, there can be value in understanding the contribution of tourism to economic development and to resolving underemployment issues.
  - Can assist comparisons of similar regions
  - Can show the benefits of tourism
  - can identify particularly profitable types of tourist activities
  - Which then can be promoted by policy initiatives



# Benefits of having a regional comparison



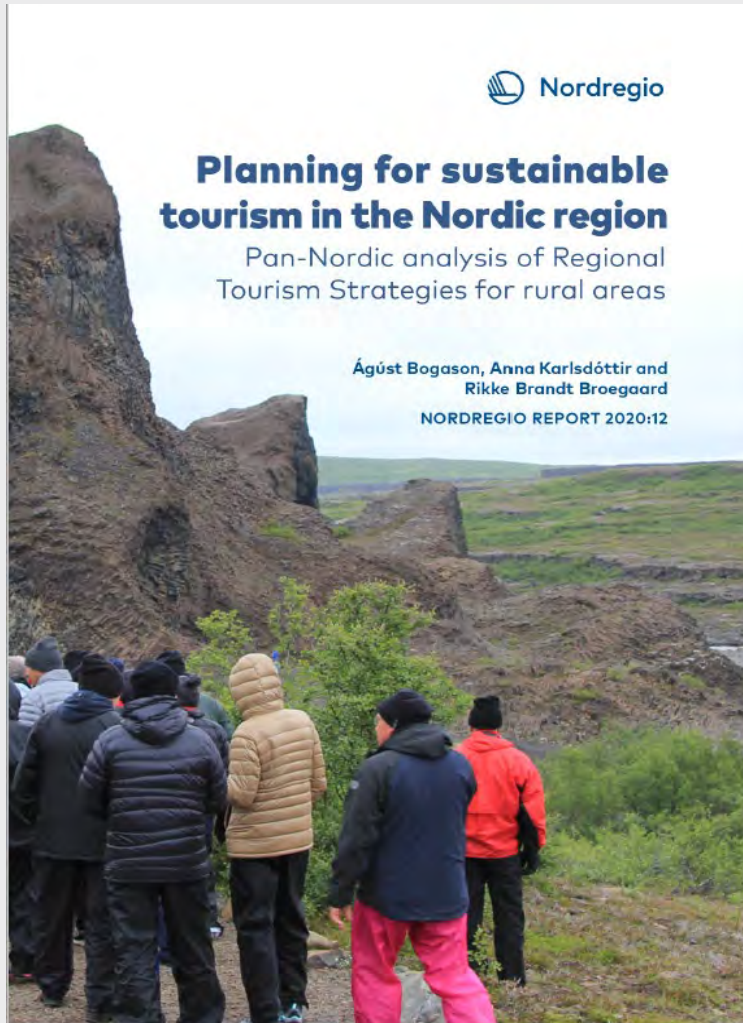
Danish example

Region <sup>1</sup>	Share of employment in tourism in 2017
Åland	14.7%
Byen København	8.0%
Bornholm	7.6%
Lappi	7.1%
Gotland	6.9%
Jämtland	6.6%
Stockholm	6.1%
Troms - Romsa	6.0%
Nordland	5.9%
Sogn og Fjordane	5.6%

<sup>1</sup> We only have national data for Iceland and can therefore not include the Icelandic regions here, otherwise they would all be high on the list.

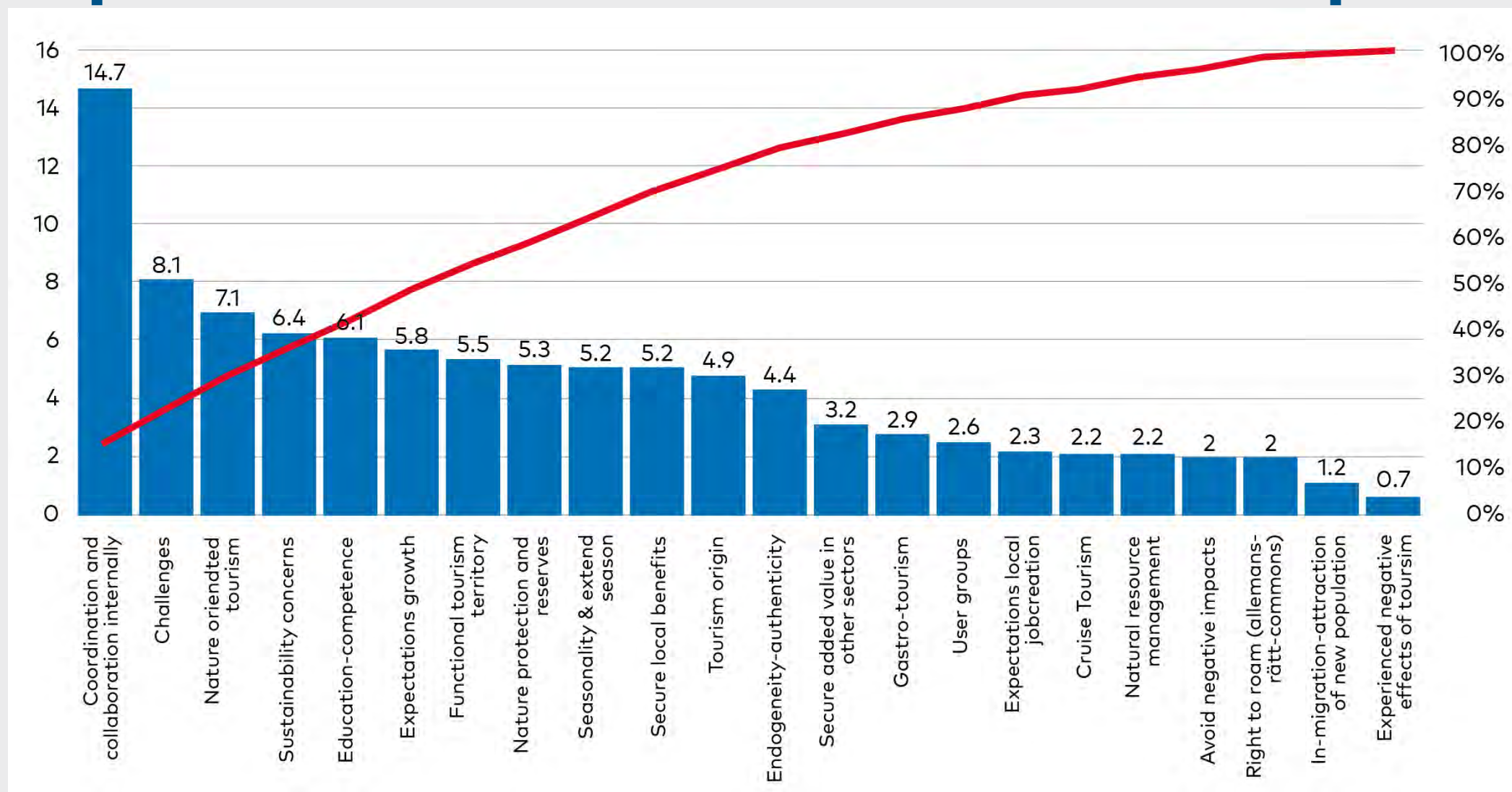


# Regional and municipal tourism plans



- What issues, visions and concerns are expressed in the regional and municipal tourism development plans?
- How do the regions define themselves?
- Do regional the plans take sustainability into account?
- Can patterns or reasons for this be identified?

# Topics in the Nordic rural tourism plans

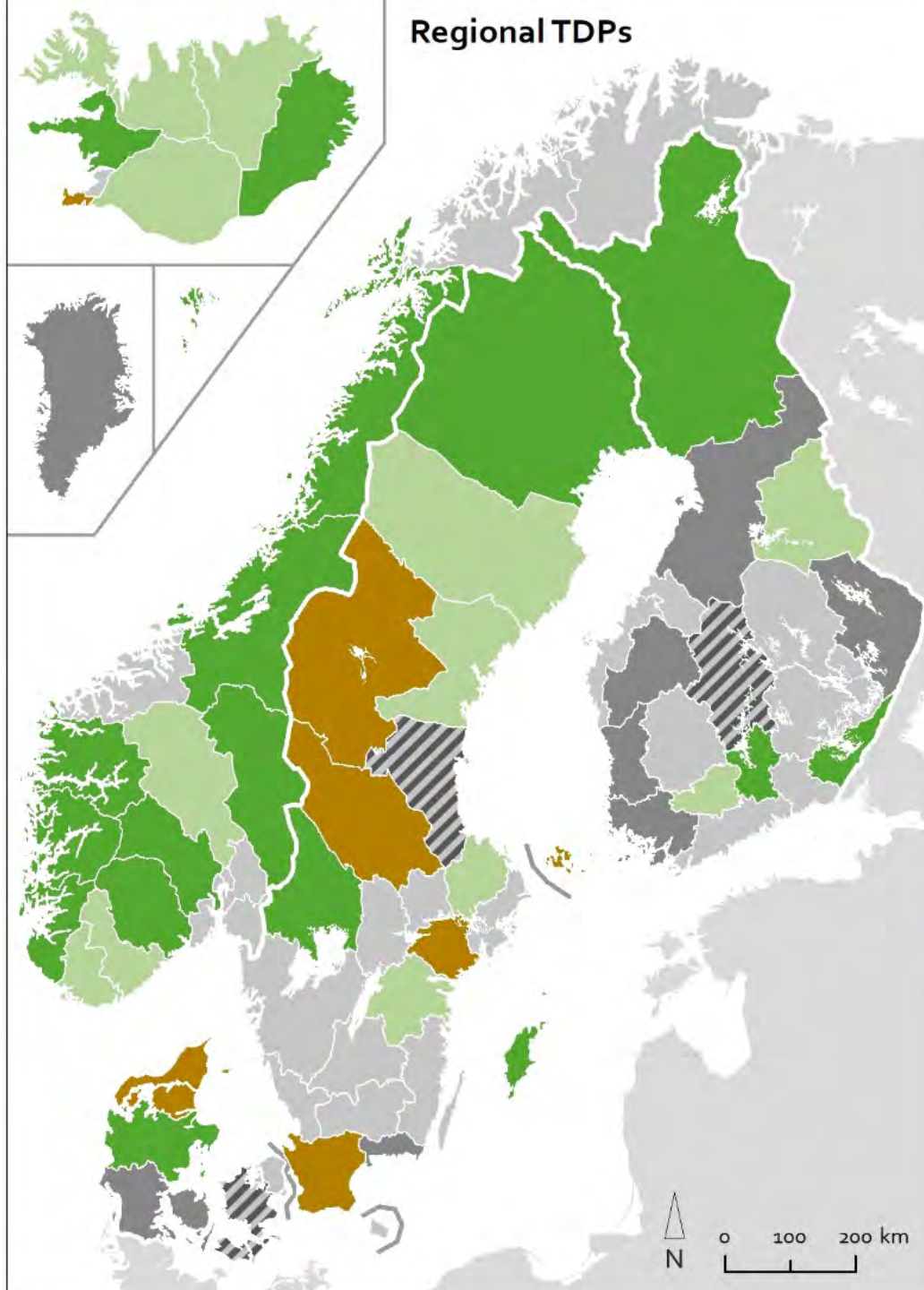








Regional TDPs



Municipal and sub-regional TDPs



All TDPs classified according to sustainability factor (N=110)

