

Socially Sustainable Tourism in the Nordics

Key Goals:

- Understand the social and cultural impacts of tourism.
- Focus on regional and local tourism.
- Identify indicators for measuring social sustainability in tourism.

Methodology:

- Literature review of academic and grey literature.
- Policy review of national tourism policies from Nordic countries.
- Case studies and stakeholder interviews to gather qualitative data.



What is *socially*
sustainable tourism?

Is this really necessary?

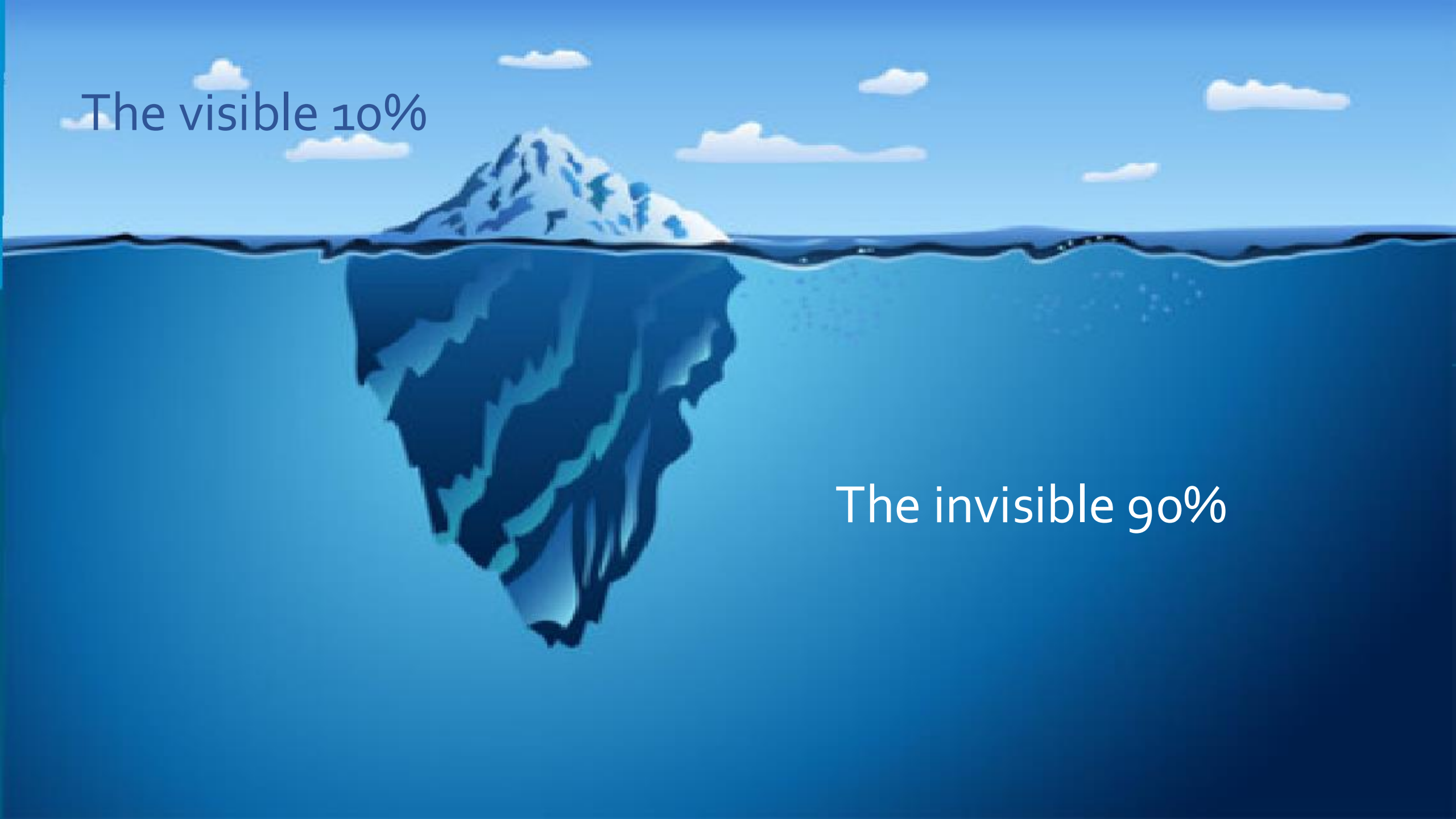
What is *“the social”* in sustainable tourism?





The visible 10%

The invisible 90%





Jobs

Growth

Environmental degradation

Better services

Economic diversification

Rural development

Improved infrastructure



Jobs

Growth

Environmental degradation

Better services

Economic diversification

Rural development

Improved infrastructure

Increased Awareness

Community Engagement

Cultural impacts

Cultural exchange

Infrastructure pressure

Acculturation

Community Pride

Strain on local resources

Disruption to Daily Life

Economic Disparities

Increased housing costs

Increased cost of living – inflation

Xenophobia

Commodification of cultures & arts

Improved Quality of Life

Cultural Revitalization

Promotion of Social Values



What is “*the social*” in sustainable tourism?

- Community Engagement and Empowerment
- Cultural Integrity and Heritage Preservation
- Equity and Accessibility
- Over-Tourism and Community Displacement
- Public Services and Infrastructure

What is *the reality*?

- Literature and policy seem to speak the same language
- Operationalization of social sustainability in tourism policies often lacking
- Field studies confirm social tensions



The 10 commandments of tourism culture Greenland

Simple guidelines of respect and privacy

Talk **to** people and not **about** them

Participate but remember to give space to locals









Socially sustainable tourism – the Nordic understanding

Benefits for local communities

Preserve cultural heritage

Equitable distribution of resources





Socially sustainable tourism – the Nordic understanding

Benefits for local communities

Preserve cultural heritage

Equitable distribution of resources

Community engagement

Well-being of residents

Social sustainability



Social Equity

Local Well-being

Community Engagement

Inclusivity

Cultural Preservation

Heritage Conservation

Health and Safety

Stakeholder Collaboration

Education and Awareness

Tourism Governance

Decent Work

Visitor Management

Accessibility

Sustainable tourism



Social Equity

Community Engagement

Cultural Preservation

Health and Safety

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Decent Work

Economic sustainability

Visitor Management

Local Well-being

Inclusivity

Heritage Conservation

Stakeholder Collaboration

Tourism Governance

Accessibility

Environmental sustainability

Balance



Environmental sustainability

Economic sustainability

Social sustainability

Recommendations

Stakeholder Collaboration

- This we actually do well

Community Engagement

- Fair but can be better





Recommendations

Specific Indicators

- Community well-being
- Social equity
- Cultural preservation

Monitoring and Evaluation:

- Implement robust mechanisms
- Ensure adaptive policy improvements

Balance



Environmental sustainability

Economic sustainability

Social sustainability



Balance