

SMART

Sustainable Model for Arctic Regional Tourism

The tourism industry has grown substantially in northern areas during the last few years and, in particular, arctic destinations have become more popular. However, this development does not only present economic opportunities, but also potential threats to local cultures and the fragile environment. Recent tourism trends in the North provide a clear indication that current practices and future tourism development have to take into account environmental, cultural and economic aspects in a balanced approach to ensure that tourism will benefit the local people and the environment in the long term. The Sustainable Model for Arctic Regional Tourism will assist the arctic tourism sector (mainly local small to medium-sized tourism businesses and other local stakeholders) to develop positive economic, social and environmental benefits from tourism based on the unique cultural and natural environment of the North. The project's goal is to create resources, tools, and incentives that can be used directly by tourism SMEs or local players in rural/tourism development, as well as professional training to assist the tourism sector in their respective area.

Objectives

The project has 5 main objectives:

- To collect, document and analyse best practice relevant to sustainable arctic tourism
- To market sustainable tourism practices and benefits from adopting them
- To assist the arctic tourism sector to learn how to implement sustainable tourism practices
- To define sustainable tourism practices and to award businesses for achieving them
- To create incentives for the tourism sector to adopt sustainable tourism practices and join the recognition scheme, thereby laying the ground work to brand sustainable arctic tourism



Project activities

Based on the objectives outlined above, the project will develop and carry out the following activities:

- A framework for sustainable arctic tourism; defined by a set of common principles and supported by a set of example of best practice and resulting benefits
- An awareness campaign promoting sustainable tourism practices in the Arctic
- A training programme in sustainable tourism that advances skills and practises, and among other things, prepares graduates for participation in the proposed market recognition scheme
- An Arctic-wide market recognition scheme for sustainable tourism businesses
- Establishment of a web site, as part of the overall project web site, that markets products and businesses affiliated with the market recognition scheme
- International workshop
- Encourage the establishment of an arctic-wide association for the sustainable tourism sector as a result of the SMART process. This association could brand sustainable arctic tourism and promote it

Expected results

SMART aims to strengthen the awareness and implementation of sustainable practice in the arctic tourism sector. More concretely, the project's mission is to assist the target groups to adopt economically, environmentally and culturally sustainable tourism practices. SMART will combine individual efforts and initiatives, create synergies, foster new experiences and make all of these results available to the arctic tourism sector, as well as other interested stakeholders.

Partners

Metsähallitus (Natural Heritage Services) - Finland
State Provincial Office of Lapland - Finland
ALMI Företagspartner - Sweden
Hushållningssällskapet - Sweden
Swedish Eco-tourism Association - Sweden
Landsdelsutvalget - Norway
Rambøll - Greenland
Greenland Tourism - Greenland
Greenland Homerule - Greenland
WWF Arctic Programme - Norway
Associated partner: State of Alaska (Alaska Division of Trade and Development) - USA
Associated partner: Government of the Northwest Territories - Canada
Associated partner: Nunavut Tourism - Canada
Associated partner: Alaska Wilderness Recreation and Tourism Association - USA
Associated partner: Archangelsk Oblast Administration - Russia

Project website

<http://www.arctictourism.net>

Measure
1.2

Total Budget
874 831

NPP Award
488 533

Project Period
01/01/2003 – 31/12/2005

Countries Involved
Finland, Sweden, Greenland, Norway, the Faroe Islands (Russia, USA and Canada as associated partners)

Lead Partner Organisation
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