



# Nature & tourism

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# Nature and tourism

- Nature and tourism are closely related terms.
- The relationship between nature and tourism emphasizes the importance of protecting and preserving natural habitats.
- National parks are found in countries like Iceland, Finland, and Norway







# Sustainable tourism

- Sustainable tourism is a concept that is about tourists respecting the environment
- Tourists need to keep in mind when traveling to respect nature and culture
- Do not litter and walk on marked footpaths





4,2% BPN  
Utgjør 126,3 mrd



7 av 100  
Jobber i reiselivsnæringen som utgjør  
182 900 sysselsatte



194 330 mrd  
Samlet turist konsum

# The tourism in Norway

- 190 00 billion NOK
- 2.5 million visitors





# Why people visit Norway

- Exotic and beautiful nature
- Mountains and fjords
- The costal express
- The northern lights





# Finland

Tourism

## **Positive things:**

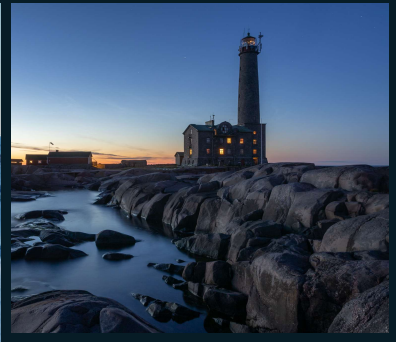
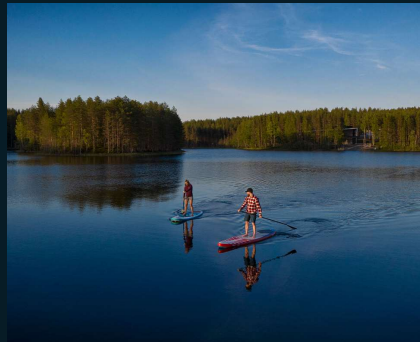
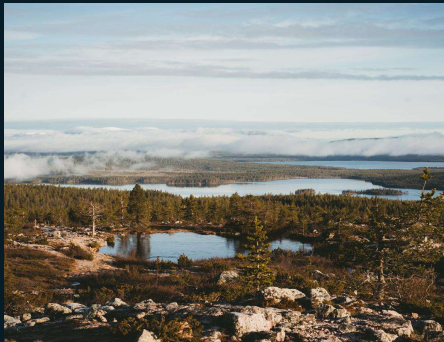
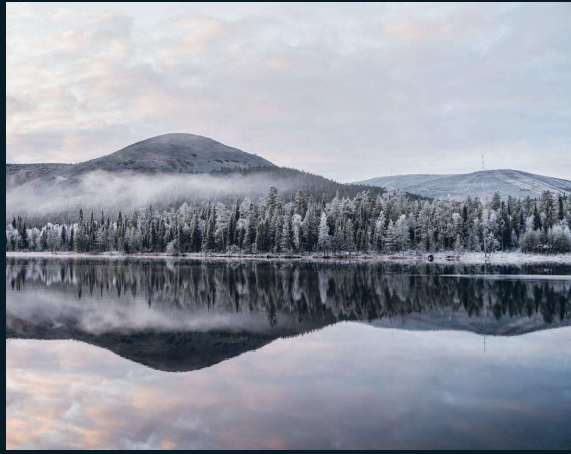
- An important export product
- Employees a big amount of people
- Improve the economy
- Globalization

## **Negative things:**

- Consume environment
- Destroy natural resources









# Finnish Nature

- Diverse
- Landscapes
- National parks







# Tourism in Iceland

- Iceland's nature attracts visitors primarily for the country's landscapes.
- Tourism has become the country's most important industry.
- Sustainable tourism practices are crucial for preserving Iceland's natural beauty.
- 2,2 million people visited Iceland from March 2023 to February 2024



# Tourism in the county of Sveitarfélag Hornafjarðar

- There has been a lot of growth in tourism in the county in recent years
- Vatnajökull is Europe's largest glacier, is a major driver of tourism growth in the county
- Vatnajökull National Park was found in 2008.
- Its main purpose is to preserve the natural





# Tourist spots in the county Sveitafélag Hornafjarðar

- Popular tourist spots in the county are for example Jökulsárlón, Skaftafell, Vestrahorn, and Fjallsárlón
- All these places have in common that have good access for tourists

## Accessibility at tourist places



Ticket to board trip etc.



Free Wi-Fi.



Accommodation.



Café, restaurant etc.



Camping.



Hiking trails.



Information center.

### Jökulsárlón



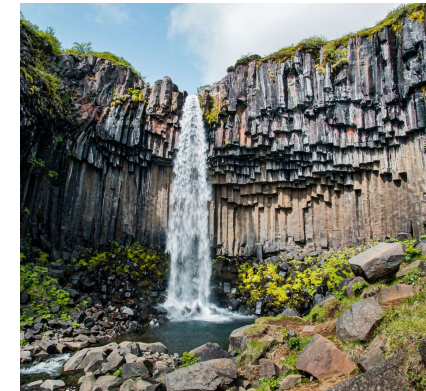
### Vestrahorn



### Fjallsárlón



### Skaftafell



# Similarity between Iceland, Finland, and Norway

- All have natural parks.
- All have magnificent landscapes.
- Well-protected nature in all countries.
- The Northern lights can be seen in each country.
- All countries have snow and cold weather in the winter.







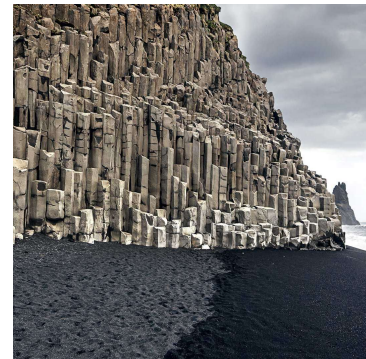
## Different between Iceland, Finland, and Norway

- Iceland is the only country that has active volcanos on the surface.
- Iceland only has very few small forests
- Finland doesn't have mountains, just some hills.
- Finland has many lakes.
- Finland is the only one with no glaciers.
- Norway and Iceland have fjords.



# Challenges when it comes to tourism

- Since it is so much tourism in Norway, Iceland and Finland it is important to keep it environmentally friendly.
- We have some increasing problems.
- Preikestolen in Norway
- Black beach in Iceland
- Lapland in Finland





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