

Text to presentation about Nature & tourism

Slide 2

Nature and tourism are similar terms that involve the exploration, appreciation, and preservation of natural environments for entertainment and educational purposes. Tourism in natural areas, often referred to as ecotourism or nature tourism, has gained significant popularity in recent years as people seek authentic and sustainable travel experiences.

A key aspect of the relationship between nature and tourism is protection and preservation.

One of the biggest environmental actions that have been done in many countries in Europe including Iceland, Finland and Norway are national parks which are parks that have protected areas, and their main goal is to protect nature from tourism. People visit National Parks to go hiking, camping, or just to relax and enjoy nature. It's like a big outdoor playground where we can learn about animals and plants while having fun.

Slide 3

Sustainable tourism is defined as any type of development or activity in tourism that respects the environment, ensures the protection of natural and cultural resources.

Tourists need to keep in mind when traveling to respect nature and culture, tour operators also need to inform tourists how they can protect nature by taking their trash with them, leaving wild animals alone, and following marked trails. All these things protect nature from damage.

Slide 4

The tourism in Norway is a big part of the economy. The tourism in make up about 4,2 percent of Norway's BNP.

7 out of 100 people work within tourism. This means that it creates a lot of workplaces in and 182 900 work within tourism in Norway.

The tourists in Norway consume for a total of 190 000 billion Norwegian kroners a year and about 2.5 million visitors in Norway each year.

Slide 5

Norway is mostly visited for its exotic and beautiful nature. It is popular to visit mountains and fjords. (Cities like Oslo are also popular destinations) Some also visit to see cities like Oslo. The coastal express is also a popular way of traveling in Norway, and a lot of Germans use the coastal express. A popular tourist destination here in Brønnøysund is Torghatten. Around 70 000 people visited Torghatten last year. Other popular tourist destinations in Norway are Preikestolen, the Geiranger fjord and mountains in Lofoten such as Svolværgeita where it's popular to jump from one of the horns of the mountain goat to the other horn and also Reinebringen in Lofoten, with an amazing view. The northern lights are also a reason why many visit Norway.

Slide 6

Many foreigners want to come to Finland for its nature and experiences. For example, the Northern Lights, fells, and archipelagos attract tourists.

Tourism is a major Finnish export product and its economic importance for Finland is big. Tourism employs 4.9% of all employed persons in Finland. Globalization increases tourism and tourism increases globalization. Tourism should aim for sustainability.

Sustainability in tourism means, among other things, striving for low carbon, preserving biodiversity, respecting local cultures, and ensuring economic competitiveness. Tourism consumes nature, increases climate emissions, and pollutes water bodies. Littering is also a big problem.

Slide 8

Finnish nature is defined by its thousands of lakes, expansive forests, and diverse wildlife. The country's extensive archipelago, rugged fells, and seasonal variations offer a rich tapestry of landscapes. From the snowy winters ideal for skiing to the lush summers perfect for hiking. And our many national parks and protected areas ensure the preservation of this natural beauty for generations to come.

Slide 9

Iceland's nature and tourism are similar terms. Tourists come to Iceland primarily to enjoy the country's nature, landscape, and wilderness. Tourism has become the country's most important industry and has grown enormously in recent years. Tourism plays a major role in maintaining good living conditions in Iceland. If we spoil nature, we spoil the tourism. The tourism industry has not only brought profit to the country but has given the country's inhabitants many industries that were not known here in previous years. For example, tour guides, restaurants, hotels, car rentals, and other services that help tourists have the best experience. According to the Icelandic Tourist Board, 2.2 million people visited from March 2023 to February 2024. Most of these people came to Iceland on vacation to explore nature, but not many people come to visit relatives and other things. According to the Icelandic tourist board, most tourists who come to Iceland come from the United States.

Slide 10

As we talked about here before, the tourism industry has grown enormously in the country in recent years, and the same applies to the county of Sveitafélag Hornafjarðar where the Icelandic students live. There has been a huge increase in companies in the last few years, as a result, hotels, glacier companies, restaurants, and other tourism services that have a wide range of activities. We believe that this increase that has taken place in the county has everything to do with Vatnajökull which is very close to Höfn. Vatnajökull is the largest glacier in Europe and is a popular tourist destination for tourists visiting Iceland. Vatnajökull National Park was established in 2008 and is the largest national park in Iceland. It covers the entire lake glacier and large areas in its vicinity by covering numerous rural communities. Vatnajökull National Park covers about 15,000 square kilometres and the glacier is about 7,700 square kilometres. The main goal of Vatnajökull National Park is to protect nature and cultural heritage in the area which is covered by the park. Vatnajökull National Park was accepted on the UNESCO World Heritage List on July 5, 2019, based on its unique nature. Vatnajökull is in our county, and therefore there is a lot of tourist flow that comes with it.

Slide 11

Popular tourist spots in the county are for example Jökulsárlón, Skaftafell, Vestrahorn, Vatnajökull, and Fjallsárlón. all these places have in common that there is good access for tourists. The places offer different things and therefore different facilities in each place. Some places offer marked hiking trails, an information centre, camping grounds, toilet facilities, restaurants, and more.

Slide 12

The similarities between the countries are that they all offer national parks. The landscape in all the countries is unique and their nature is well protected. Northern lights can be seen in all the countries and all the countries offer harsh winters hence cold temperatures and snow. In all countries, tourism

has increased in recent years and all countries offer a variety of outdoor activities that delight the tourist.

Slide 13

The difference between the countries is that Iceland is the only country that has active volcanoes on the surface and the only country that does not have as many forests as Norway and Finland do. Finland does not offer mountains but only a few hills, they also have the advantage of a larger river which Norway and Iceland do not have. Finland does not have glaciers like Norway and Iceland and Norway and Iceland have fjords which Finland do not have. All these different characteristics could play a role in where a tourist chooses to visit.

Slide 14

Since it is so much tourism in Norway, Iceland, and Finland it is important to keep it environmentally friendly. When it comes to tourism all over the world we have some increasing problems. For example, we need better infrastructures on popular tourist attractions. Examples on this is more trash cans, toilet facilities and paths so it's obvious where you are supposed to walk. Therefore, the tourists can't destroy more nature. The problem with this is that desire paths can be made, and lead to even more nature being destroyed.

Toilet facilities and the lack of trash cans is also an increasing problem in Norway. On the famous destination Preikestolen about 350 000 people visit every year. There is no toilet facilities on the trip that takes about 3-4 hours. Therefore, a lot of people poop behind bushes, and this is an increasing problem there. There have been cases where the red cross has had to rescue tourists down because they weren't prepared for the trip properly. This leads to another problem for discussion on who we want to attract to the different tourist attractions.

A place in Iceland where access and education needs to be better is, for example, Reynisfjara or Black Beach. Reynisfjara is a tourist friendly place in Iceland that tourists go too close to the sea. The place has dangerous seas and many tourists have died from these dangerous waves. If the dangers that comes visiting Reynisfjara were better marked, people would be more perhaps and careful and would not go as close to the sea as they do today.

In Finland tourism is a problem when people go off trails and for example in Lapland people tend to pick up lichen and walk on other people's properties that are used for reindeer farming, and some caravans stay over the night in places where it is illegal to stay because they don't want to pay for a camping place.

Therefore, it is important to think through how we advertise different attractions, and make sure we don't advertise so that the tourists don't get encouraged to do something they shouldn't do like building cairns, moving rocks, take souvenirs, go too close to the sea and walk on people's properties.