



# NATURE AND TOURISM

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# Nature attractions in Norway

Mostly mountains

Nationale attractions

Jotunheimen National Park

Galdhøpiggen

The Lofoten area as a whole



# Jotunheimen National Park



# Galdhøpiggen







## Lofoten area



# Nature attractions locally



Torghatten

De syv søstre  
in  
Sandnessjøen

# Torghatten



# De syv søstre



Botnkrona  
1072

Grytfoten  
1019

Skjæringen  
1037

Tvillingan  
945/980

Kvasstinden  
1010

Stortinden/Breidtinden  
910





# Nature and tourism in Norway

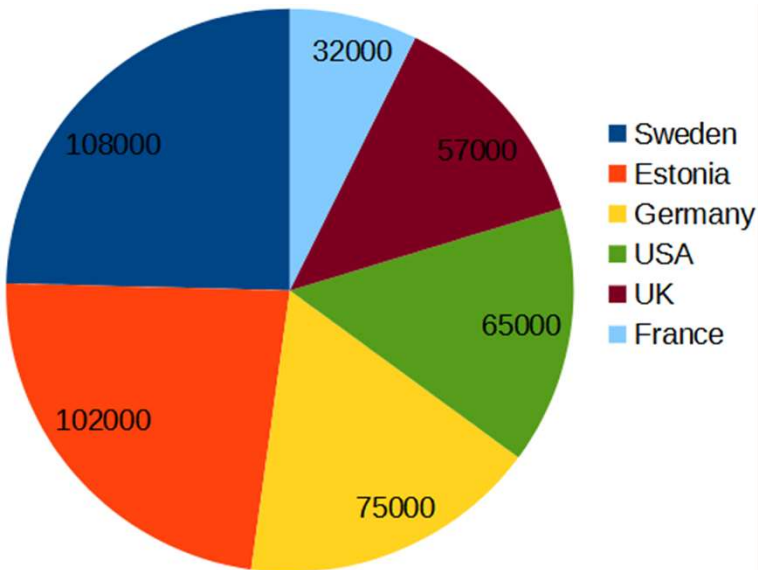


- Tourist mainly travel to Norway for our nature
- Depends on where in Norway they are traveling
- Travel to Oslo for more of a city vacation
- Travel to Lofoten for nature and hikes
- One popular way of traveling in Norway is by Hurtigruten
- Most of the tourists are from Germany, especially here
- Positive for businesses, especially restaurants
- Significant increase of guests in the summer

# Sustainable tourism in Norway

- Doing lots of work to make it more sustainable
  - Making paths
  - Placing out informational signs and road marks
  - Placing out trash cans
  - Making public transport more available to different destinations





# Finland

- Finnish nature
  - lakes, rivers, ponds
  - forest
  - no mountains
- Nature affect our wellbeing
- Tourists comes from Sweden, Estonia and Asia
- Tourists are interested in specially Lapland
- Strengths:
  - Opportunity to move in nature
  - Clean nature
- Weakness
  - Long distances
  - Disturb reindeer husbandry
  - People go outside of paths
    - Problem in Rokua national park





# Environmentally friendly tourism in Finland



- Finland tries to reduce CO2 emission
  - EU's goal
- Travel company's promote UN's Agenda2030 goals
- Companies want to raise business but also save the cultural environment
  - In Manamansalo there is a museum about famous musician
- There is sustainable travel – certificate in Finland







## Icelandic nature

- Beautiful black sand beaches
- Lots of waterfalls
- Mountains
- Northern lights
- Volcanos



# Tourism in Iceland

## Negative

- Environmentally unfriendly

## Positive

- We get some money
- Availability for work



# Sustainable tourism in Iceland

- Control the number of visitors in specific areas
- Develop eco-friendly infrastructure
- Promote the use of public transport

**Some of the most popular sustainable tourism activities in Iceland include:**

- Glacier walks
- Hiking
- Camping
- Horse riding
- River rafting





# Similarities and differences in Finland, Norway and Iceland

- Tourist often comes to Norway, Finland and Iceland because of the nature.
  - Finland because of the lakes
  - Norway because of the mountains
  - Iceland because of the glacier
- Tourism is important for all three countries economics.
  - Especially for Iceland
- It is possible to see the northern lights in all countries.
- Nationalities to tourist
  - Mostly from Germany in Norway
  - Mostly from the USA in Iceland
  - Mostly from Sweden, Estonia and Asia in Finland.



## Positive sides of tourism

- Tourism is often very important for small businesses
  - Stores, restaurants, and people who make a living by guiding
- People get to see different beautiful parts of the world, and experience different cultures



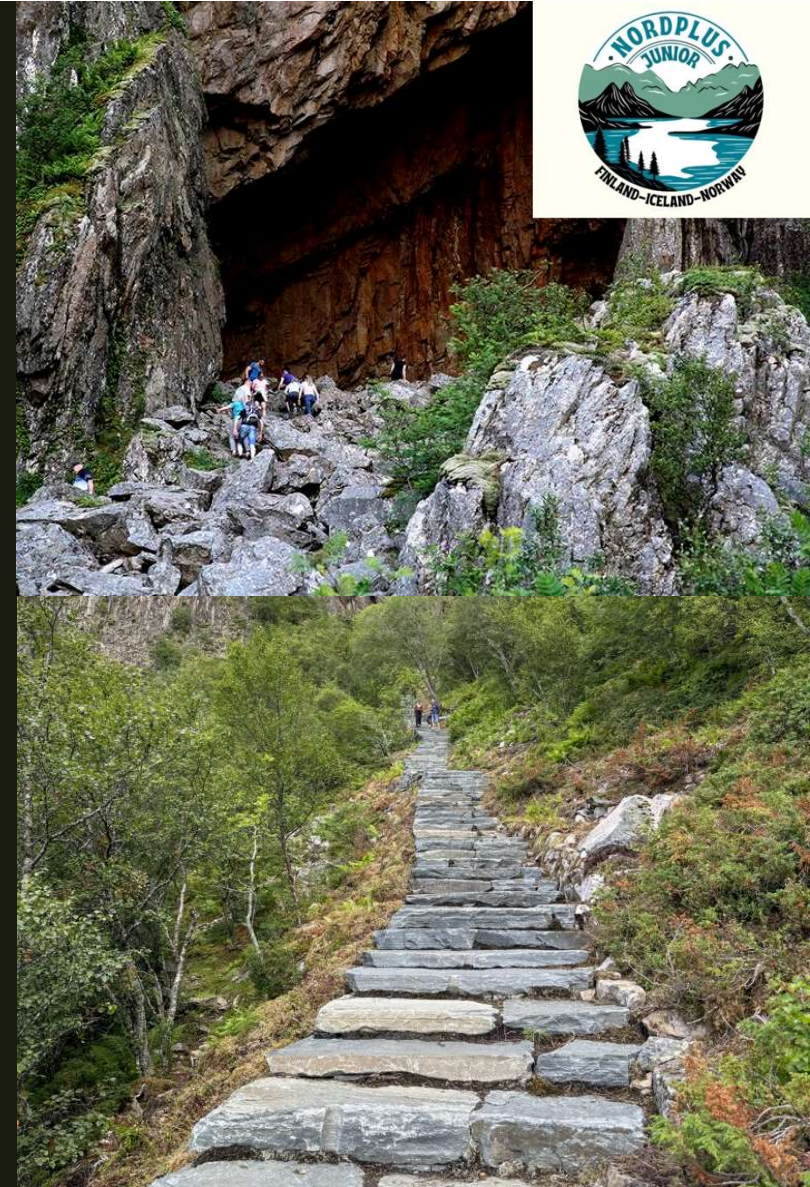
# Negative sides and challenges to tourism

- Tourism can have big impacts on the nature.
  - Pollution, habitat destruction, and pressure on the nature and animals
- Not everywhere have good enough infrastructure to support sustainable tourism.
  - Transportation, accommodation, waste management, and public facilities.
- Laws such as the Norwegian law of the right to roam can have negative effects



# Possible solutions to challenges

- Making pats, such as they are doing in Torghatten
- Placing out informational signs and road marks
- Placing out track cans
- Making public transport more available to different destinations
  - There is bus ride from Oulu to Rokua
- Give fines to people not following the law or guidelines





THANK YOU



# Sources



- <https://www.visitfinland.fi/ajankohtaista/uutiset/2023/yli-60-prosenttia-matkailijoista-huhtikesakuussa-2023-tuli-eu-maista> (read 10.4.2024)
- [Tall og fakta om norsk reiseliv \(nhoreiseliv.no\)](https://www.visitfinland.fi/ajankohtaista/uutiset/2023/yli-60-prosenttia-matkailijoista-huhtikesakuussa-2023-tuli-eu-maista) (read 10.04.24)
- <https://www.visitfinland.fi/liiketoiminnan-kehittaminen/tuotekehitysteemat/luontomatkailu> (read 10.4.2024)
- [Travel and accommodation - Jotunheimen nasjonalpark](https://www.visitfinland.fi/liiketoiminnan-kehittaminen/tuotekehitysteemat/luontomatkailu) (read 10.04.24)
- <https://www.visitfinland.fi/liiketoiminnan-kehittaminen/vastuullinen-matkailu> (read 10.4.24)

# Summary



- Nature is the reason why tourists come to Norway, Finland and Iceland
  - There is similarities and differences between nature
    - For example Finland has lakes, Norway has mountains and Iceland has glacier
    - But you can see northern light in all these countries
- Tourists come from different countries
  - Tourists come to Norway from Germany, to Finland from Sweden and to Iceland from the USA
- Travelling support business, which is positive thing in all these countries. People also see different and new places and experience cultures
- Travelling can consume environment if it is not done responsibly. However, it is not always possible for many reason to travel without consuming the nature.
- However, there is solutions to challenges.
  - We can promote infrastructure to support the tourism
  - We can place information signs and market public transport
  - We can have laws or guidelines