



Sustainable Tourism

TOURISM AS A RESOURCE

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AGENDA

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INTRODUCTION

02.

NATURAL WONDER

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SDGs CONNECTION

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Overview of Tourism

In Finland

Tourism has pretty big affect on Finland's economy. It creates new companies and jobs.

In Norway

Tourism in Norway is an important resource, often referred to as a resource industry because it generates income and creates jobs.

In Iceland

Tourism is one of Iceland's most valuable resources, playing a crucial role in the country's economy, culture, and environmental policies.



Important natural wonders in Iceland



VOLCANO



GLACIERS



WATERFALL

Important natural wonders in Norway



FJORDS



NOTHERN LIGHTS



TORGHATTEN

Important natural wonders in Finland



FOREST



LAKE



SNOW & ICE

SDGs CONNECTION

7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



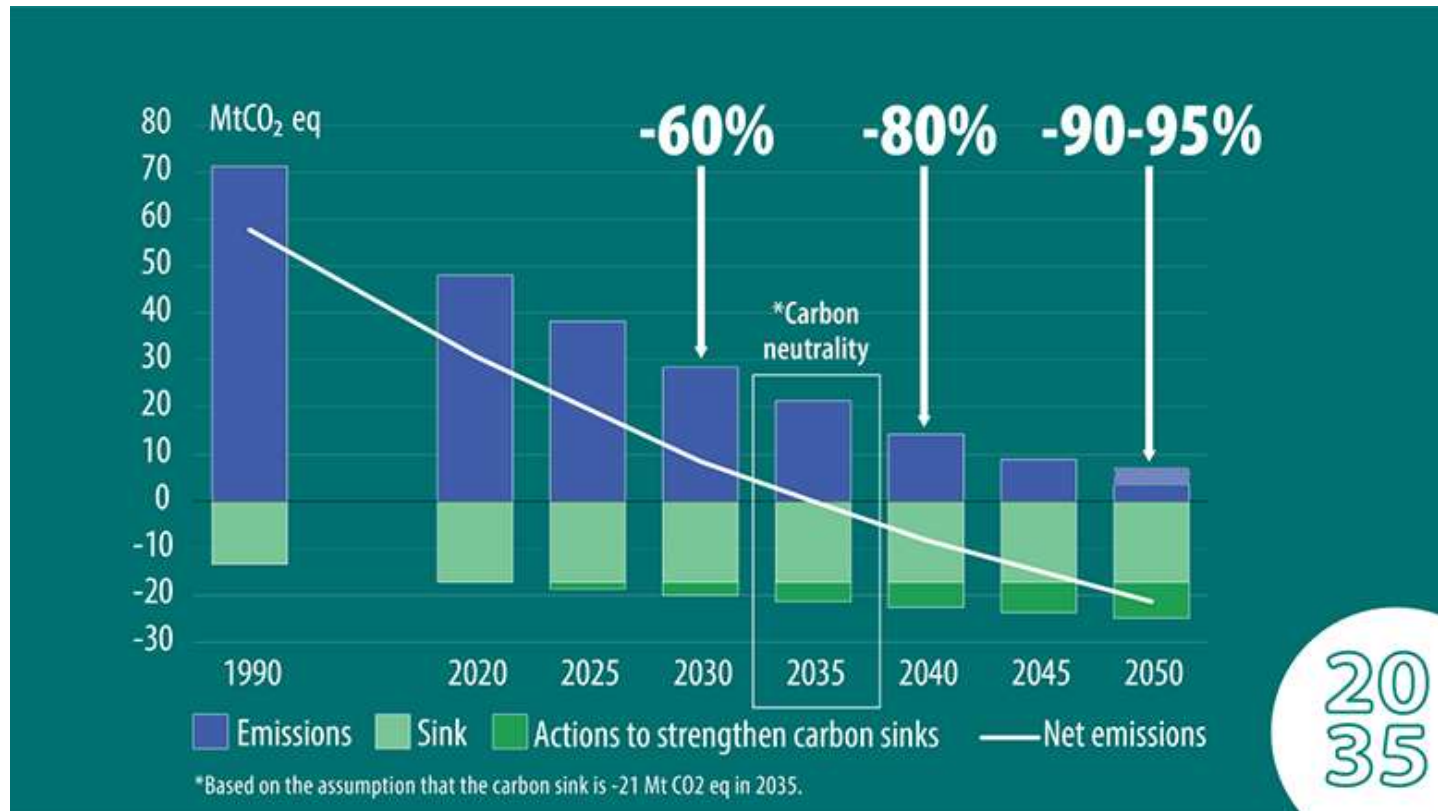
11 SUSTAINABLE CITIES
AND COMMUNITIES



13 CLIMATE
ACTION



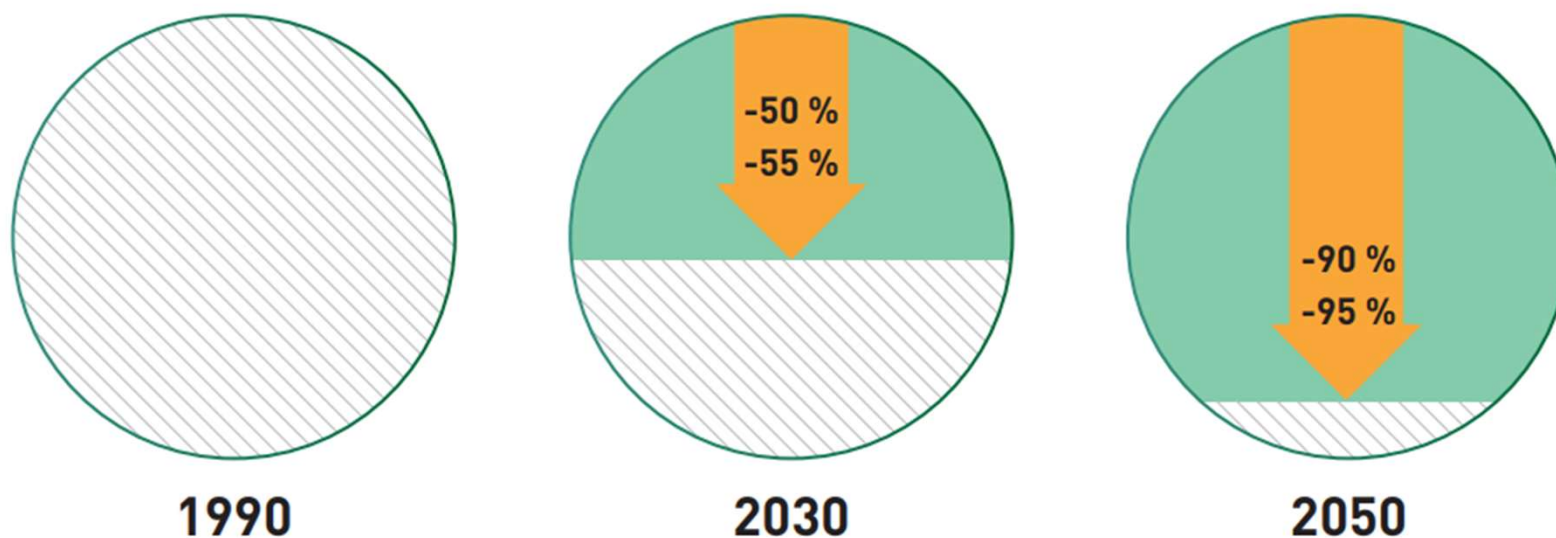
Finland



Finland's CO₂ reductions, targeting carbon neutrality by 2035 and up to -95% by 2050.

Source: Ministry of the Environment

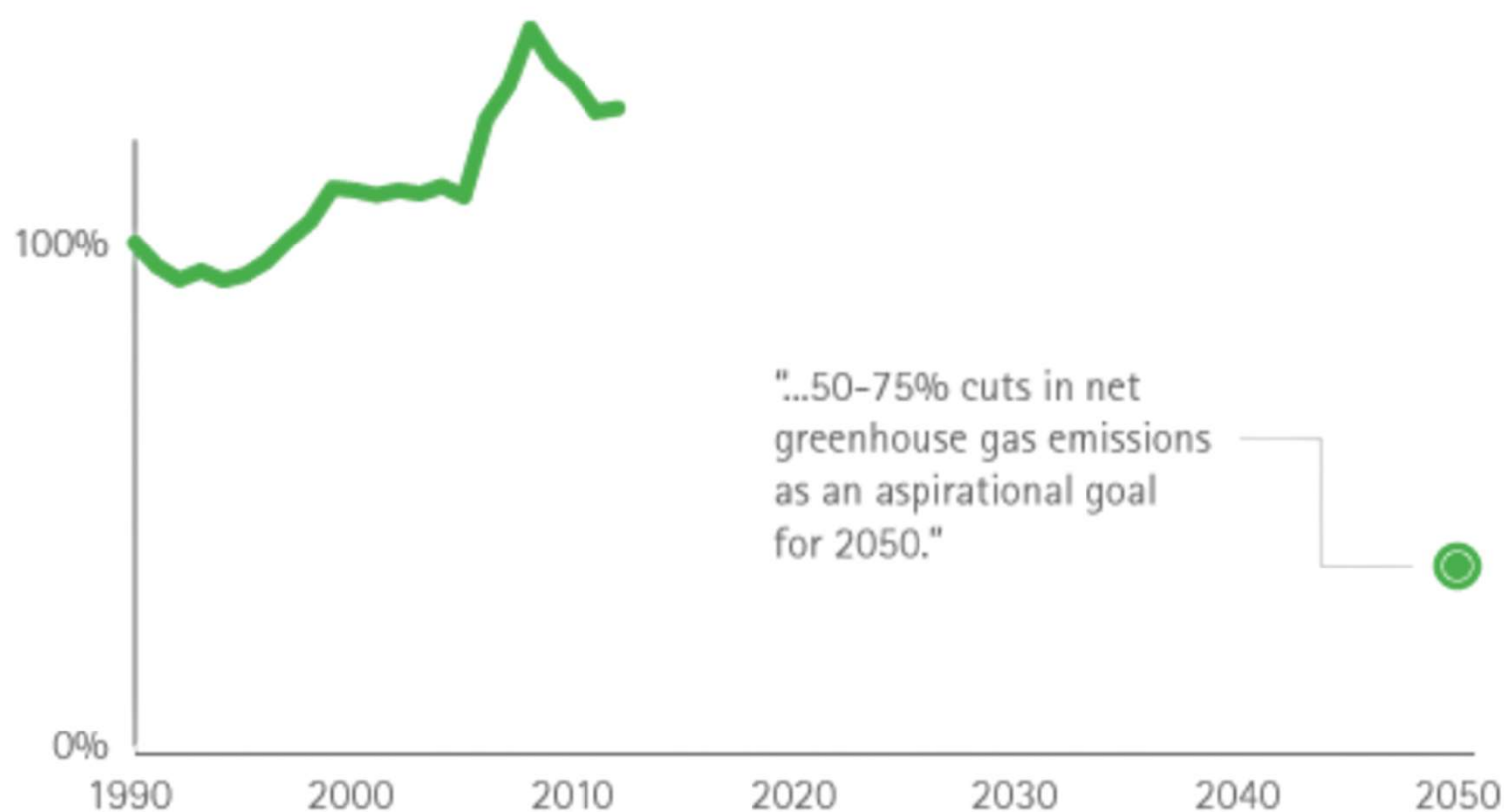
Norway



Norway's climate targets for 2030 and 2050 (reductions relative to 1990)

Source: Norwegian Ministry of Climate and Environment

Greenhouse gas emissions targets for Iceland



Greenhouse gas emissions are domestic and indexed to 1990, excluding LULUCF.
Target for net emissions in 2050 is shown for illustrative purposes, as it may be achieved using offsets.

©Nordic Energy Research 2015. Source: EEA 2012 & Icelandic Ministry for the Environment 2007

FUTURE PREDICTION

Resource Development:

- Tourism and renewable energy will grow, but climate change threatens glaciers, snow, and ecosystems. Conservation efforts will need strengthening.

Sustainability Measures:

- Manage eco-tourism to prevent overuse.
- Strengthen conservation policies.
- Adapt to climate change impacts.

Emerging Innovations:

- Green energy (geothermal, hydropower, wind).
- AI-driven conservation and smart forestry.
- Eco-friendly transport (electric ferries, hydrogen travel).





FUTURE VISION FOR 2045

Economic Impact:

- Stable, Diverse Economy: Tourism supports local industries.
- Local Growth: Small towns thrive from sustainable tourism.
- Green Funding: Tourism helps fund eco-projects.

Environmental Impact:

- Low-Carbon Travel: Electric cars, trains, and green flights.
- Protected Nature: Ecosystems remain healthy.
- Zero Waste: Minimal waste from tourism.

Social & Cultural Impact:

- Cultural Preservation: Local traditions are celebrated.
 - Community Benefits: Locals gain from tourism jobs.
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Advantages of Sustainable Tourism



Social & Cultural

- Preserves heritage, improves infrastructure, and promotes responsible travel.

Environmental Benefits

- Preserves natural resources: Protects landscapes, wildlife, and ecosystems from overexploitation.

Economic Benefits

- Supports local businesses: Encourages tourists to buy local products and use local services.
- Creates stable jobs: Provides employment in lots of small areas, often year-round.



ACTION PLANS

GOVERNMENT

- Enforce environmental regulations and visitor limits in fragile areas.
- Invest in eco-friendly infrastructure and carbon-neutral initiatives.
- Promote responsible tourism through awareness campaigns.

COMPANIES

- Provide sustainable services, such as electric transport and low-impact tours.
- Reduce waste, support local suppliers, and adopt circular economy practices.
- Use digital tools to manage visitor flow and invest in carbon offset programs.

CITIZENS AND VISITORS

- Choose eco-certified services, use public transport, and reduce waste.
- Respect nature, follow “Leave No Trace” principles, and support local communities.
- Advocate for and practice responsible tourism habits.

An aerial photograph of a dense forest with a winding dirt road. A small wooden structure is visible on the left side of the road. The text "THANK YOU FOR WATCHING" is overlaid in the center in a yellow, serif font. The text is surrounded by a decorative pattern of thin, yellow, radiating lines.

THANK YOU
FOR WATCHING