

Sustainable Model of Arctic Regional Tourism (SMART) Program

The Sustainable Model for Arctic Regional Tourism will assist the arctic tourism sector (mainly local small- to medium-sized tourism businesses) to adopt economically, environmentally and culturally sustainable tourism practices. 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.

Vision

To empower the tourism sector in the Arctic to continually innovate more sustainable business practices which contribute to a wider sustainable development strategy, effective nature conservation and the well-being of local people.

Mission

Assist the arctic tourism sector to adopt economically, environmentally and culturally sustainable tourism practices.

Objective 1 To collect, document and analyse best practices relevant to sustainable arctic tourism.

Objective 2 To market sustainable tourism practices and benefits in adopting them.

Objective 3 To assist the arctic tourism sector in learning how to implement sustainable tourism practices.

Objective 4 To define sustainable tourism practices and to award businesses for achieving them.

Objective 5 To create incentives for the tourism sector to adopt sustainable tourism practices and join the recognition scheme, and lay the ground work to brand sustainable arctic tourism.

OBJECTIVE 1

To collect, document and analyse best practices relevant to sustainable arctic tourism.

Proposed Project

- A framework for sustainable arctic tourism, defined by a set of common principles and supported by a set of best practices and resulting benefits.

Project Description

This project will define sustainable arctic tourism as tourism that minimises the harmful effects and maximises socio-cultural, environmental and economic benefits for residents of the Arctic. The project recognises that sustainability is an on-going learning process rather than a final outcome. Recognizing the need to engage all stakeholders in creating sustainable tourism, the most efficient first step is to target businesses.

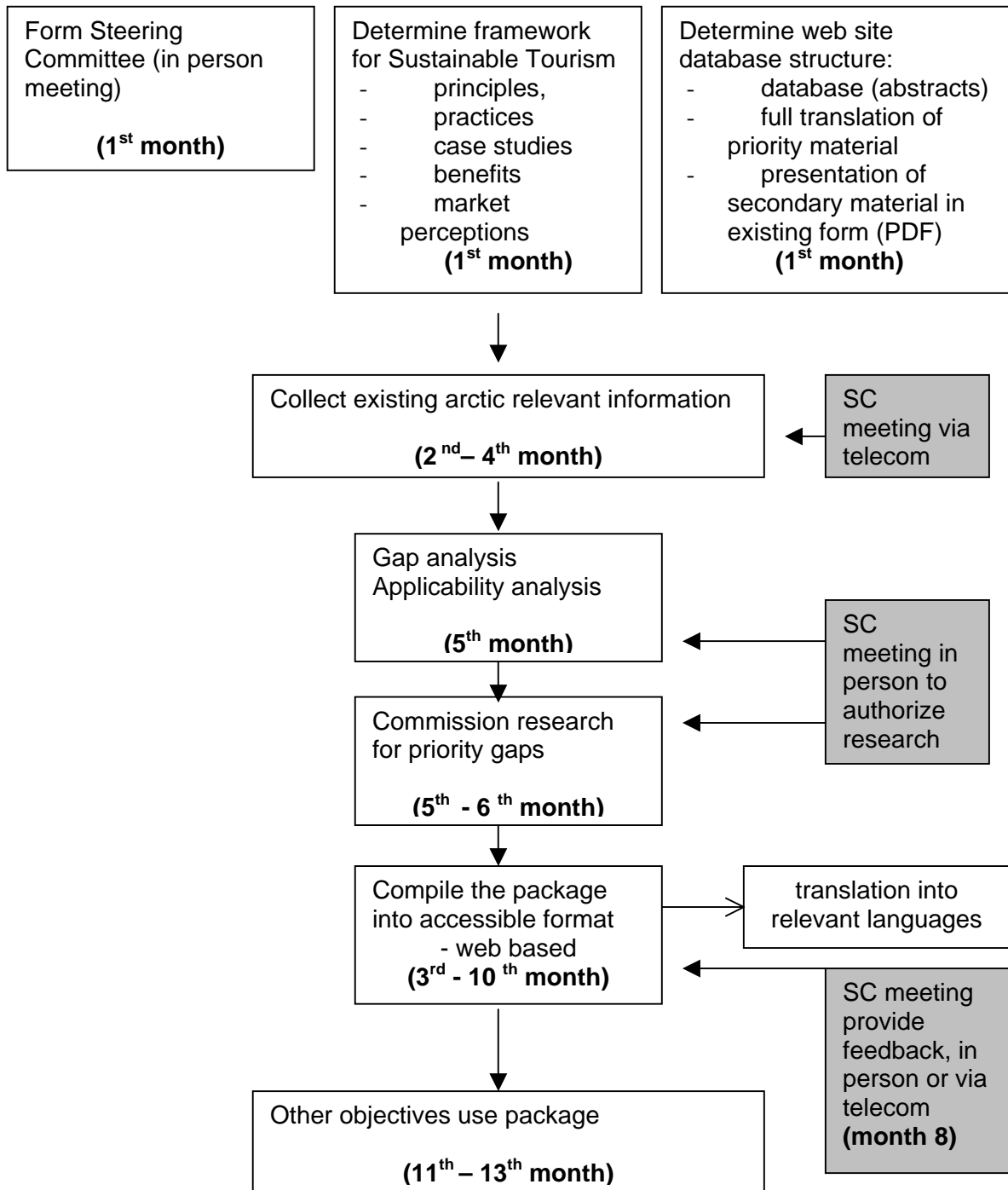
The first outcome of this project will be a set of principles that provides a common frame of reference to guide the projects necessary to achieve Objectives 2-5. Based on existing and commonly accepted guidelines, the project principles will define sustainable tourism for the Arctic. The second outcome of the project will be a set of best practices or methods that businesses can incorporate and implement in their daily operations. The best practices or methods will be illustrated by a set of proven examples. This information will be accessible across the Arctic through an interactive database via a new web site. The web site will be multi-lingual and eventually house important information and tools generated by Objectives 2-5.

The final outcome of this project will be to utilise the web site as the first step in building an arctic tourism network. The network, being an interactive communication system, will enhance the efficiency of development and implementation of project Objectives 2-5.

Primary Audience

Any organisation or entity within the Arctic tourism sector interested in making tourism more sustainable.

Development Approach



OBJECTIVE 2

To market sustainable tourism practices and benefits in adopting them.

Proposed Project

- An awareness campaign promoting sustainable tourism practices in the Arctic.

Project Description

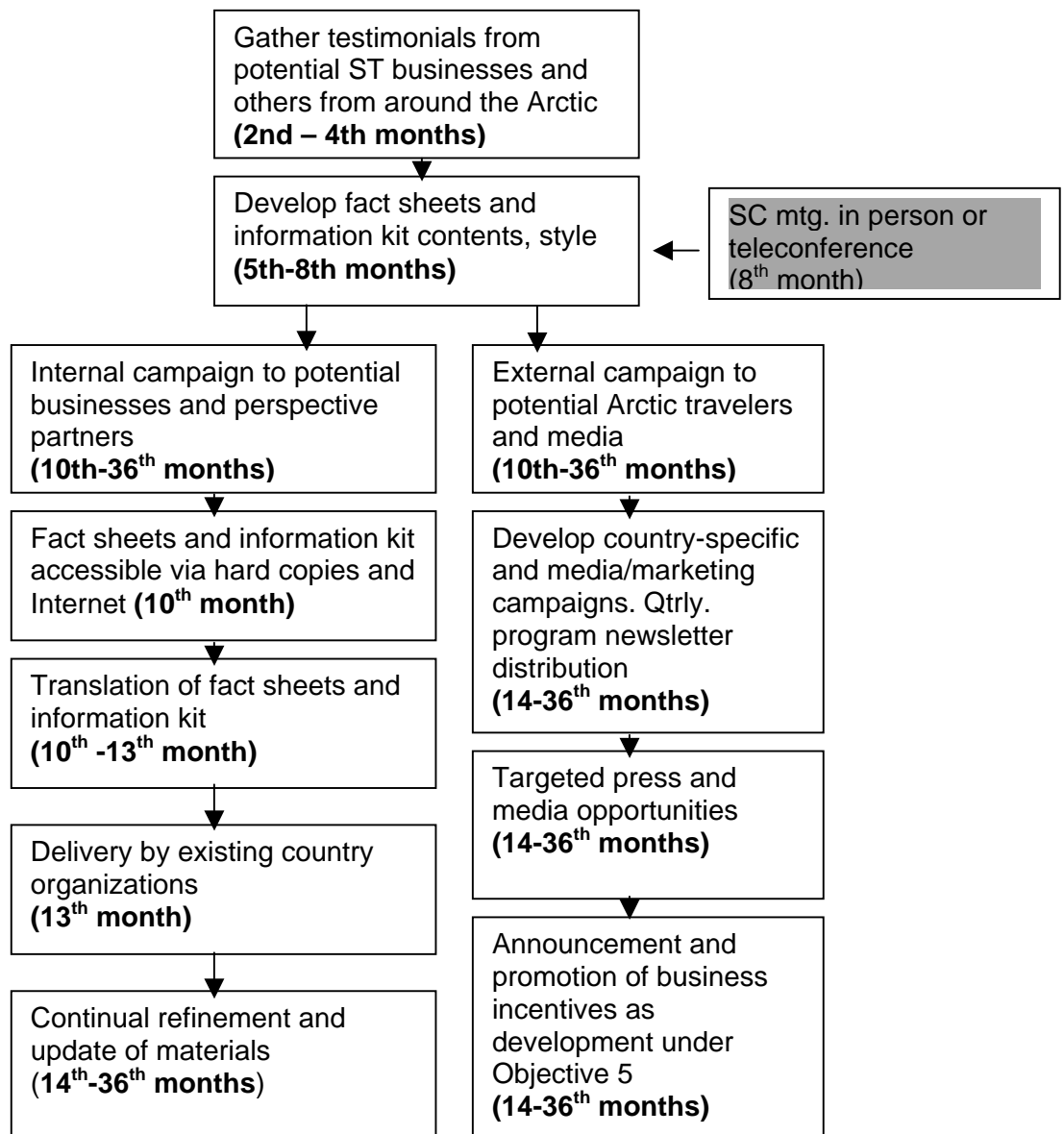
The campaign will focus on why sustainable tourism practices are worth integrating into business operations and, in particular, how these practices provide a competitive edge in the marketplace and reduce operating expenses.

The project will collect testimonials and generate fact sheets and information kits for posting on the proposed web site described in Objective 1. Regional contacts and interested parties will then use the web site to distribute campaign materials via their own regional networks. The regional networks will use existing distribution methods such as trade association events, meetings, local trade fairs, publications and other media.

Primary Audience

Small and medium-sized tourism businesses within the arctic tourism sector that have a latent interest in making their tourism business more sustainable.

Development Approach



OBJECTIVE 3

To assist the arctic tourism sector to learn how to implement sustainable tourism practices.

Proposed project

- A training course in sustainable tourism that advances skills and practices and prepares graduates for participation in the proposed market recognition scheme.

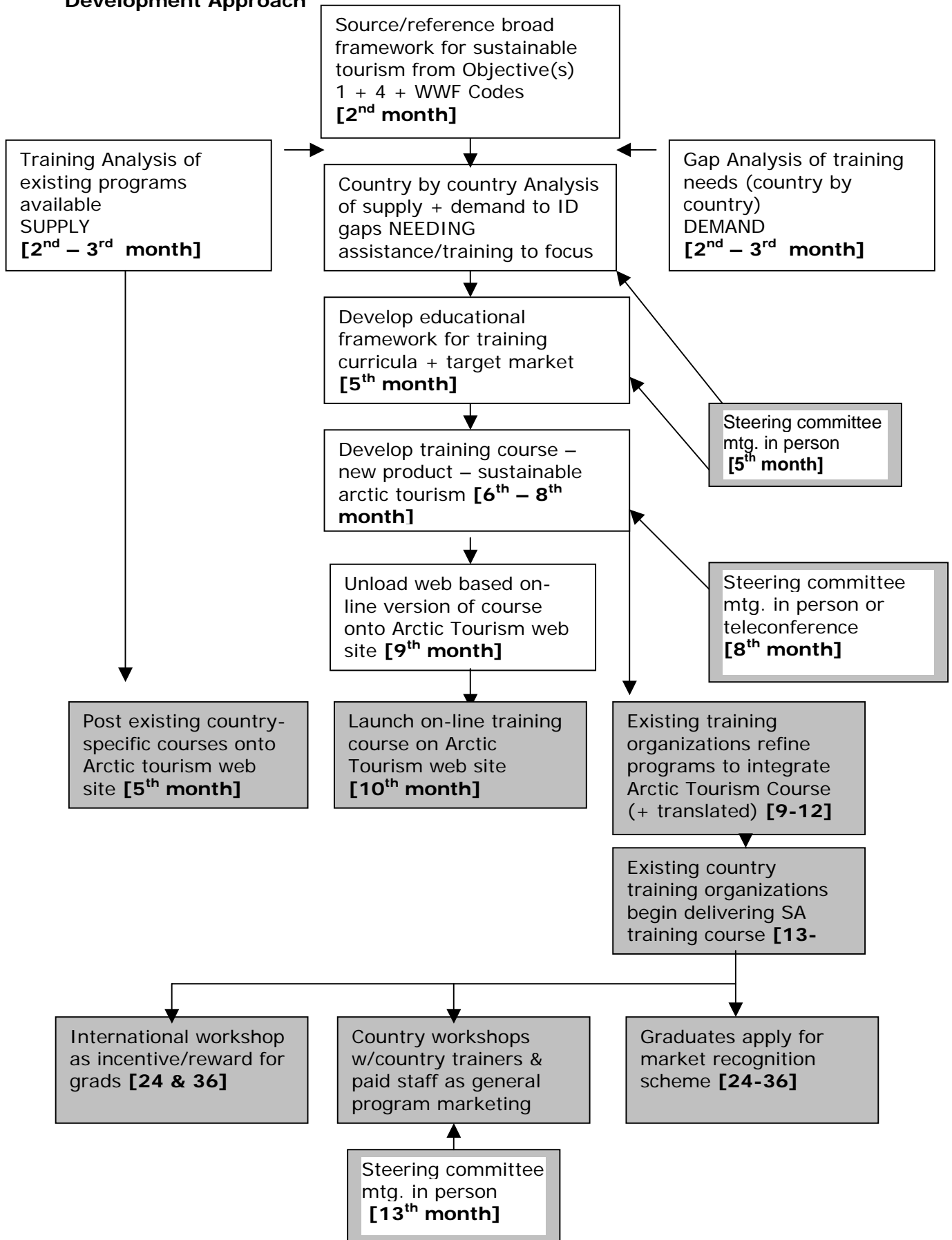
Project Description

Utilising the framework on sustainable tourism, described in Objective 1, this project will develop and deliver a short training course focused on the core skills identified by an arctic-wide needs assessment. The first project outcome will be a list of existing courses offered by Arctic training and tourism organisations, posted on the web site proposed in Objective 1. The second outcome will be a gap analysis of skills missing from existing training programs, country-by-country. The third outcome will be a new training short course, delivered through existing regional and national educational organisations and on-line via the web site. The purpose of this course is to ensure graduates have comparable knowledge and skills regarding sustainability and tourism-related issues in the Arctic.

Primary Audience

Personnel of small and medium-scale tourism businesses that are likely to be interested in joining the proposed market recognition scheme.

Development Approach



OBJECTIVE 4

To define sustainable tourism practices and to award businesses for achieving them.

Proposed Project

- An arctic-wide market recognition scheme for sustainable tourism businesses.

Project Description

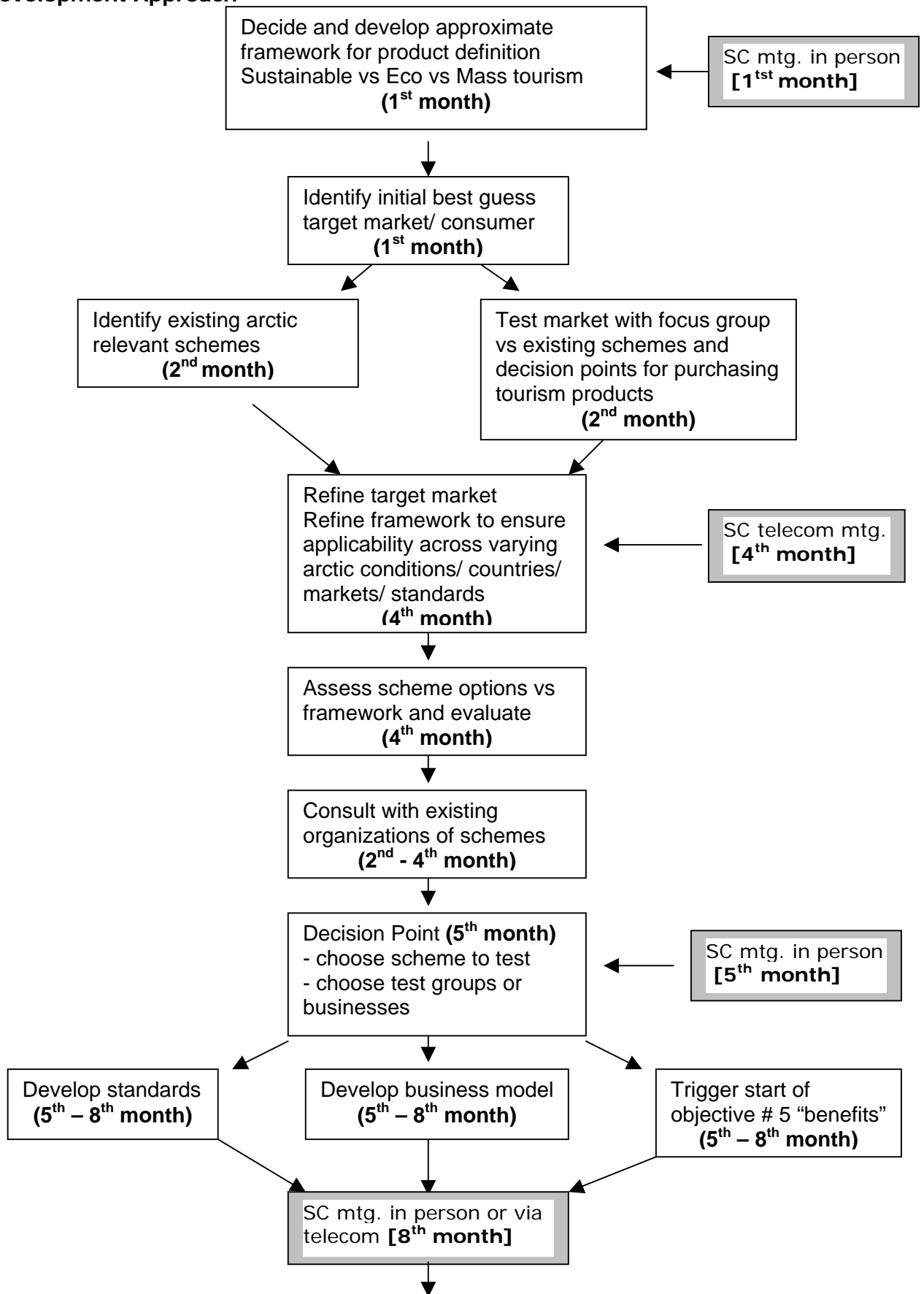
The project outcome will be a unified arctic-based market recognition scheme, e.g. a certification program or logo, that reflects arctic conditions, recognising existing market recognition schemes and international efforts to align those schemes. The new scheme will define criteria for sustainable tourism and possess sufficient flexibility to acknowledge the diverse range of businesses, market conditions and operating environments across all eight arctic countries.

The first outcome will be an indication of what the market desires from arctic tourism products and are therefore necessary components of a market recognition scheme. The second outcome is an evaluation of existing schemes, in terms of their effectiveness and applicability to the whole of the Arctic. The third outcome is the creation of a pilot scheme tested and refined in a representative sample of arctic tourism businesses and locations. The final outcome will be an arctic-wide recognition scheme supported by the training program described in Objective 3 and the incentives proposed in Objective 5.

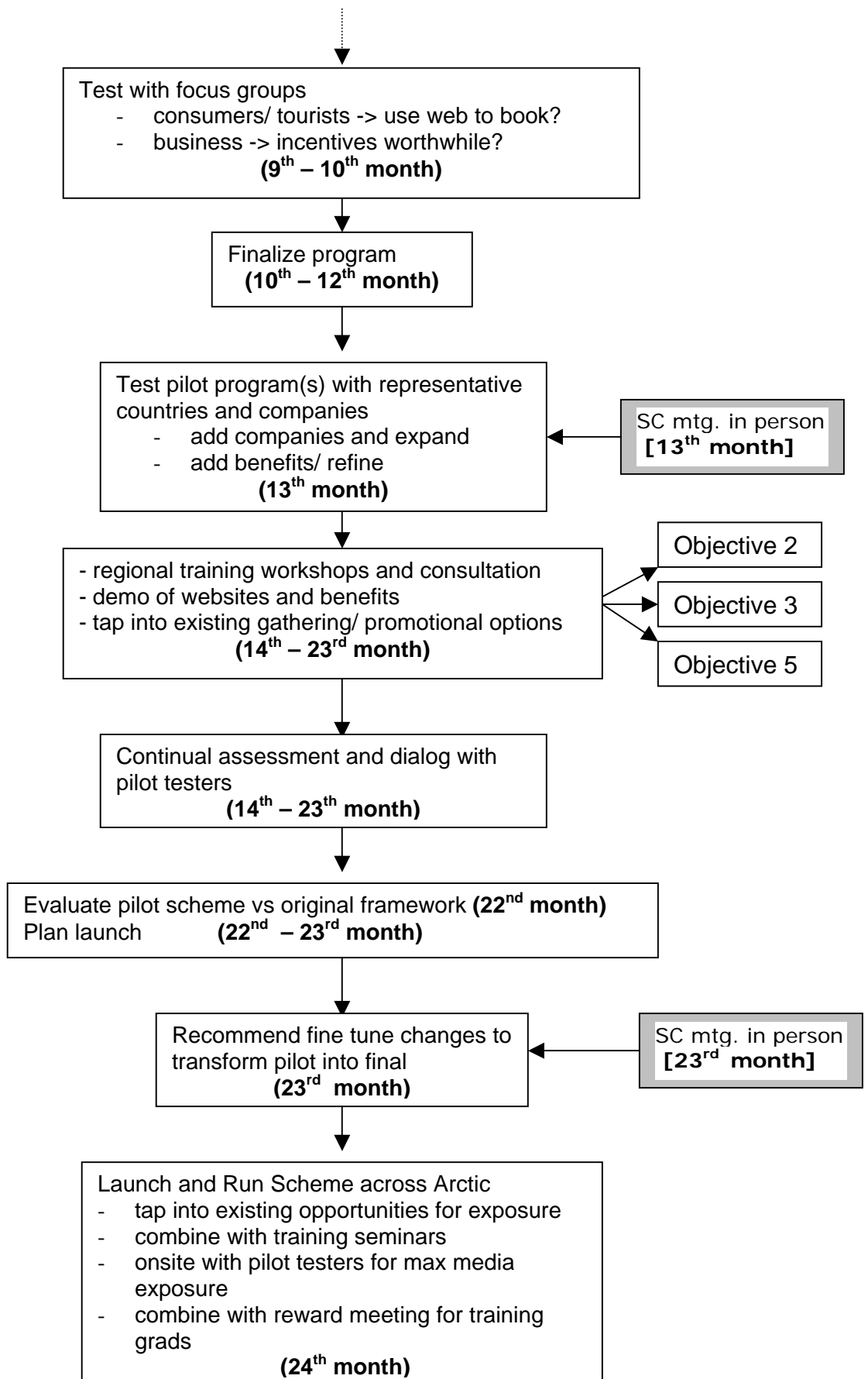
Primary Audience

Tourism businesses within the Arctic committed to improving the sustainability of their business and being recognised for this achievement. In addition, the scheme needs to target consumers to influence their decision-making towards sustainable choices.

Development Approach



(continued)



OBJECTIVE 5

To create incentives for the tourism sector to adopt sustainable tourism practices and join the recognition scheme, and lay the ground work to brand sustainable arctic tourism.

Proposed Projects

- Establish a web site that markets products and businesses that have joined the proposed recognition scheme;
- Establish an arctic-wide trade association of sustainable tourism businesses that brands sustainable arctic tourism, promotes it and carries outputs of projects 1-4 into the future.

Project Descriptions

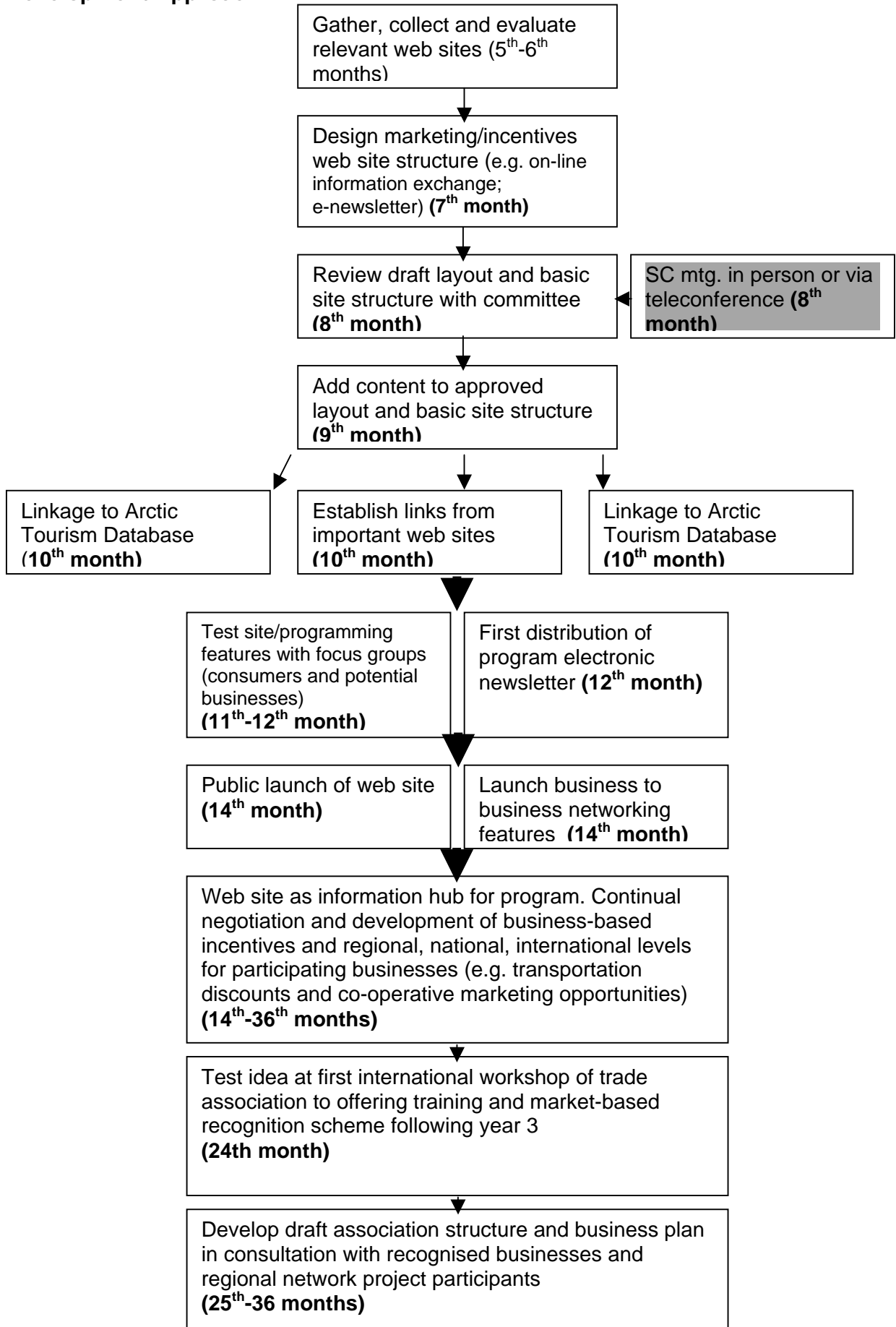
The proposed web site would list and describe the products and businesses that have joined the recognition scheme. This will provide a clear marketing incentive for new businesses to join, and an on-going benefit to retain and build business membership. The web site will link to other industry and association web sites and in turn, direct interested customers to participating member businesses web sites. This web site is one component of the overall program (SMART) IT network.

The sustainable arctic tourism brand or image will enhance the visibility of businesses that provide quality sustainable experiences. The individual business owner/operator, therefore, will have greater capacity to attract repeat customers who are seeking similar quality experiences throughout the Arctic. The arctic tourism industry will be more able to package and promote their products at a regional, national, and international scale, ensuring more profitable and sustainable stays throughout the Arctic.

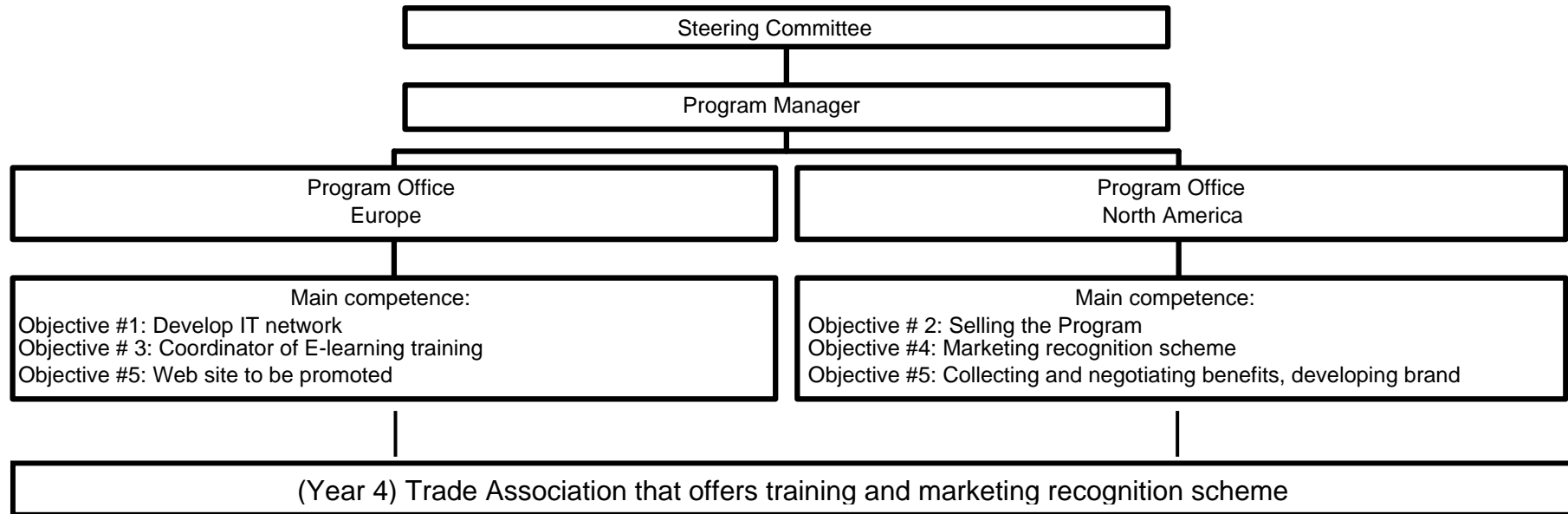
Primary Audience

Tourism businesses within the Arctic, requiring tangible business-oriented incentives and interested in joining and maintaining membership in the market recognition scheme proposed in Objective 4. These businesses operate at a basic level of sustainability and are committed to continual improvement.

Development Approach



Organisation Structure



Staffing Structure

	Europe	North America	Total
Year 1:	4	3	7
Year 2:	2	3	5
Year 3:	1 + part-time IT	2	3
(Year 4)	Arctic Sustainable Tourism Trade Association composed of trained and recognized companies delivers training and market recognition scheme.		

Program Budget

Budget = 2 000 000 €

Objective #1: 300,000	x20 percent administration	15%
Objective #2: 200,000	x20 percent administration	10%
Objective #3: 700,000	x20 percent administration	35%
Objective #4: 600,000	x20 percent administration	30%
Objective #5: 200,000	x20 percent administration	10%
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Total =	2 000 000 € (400 000 €)	100%