



Per Gunnar Hettervik

- **Senior advisor** food, culture and regenerative tourism
- Manager of the HÅNDLAGET/HANDMADE network
- Manager of the EU-project CraftGo!
- Entrepreneur, consultant, GM and project-wizzard



Who are we at The Royal Society- Norges Vel?

- We are a non-profit and independent organization with members from all walks of life.
- We contribute towards creating strong local communities, through business development.
- We promote and support creation of new industries, value chains and entrepreneurship.
- We have a staff of 30 experts, working with projects in Norway, the Nordic countries, Europe and Africa

Core values and UN's sustainability goals

- **Our Objective:** To establish local food chains and cultural experiences, including sustainable food production
- **Our Vision:** Strong local communities
- **Our Core values and driving force:** cooperation and co-creation



Main areas of expertise:

- Sustainable food production
- Marine value creation
- Renewable energy
- Adventure tourism – regenerative tourism
- Circular economy
- Development of value chains
- Services for startups

Regenerative tourism: the next step in sustainable tourism. How can we develop guidelines and standards for best practices within research, and how can we improve resource management. And finally: how can we engage communities in planning and implementation of cultural heritage tourism in the Arctic?

Per Gunnar Hettervik, The Royal Norwegian society for development

Longyearbyen 8. august 2022



«To put it simply sustainable tourism looks to preserve a site the way it is.

REGENERATIVE tourism seeks to leave a place better than we found it, through empowering the relationship between visitors and locals»

Vinod Narayan, general manager Etèreo,

Our planet: An ecological luxury trap

- **Population growth** 121 % since 1970
- **Loss of biodiversity** 68% since 1970
- **Co2-saturation** in the atmosphere 416,6 ppm in 2021
- **Artic ice levels** at a record low
- **Global temperatures**, 2021 warmest year measured
- **Human consumption** higher than ever



If mankind were to match the consumption of an average Norwegian, we would need...



...3,6 earths

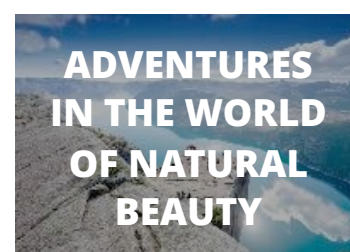
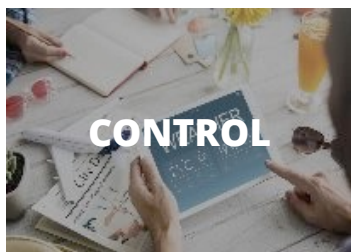
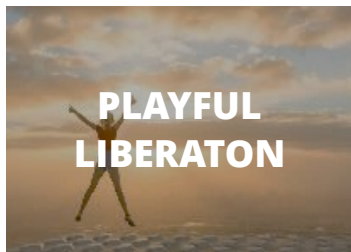
A shift in paradigm for tourism



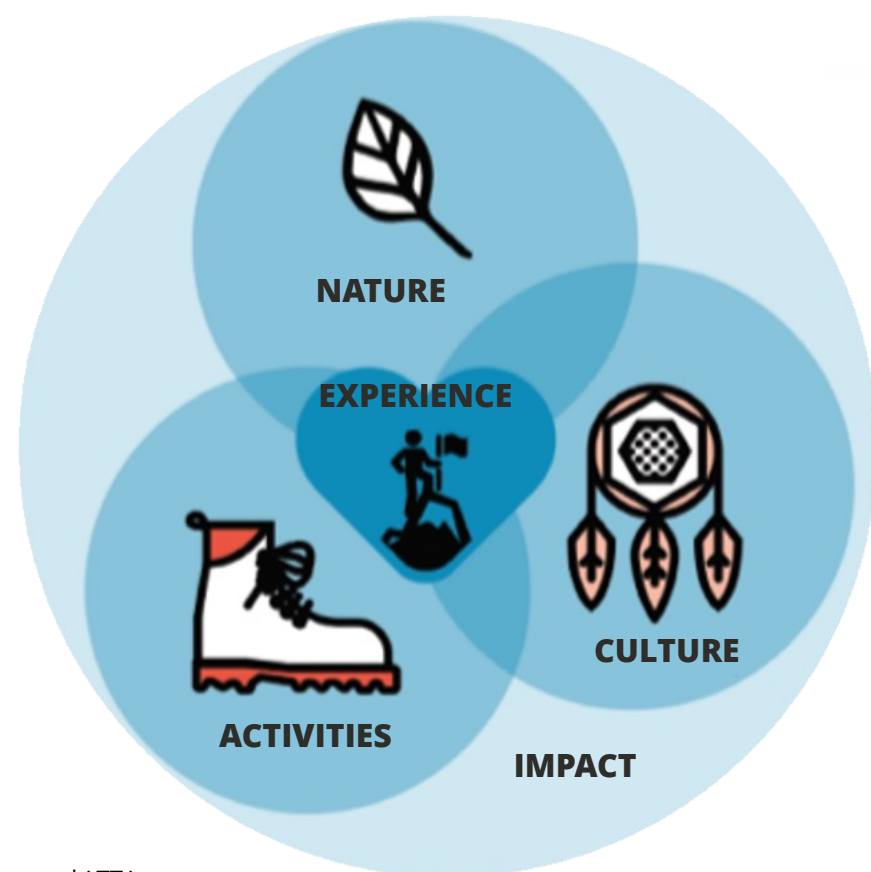
*ATA, 2021 Adventure Tour
Operator Snapshot Survey

Q42: What tourism and conservation issues do you believe deserve the most attention?

Nine distinct segments of tourists



Visitors look for valuable life experiences when they travel




THE NOVEL
AND UNIQUE




CHALLENGE


WELLNESS


IMPACT


TRANSFORMATION

Motives for adventure travels



Trends

A desire to be a part of the local community. Value-based tourism	Local foods	Including cultural experiences and a need to contribute towards preservation	Adventure tourism is on the increase. Destinations that offer meaningful experiences build loyalty	Staycation and the domestic market will increase. Slow travel – want to stay longer in the same place
Regenerative experiences grow fast– beach cleaning, support for local communities, contribution to ecological development	Well-being and mental health	A need for transformative experiences – personal growth, learning, physical and mental training	Escapism becomes values- based tourism.	From High tech to high touch. From tribal mode to planetary mode
From status –based travel to quality of life based travel. From person of knowlegde to person of learning	From exploitation of resources to meaningful use of funds.	Sustainable destinations	From simply safety , to health and safety	From choosing economy first to choosing sustainability first

Innovative cultural experiences are in great demand

- The market looks for cultural experiences more than experiences of nature
- We need to create bookable experience-packages, including cultural heritage and activities in nature, that strengthen the awareness of and tolerance limits of the environment, the local population and its culture

Håndlaget, a part of the International Économusée network

- Make craftsmanship a tourist destination
- Certification
- Quality control and evaluation
- Networks
- Skills development
- Shared marketing and visibility

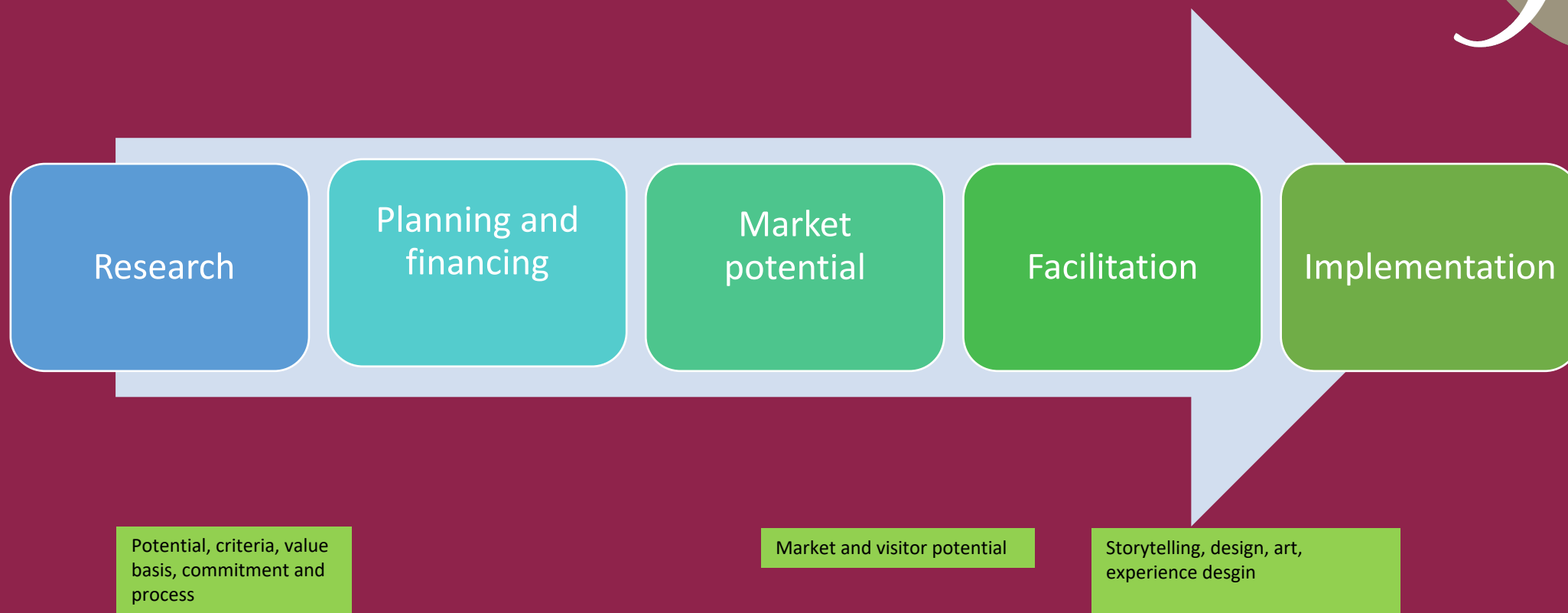


Artisans at work
ÉCONOMUSÉE® | INTERNATIONAL
NETWORK



Process

From selection, quality control to
HANDMADE membership – an example!



Facilitation process

1. Sales/reception

2. Production area

3. Storytelling

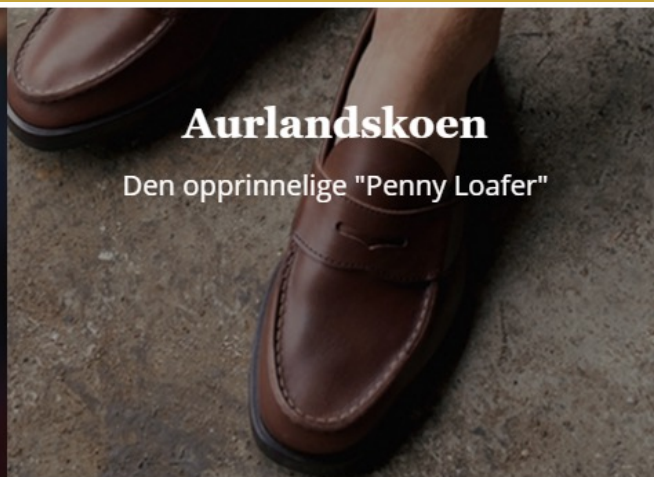
4. Experience
design

5. Social Inclusion,
value creation
and recruitment



Arven

Gull- og sølvwarefabrikk



Aurlandskoen

Den opprinnelige "Penny Loafer"



Bunad Verksted

Bunader fra Romsdalen



Ciderhuset

Cider frå Sogn



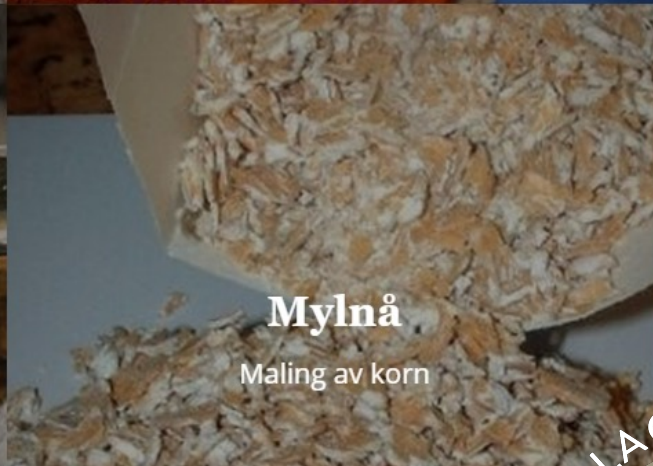
Fjordtønna

Produksjon av tønner



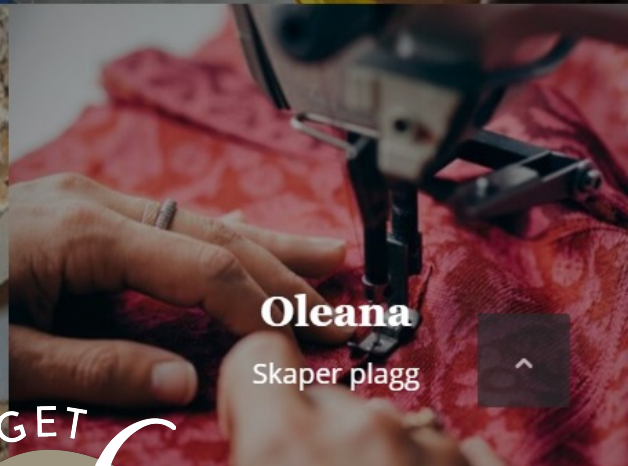
Hillesvåg Ullvarefabrikk

Ull og design



Mylnå

Maling av korn



Oleana

Skaper plagg

Oselvarverkstaden

Tusen år med båtbyggertradisjon

Ostebygda

Skattekiste med osteprodusentar

Skaugum Bestikk

Håndlaget bestikk

Stine Hoff Glass

Glassblåsing

Syse Gard

Frukt og sider

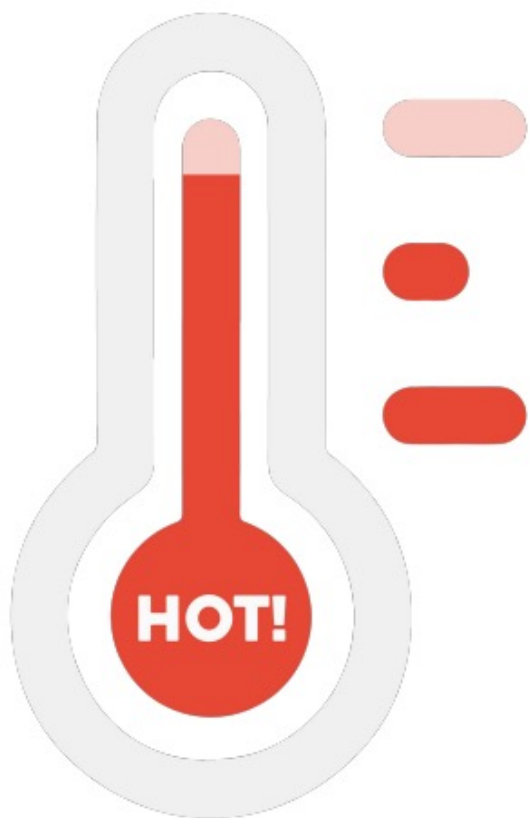
Tingvolløst

Ost i verdensklasse

Tønnegarden

Kunsten å lage tønner

“HOT” TRENDING MOTIVATIONS FOR ADVENTURE TRAVEL



1. New Experiences



2. Go Off the Beaten Track



3. To Travel Like a Local



4. Last Chance Travel



5. Wellness/Betterment Goals



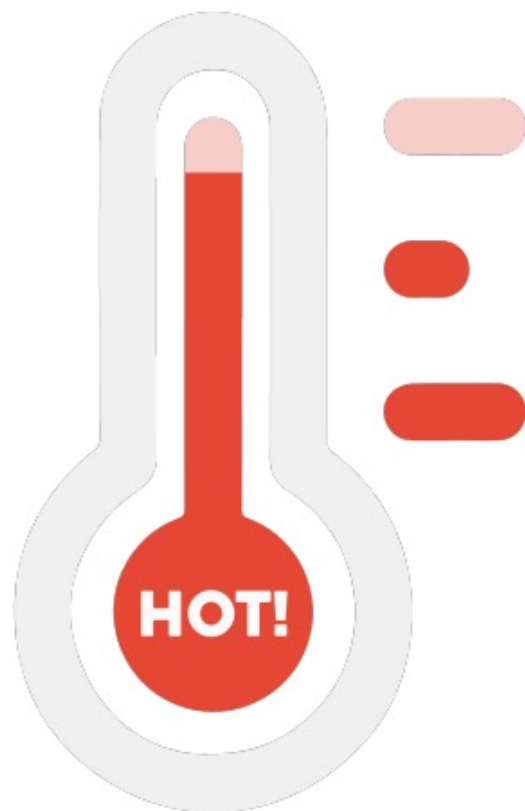
6. Cultural Encounters

Q29: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2020?

Base: All respondents excluding those left blank (n=183)

Source: 2021 Adventure Tour Operator Snapshot Survey

“HOT” TRENDING ADVENTURE ACTIVITIES



1. Hiking/Trekking/Walking



2. Wellness-focused activities



3. Cycling (electric bikes)



4. Cycling (mountain/
non-paved surface)



5. Safaris/wildlife viewing



6. Culinary/Gastronomy



7. Photography (wildlife/nature)



8. Cultural



9. Cycling (road/paved surface)



10. Expedition cruising

Q29: What is your organization's perception of the following consumer motivations, based on consumer demand and bookings in 2020?

Base: All respondents excluding those left blank (n=183)

Source: 2021 Adventure Tour Operator Snapshot Survey

Regenerative tourism

- Creates robust local communities that care for visitors and respects biodiversity. Provides local economic sustainability and supports local ownership



Regenerative tourism – the next step in sustainable tourism

1

The tourism industry as a living organism – a value-creating ecosystem

2

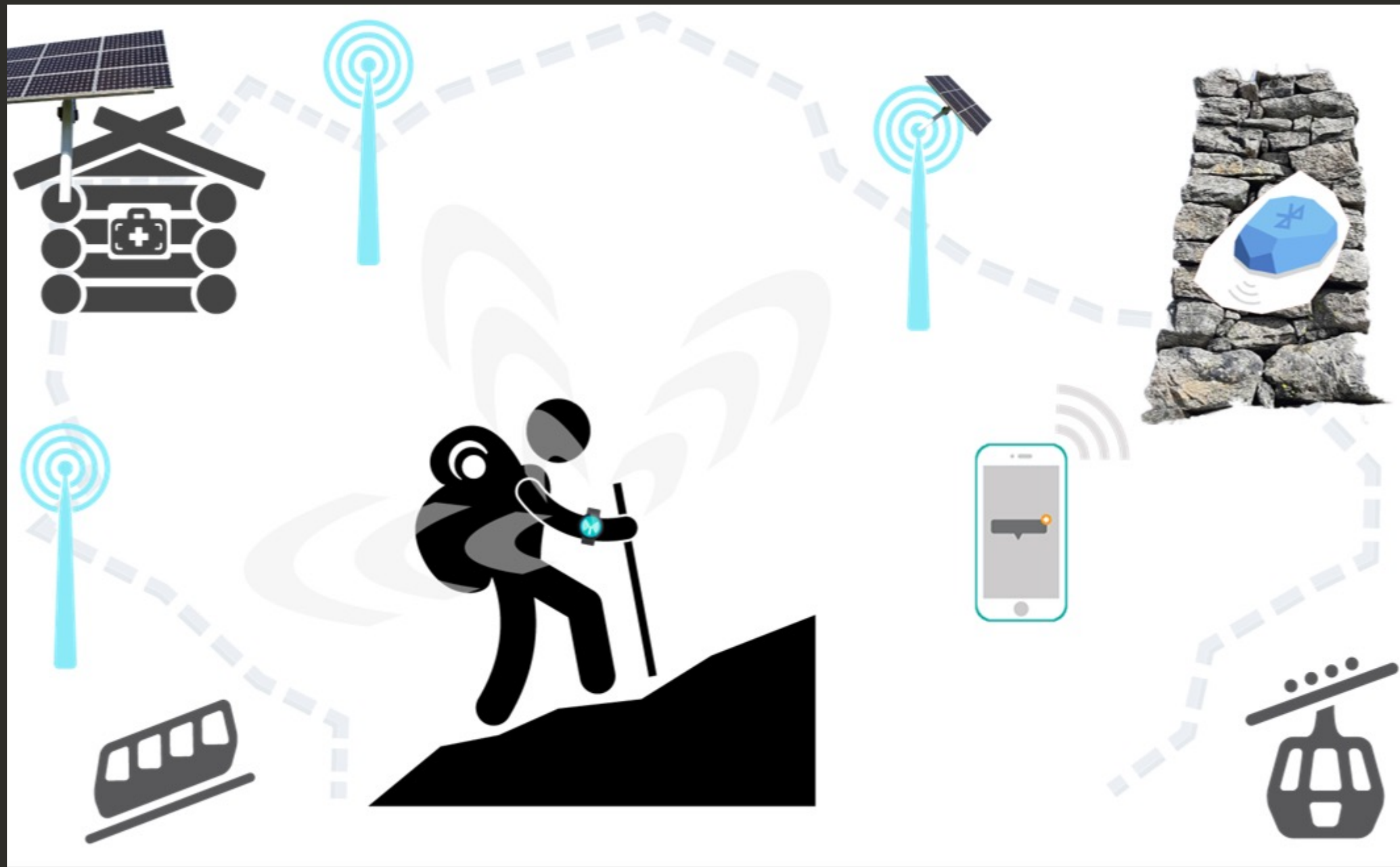
The tourism industry can help strengthen local communities and repair damaged ecosystems

3

The tourism industry can contribute to rebuilding cultural heritage

4

The tourism industry can contribute to management according to tolerance limits



IoT-mesh + receiver



Signals without internet
Micro weather
Solar Panel driven

Bluetooth beacon



55x38x18 mm

Placed on strategic locations
Communication with mesh

Sensor/Transmitter



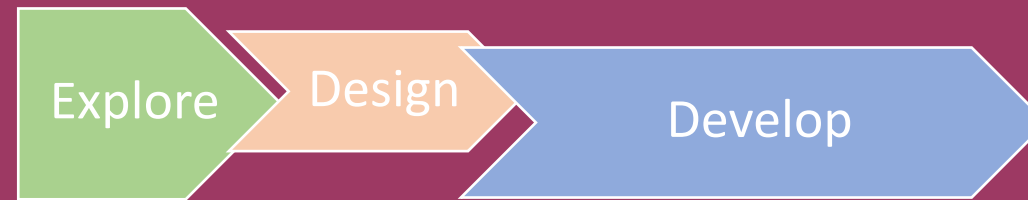
17 SAMARBEID
FOR Å NÅ MÅLENE



NORGES
VEL
DET
KONGELIGE
SELSKAP
ANNO 1809

Design thinking in 50 min.

Explore in groups:



1. Value of cultural heritage in sustainable tourism development – 10 min.
2. Regenerative cultural heritage experiences for visitors/local community – 10 min.
3. How can we develop guidelines and standards for best practices within research, and how can we improve resource management. And finally: how can we engage communities in planning and implementation of cultural heritage tourism in the Arctic? –
BULLETPPOINTS from group discussions – 30 min

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