

CARPADUS

Workshop on practices, guidelines
and standards in Svalbard tourism

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Svalbard Museum



Natural and cultural history of Svalbard



Member of
Visit Svalbard



Photo: Haakon Daae Brensholm/Visit Svalbard

400 years of cultural history

Svalbard, an arctic archipelago:

- Spitsbergen, Nordaustlandet, Edgeøya, Barentsøya, Bjørnøya
- Ca 3000 inhabitants
- Longyearbyen - the world's most northerly town (78°N)

Svalbard discovered in 1596

Svalbard museum:

Nature and culture of the archipelago

The perfect start to understanding Svalbard



Understand Svalbard

- **A diversity in topics** makes the museum of interest to a wide group of visitors
- Exhibits are built to get a **quick overview** – or a **deep dive**, depending on time and interest
- We **speak** through objects, photos and texts
- **Understanding nature and cultural history is essential to a good stay in Svalbard.**
- The museum is an attraction to visitors
- **A platform for knowledge** for visitors, locals, students, scientists
 - A wide network
 - Qualified staff
 - Dedicated to our mission; collect, preserve, share...



Svalbard Museum

Natural and cultural history of the archipelago

Permanent exhibits covering central topics

- Basis for life in the Arctic
- The discovery of Svalbard
- Exploration of the archipelago
- Hunting/whaling
- Trapper's life
- Geology and mining
- Modern life and research
- Life in the ocean and on the tundra
- The Svalbard Global Seed Vault



«Life in light and ice»

Basis exhibition



Possibilities

Focus even more on history/culture in marketing of Svalbard and by each operator

Attract the guests who seek knowledge (as oppose to «only» nature adventures?)

Why?

Reduce stress on nature

Increase knowledge and understanding for both nature and culture

Stay another night

Mandatory museum visit for all visitors? In a today not known shape or form?

A museum «without walls» - disseminating outside the exhibiton

Walks

Talks

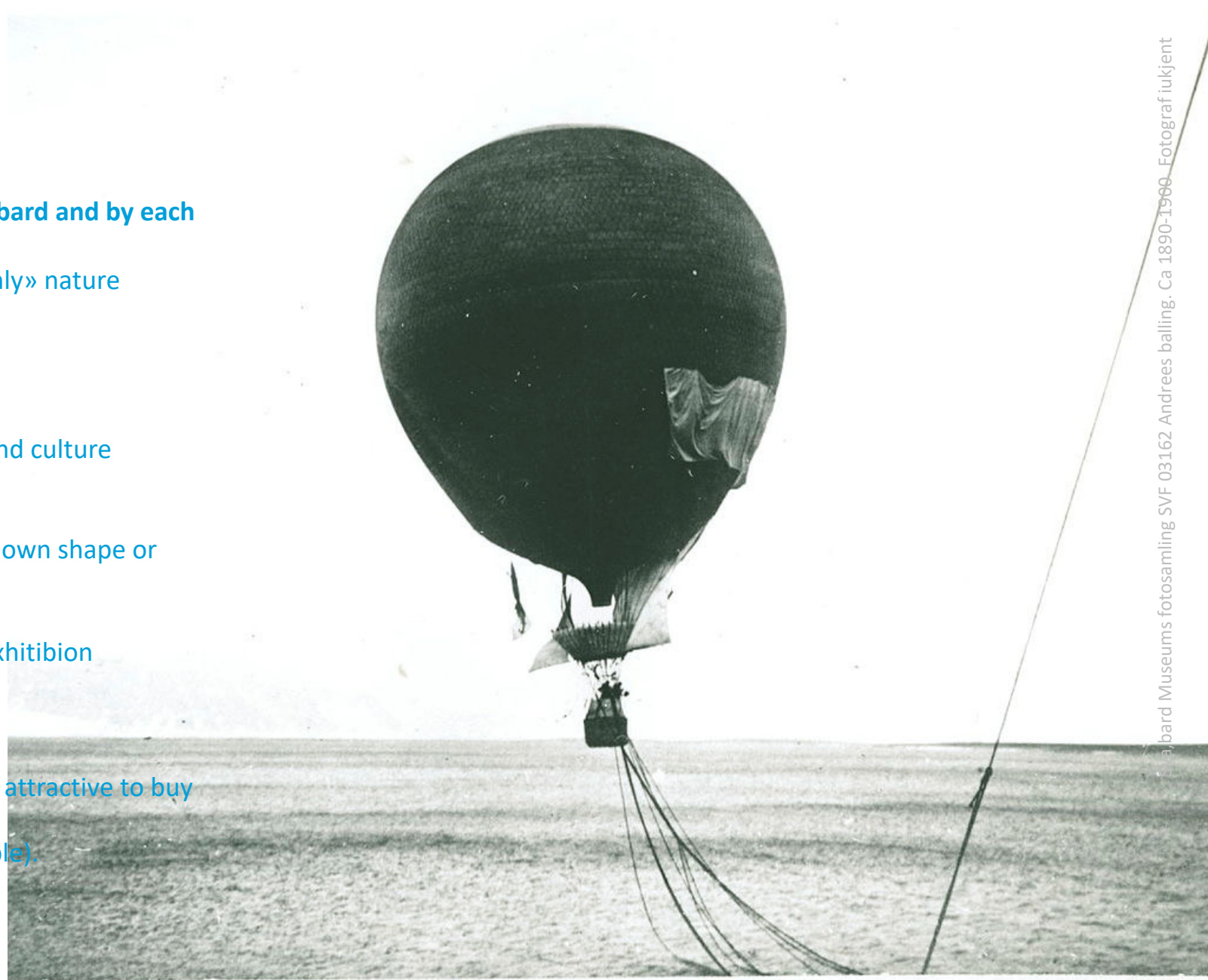
Etc

Ensure more «products» with the museum, make it more attractive to buy more than the one ticket

(will also make the museum more economically sustainable)

Manpower, skillset.

How to do this in all kinds of weather and seasons?



Challenges

History and culture does not have a proprietor.
«Everyone» may share.

Find a solid ground and understanding for who shares
what. What is history, what is storytelling?

Do we have a common (enough) understanding of topics
that must be shared?

How to make a hub for knowledgebased experiences –
the knowledge exist but is the content easily enough
available?

How do we model cooperation in these matters?

How do we secure that the museum has the capacity and
competence to work with other that shares history?

How do we ensure that partners are teaming up?



Museum gift shop – and other shops

Purpose of gifts

Quality of gifts

Afterlife of gifts

Produced where, by who?

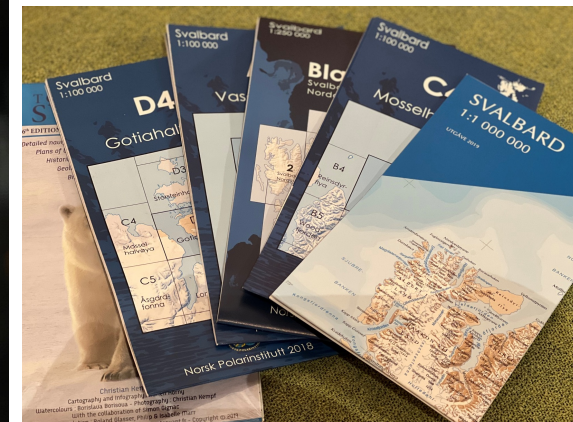
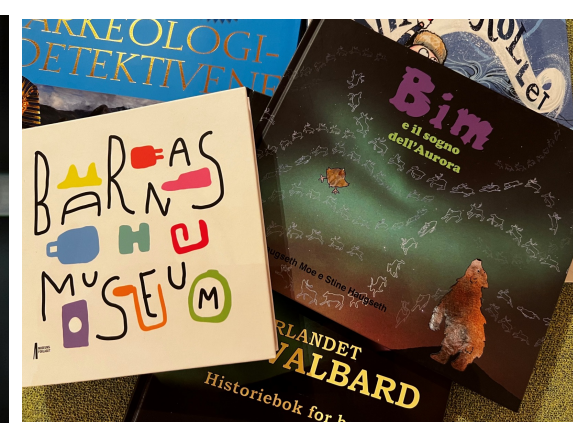
How to cooperate in product development, manufacturing etc?

How to ensure a «perfect selection» with a natural distribution amongst the various shops?

How to wrap knowledge as a gift?

How to lower freight/impact/waste?

Cooperation project?



Photos: Svalbard museum/Heger Anita Evertsan

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