Tourism in Norway, and Study at Harstad University College.

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About Harstad.
Study at Harstad University College
Tourism in Norway
Harstad University College

- Northern Norway
- Harstad; aprox. 25,000 inhabitants
- HIH; about 1,400 students
- North of the Arctic Circle
Harstad
Study in Harstad, Norway

Advanced Marketing or Travel and Tourism with e-commerce
## Advanced Marketing

<table>
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<th>1st semester</th>
<th>2nd semester</th>
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| **International Marketing and Strategy**  
(10 ECTS credits) | **E-Commerce**  
(15 ECTS credits) |
| **Marketing Communication and B2B Marketing**  
– A PBL approach  
(20 ECTS credits) | **Project Work/ methodology**  
(10+5* ECTS credits) |

*Research methodology course starts during the 1st semester*
Travel and Tourism with e-commerce

Courses (January – June):

E-Commerce - 15 ECTS credits *
Norwegian Culture and History - 10 ECTS credits
Visitor attraction development - 5 ECTS credits *

* Courses together with other classes at HIH.
General information

- Housing through student welfare (from 2600 kr = aprox 480 CAD).
- Funding through various grants.
- Living costs are lower in Harstad than in other larger Norwegian towns.
- Groceries etc. about the same as here.
Student activities

- Student welfare has various equipment.
- Social happenings, student pub.
- Welfare coordinator.

Activities in the area: mtb, soccer, skiing, backcountry, gyms, hiking, swimming, etc.
More info, course descriptions etc. at www.hih.no (english version)
Winter activities
Hiking
Tourism in Norway

What do you associate with Norway?
Some facts about Norway

- Norway; approx. 4.7 million inhabitants.
- Borders to Sweden, Finland and Russia.
- Language; Norwegian
- Currency; NOK
- Monarchy
- Capital; Oslo
- Oil, fish, tourism.
Tourism in Norway

- Growing tourism industry.
- Tourism industry in Norway; employ aprox. 150 000
- Norway has a market share of 0.9% (of European arrivals).
- Norwegians accounted for 64% of all holiday and leisure guest nights in 2008.
Tourists in Norway

- Number of foreign arrivals to Norway 3,267,000 (2008, -1%)
- Norway’s share of total foreign hotel guests nights in the Nordic countries 24.5%.
- Norwegian tourists:
  - all holiday and leisure trips 16,800,000 (+7%)
  - holiday and leisure trips in Norway 10,900,000 (+9%)
Important tourism markets for Norway.

1. Germany (22%)
2. Sweden (14%)
3. Denmark (12%)
4. The Netherlands (7%)
5. Great Britain (6%) and Poland (6%)
6. The United States (4%) and France
7. Spain (2%)
8. Italy (1%) and Russia (1%)
9. Japan (0.3%)
10. Other (18%)
Hiking in Harstad
Which factors are important for choosing Norway as a destination?

2. Experience calm and ease.
3. Interesting towns and places to visit.
4. Safety.
Most visited man-made attractions

1. Holmenkollen (ski museum)
2. Kristiansand Dyrepark
3. Flåmsbanen
4. Hadeland Glassverk
5. Tusenfryd
6. Fløybanen
Most visited nature based/cultural attractions in Norway

1. Vøringsfossen 685 000
2. Trollstigen 590 300
3. Bryggen in Bergen (world heritage)
4. Geirangerfjorden (world heritage)
5. Gamlebyen Fredrikstad
6. Nærøyfjorden (world heritage)
7. Briksdalsbreen
Vøringfossen

Norges mest kjente foss

Eidfjord Hardanger
Destinasjon
GEIRANGERFJORD
Trollstigen

Velkommen
Welcome
Willkommen
Tourism in Norway

- Many small businesses. But also larger comp.
- Small places and towns.
- Nature; mountains, fjords, glaciers, waterfalls, sea etc.
- Traditionally; see nature from a distance.
- Trend: offer something more in addition to nature, hiking, kayaking, white water rafting etc.
National Geographic Adventure: “Norway is Europe’s new home for all things action” (2009)
Destination trend

- “Enough is enough (away from mass tourism and standardisation)”
- From products to experiences and adventure.

How do Norway respond to this..? 

Poon, 2003
Geo tourism

- Geo tourism: create a type of tourism that emphasizes the distinctiveness of its locale, beneficial to visitor and residents alike.

- Geo tourism is defined as tourism that supports the geographical character of a place – its environment, culture, heritage, aesthetics, and the well-being of its citizens.
Geotourism in Norway

- Geirangerfjorden and Nærøyfjorden (on World Heritage List); a place to start?
- The Norwegian Fjords has been elected "the most intact destination" in the world, by national Geographic Traveller.
Geo tourists in Norway?

- Foreign tourists in Norway fits the profile of the geo tourist/eco tourist
- This has development potential.
- Norway signed an agreement on geo tourism as the 2nd country in the world (2005)
- Marketing: branding?
Where do Norwegians travel?

- Within Norway.
- 75% of all Norwegians go on at least one vacation.
- Long tradition in “going south”.
- Travel several times a year.
- City vacations, culture, sun and sea.
Major tourist destinations for Norwegians.

1. Norway
2. Spain
3. Denmark
4. Sweden

Great Britain, Greece, Turkey, Thailand, United States, Brazil and others also popular.
Some characteristics of Norwegian tourists.

- Long vacations abroad; 2,9 mill. trips.
- Typical vacation abroad: hotel and plane (air travel is still increasing).
- Typical vacation in Norway; car and private accommodation.
- Summer is most popular, especially for travel in Norway (also winter/fall abroad).
Sustainable tourism?

- Cabins; build like small villages, could present pressure upon "the free goods" (public benefits), national parks/nature.
- What can the governments do about this?
- Whose responsibility is it to protect and preserve?