

# Optimal Tourism Balance

A workshop focusing on research needs for tourism development in Svalbard



Photo: Marcela Cardenas

## Workshop

Location: Longyearbyen, Svalbard

Time: September 11 – 13, 2019

## Focus

- Optimal tourism balance
- Sustainable community development
- Search & rescue in a tourism context
- Visitor infrastructure

Tourism is growing rapidly in many Arctic areas. The Norwegian government has stated that tourism is to become one of the main future local industries in Svalbard. Tourism in Svalbard comprises land-based visitors and cruise passengers travelling on both expedition-style ships and larger overseas cruise ships. While tourism brings many benefits, there are also concerns about how growing tourism may impact the environment, safety and local communities. In order to ensure sustainable development, we need to understand the optimal balance between impacts and benefits in all relevant areas, like environment, safety, economy, cultural and social aspects.



Photo: Ole Magnus Rapp



Photo: Jarle Røssland, Visit Svalbard



Photo: Ija Leo Lang, AECO

## About the workshop

The Association of Arctic Expedition Cruise Operators (AECO), the Norwegian Institute of Nature Research (NINA) and Visit Svalbard invite you to participate in an Optimal Tourism Balance workshop in Longyearbyen September 11–13, 2019. The goal is to discuss, define and pitch research projects that can help Svalbard find the optimal tourist balance in tourist development.

### The workshop will:

- identify, from a local/relevant stakeholder point of view, which research is available in relevant areas
- identify the gap between what is available research and what is needed
- Inform research institutions as well as funding institutions of these needs in order to push researchers toward end-users' needs and funding institutions towards giving support to the most relevant projects

The workshop will facilitate the discussion, and our goal is to include participation from stakeholders in tourism industry, politics, administration, research, organizations and others with an interest in tourism development in local communities. Lecturers will be chosen according to relevance and the workshop will be innovative in content and form. While targeting Svalbard, the workshop will also be interesting for stakeholders involved in other destinations.

## Target audience

The goal is to gather researchers with an interest for the Arctic who want to help shape the research questions that can contribute to knowledge-based management of tourism in Svalbard and other ecologically sensitive areas. The workshop is aimed at researchers from a broad range of fields, including social science, economics, natural sciences, business, tourism, Arctic issues and preparedness. The workshop also targets representatives from research funding institutions and other stakeholders.

## About the organizers

Visit Svalbard/Svalbard Tourism Board organizes most of the operators involved in tourism in Svalbard. AECO organizes most of the expedition cruise operators with operations in the Arctic, included Svalbard. NINA is the Norwegian Institute for Nature Research, an independent foundation for nature research and research on the interaction between human society, natural resources and biodiversity.

## Practical information

- Workshop starts Wednesday September 11 at 15:30 and ends Friday September 13 at 11:30
- Participation cost to be announced
- Flights and accommodation are to be covered by the participant
- To book your accommodation through Svalbard Adventures, send your request to [salg@svabardadventures.no](mailto:salg@svabardadventures.no), include name, telephone and any allergies

Updated program, registration and information on the workshop will be made available here:

[www.aeco.no/events/optimal-balance/](http://www.aeco.no/events/optimal-balance/)