

Innovative Mountain Tourism

A Norwegian cluster child

Lillehammer, September 16, 2010

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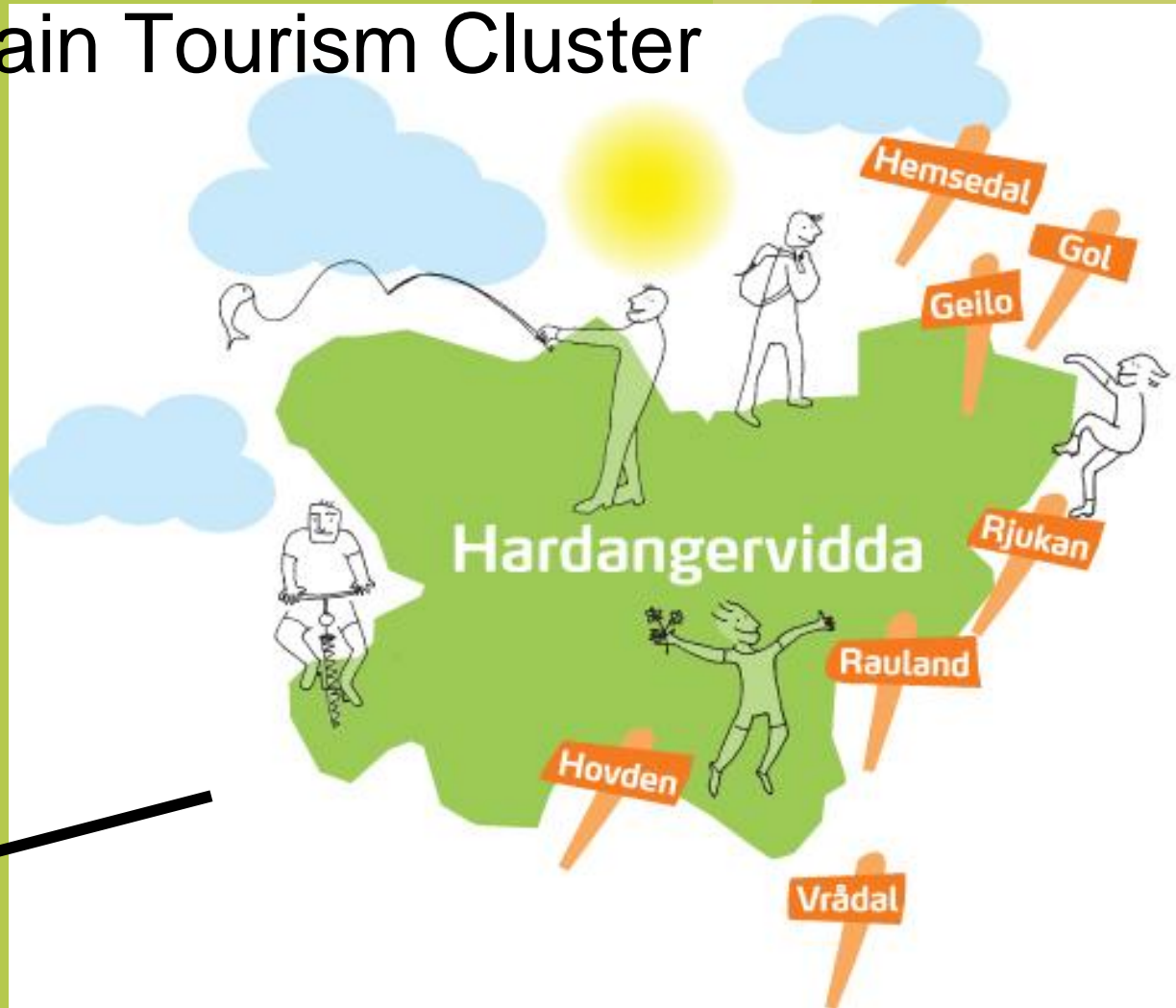
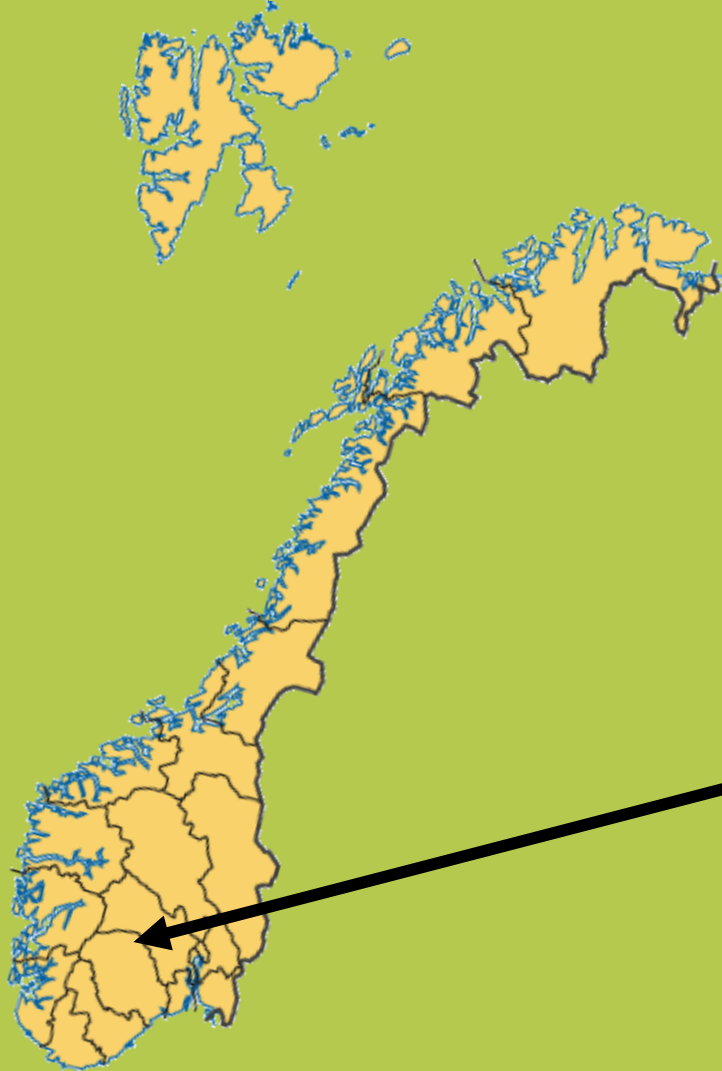
Innovativ Fjellturisme – et prosjekt i Arena-programmet, 2004-2009

Allegation 1:
Tourism is a strategy, not an industry. For success, common will is required.

Allegation 2:
For Norway tourism is part of the post-oil-adventure preparations



The Norwegian Mountain Tourism Cluster



The ARENA project periode: 3+2= 5 years

Project Vision 2004-2009

Develop mountain tourism into a profitable, all year round industry with highly attractive tourism products that target selected international tourism markets.

Project Goal

Establish a permanent Cluster focusing on innovation and international oriented summer tourism.

Project Strategy

Area 1: Networks and knowledge

Area 2: Entrepreneurship and product development

Area 3: Conceptualizing and sales

Area 4: External conditions that obstruct innovations

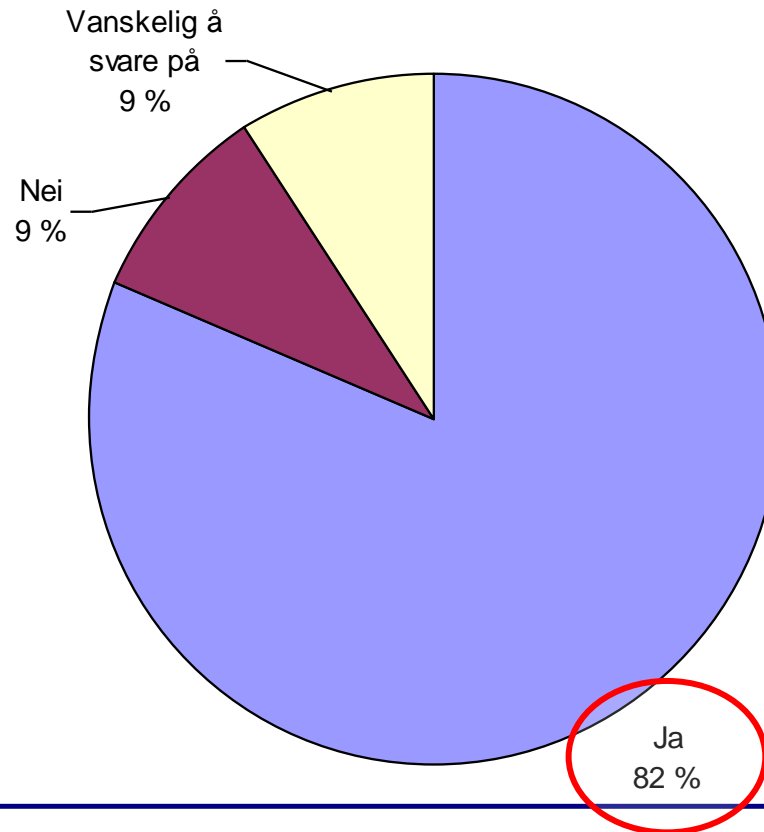
CLUSTER

Usefull or usefult

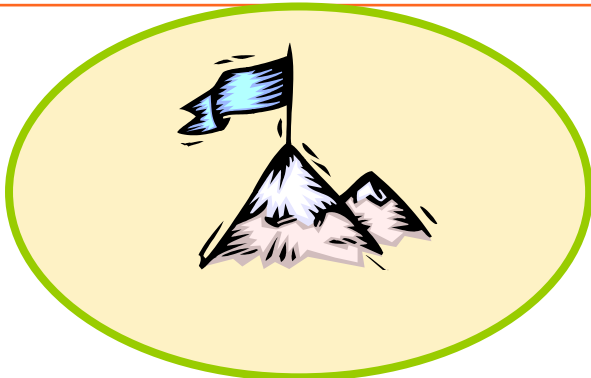
*If you want to travel fast,
travel alone.
If you want to travel far,
travel together.*



Har bedriften som følge av prosjektet Innovativ Fjellturisme satt innovasjonsarbeid på dagsorden i virksomheten?



The Triple Helix Mountain cluster



Public authorities
Kommunene, fylkeskommunene
Innovasjon Norge
Direktoratet for naturforvaltning
Nærings- og handelsdep.
Landbruksdep.
Miljøverndep.

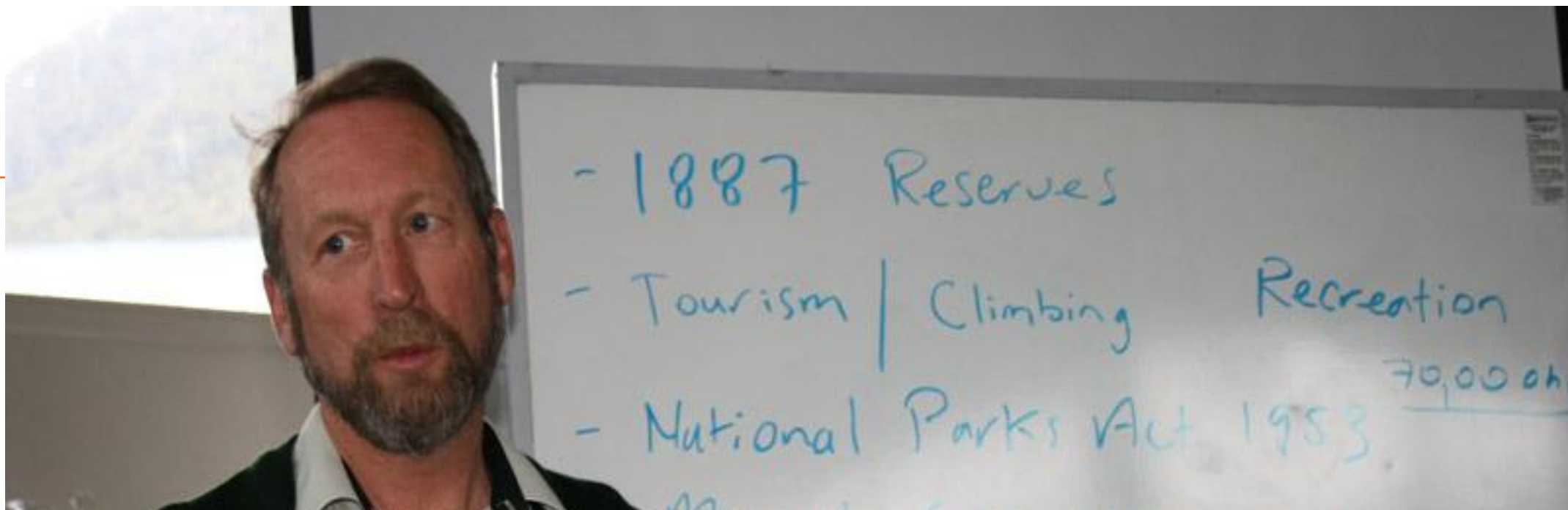
Cluster Companies
The core business
Travel, Stay, Sleep, Eat,
activity, experience, cultur etc.
when travelling in the region

Knowledge institutions
HiBu v/Senter for reiseliv
Telemarksforskning-Bø
Nasjonal og internasjonale miljøer

Partners
Nasjonale
Internasjonal klynge/
bedrift

Transport
NSB
Color Line
Oslo Lufthavn/OSL
Busselskaper

Suppliers
Tjeneste- og innholds
leverandører



WHAT WE HAVE CREATED



LESSONS WE HAVE LEARNED

- ✓ We need continuously market knowledge, and knowledge about how to deal with it
- ✓ To be stronger we have to combine marketing activities from different industries – tourism, agriculture, fishing, oil
- ✓ *Our nature is as good as anywhere, our commercializing is probably worse than anywhere - especially in National Parks*
- ✓ *We need strong destination companies and a dedicated cooperation between tourism industry and public authorities.*
- ✓ We have to force bigger regions and complementary skills
- ✓ *We must dare strengthening the strongest to help the weaker.*

LESSONS THAT HAS TO BE LEARNED

- ✓ Common will is necessary to create and implement a tourism strategy
- ✓ A mountain tourism cluster needs support and participation from local, regional and national level – the local businesses are very often small, and the participation alternating
- ✓ A 7 year old cluster is still a child... Spending 8,5 million € in a cluster project is almost worthless unless following up
- ✓ Tourism related R&D has to be upgraded and strengthened
- ✓ We must build stronger relations between political mountain power and mountain tourism actors

THANK YOU FOR YOUR ATTENTION 

- ✓ Mountain Tourism Conference in Rjukan, Telemark 24.-26. October: Event Tourism – why and how?
- ✓ www.fjellturisme.no
- ✓ kjell-gunnar@fjellturisme.no