Innovation Norway tourism

Ingunn Sørnes
Innovation Norway
Innovation Norway

- The Governments most important instrument for supporting trade and industry
- Owned by Ministry of Trade, Industry and Fisheries and the County municipalities
- Focus areas; tourism and creative industries, bio economy, ocean space, health and welfare, smart societies and energy
- Customers; Entrepreneurs/start-ups, Growth Companies and Clusters
- Targets mainly SME businesses

Offices in all counties in Norway, head office in Oslo and presence in 30 countries
Services and mandates from Innovation Norway

- Profiling
- Competence
- Advisory
- Networks
- Financing
Destination management tool «Sustainable destination»

- Certification for destinations
- Platform for destination management
- Demands public/private cooperation
- Connects to the SDGs

Main content:
1. Standard (GSTC recognized 2018)
2. Working process
3. Development support and tools
Standard
5 themes, 42 criteria, 104 indicators

A. Commitment local authorities
B. Commitment tourism stakeholders
C. Environment, nature and culture (planet)
D. Society (people)
E. Economy (profit)

K. Additional Cruisedestination criteria
## Working process to assist destinations

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Continue</th>
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<tbody>
<tr>
<td>Clarify</td>
<td>Phase 1</td>
<td>Continue</td>
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<tr>
<td>• Clarify interest</td>
<td>• Commitment and involvement</td>
<td>• Annual reports on KPIs</td>
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<tr>
<td>• Decide ambitions and goals</td>
<td>• Plan of Action</td>
<td>• Re-certification every 3rd year</td>
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*Analysis*
Development support offered

**Innovation Norway supports:**
- Tools and manuals, national monitoring
- Trained destination advisors
- Database for documentation and monitoring
- Network for exchange of knowledge
- Funding
- Communication and visibility

**Local – DMMO or similar organisation ensures:**
- Involving stakeholders and build partnerships
- Run surveys and documentation
- Plan and implement actions
- Monitor results
- Communicate progress
We find that:

A NATIONAL CERTIFICATION SCHEME DOES

Make destination management more targeted
Motivate private/public cooperation
Develop smarter networks

BUT

Destination management challenges traditional financing model of DMOs
Local authorities lack understanding and knowledge of tourism planning and management
Communicating a long term process is challenging in a world that seeks and needs fast changes