

Innovation Norway tourism

Ingunn Sørnes
Innovation Norway



Innovation Norway

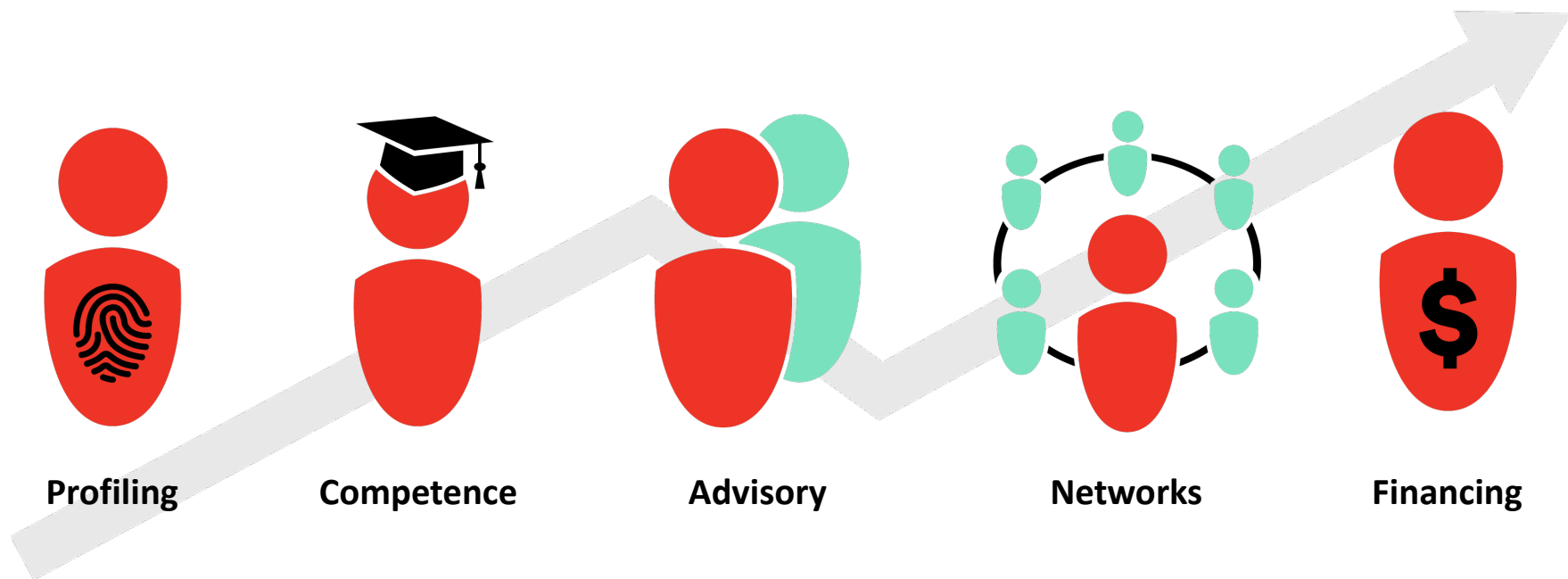
- The Government's most important instrument for supporting trade and industry
- Owned by Ministry of Trade, Industry and Fisheries and the County municipalities
- Focus areas; tourism and creative industries, bio economy, ocean space, health and welfare, smart societies and energy
- Customers; Entrepreneurs/start-ups, 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





Destination management tool «Sustainable destination»



Photo: Thomas Rasmus Skaug / visitnorway.com

- 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)

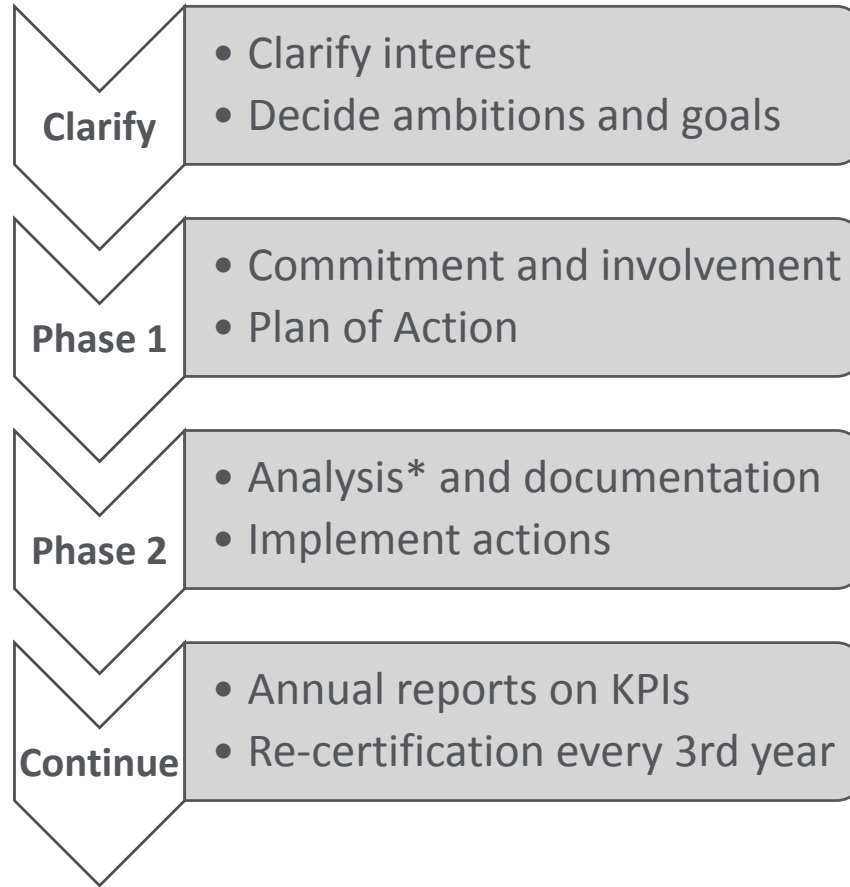
K. Additional Cruisedestination criteria





Photo: CH – visitnorway.com

Working process to assist destinations





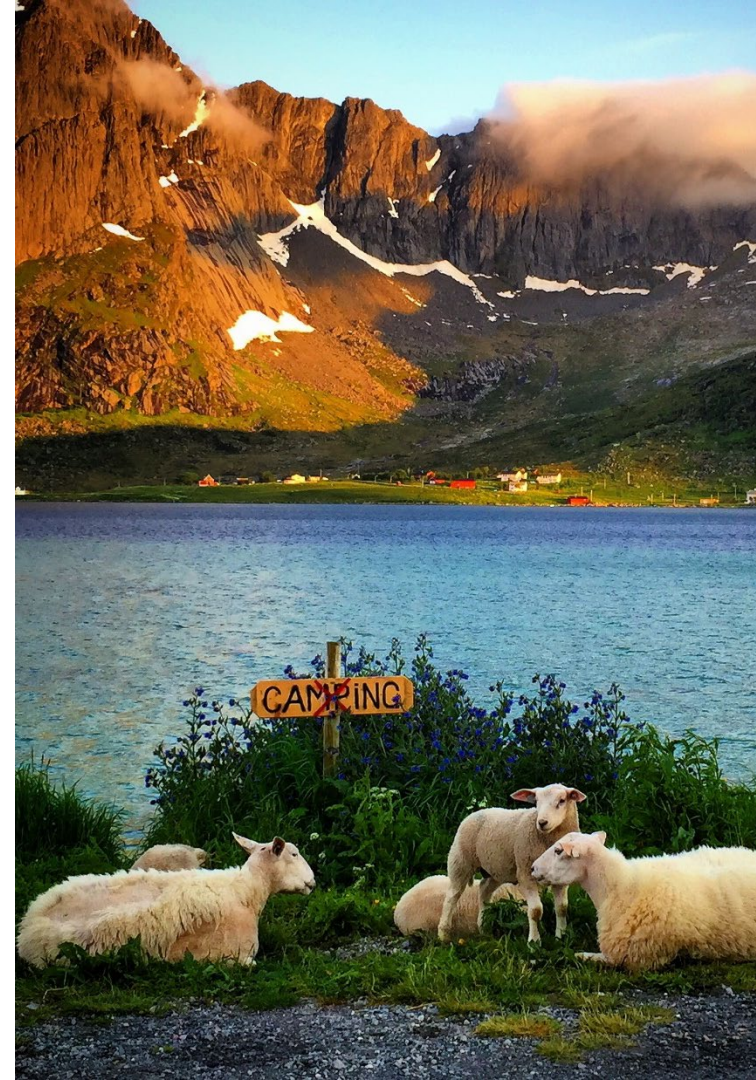
Development support offered

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

