


Regenerative tourism in Fjallabyggð – new perspectives on strategic action planning

Ólöf Ýrr Atladóttir

Consultant; destination development,
management and marketing

Project leader NorReg (Icelandic
Tourism Cluster)





Is regenerative tourism the future approach for small places and SM;E's in Iceland?

Place based

Based on needs and realities of small, local companies

Focused on defining and simplifying first steps, rather than the end goal

Foundations in regional and local cooperation

Strong community connection

Emphasising participatory and co-created projects, with the involvement of academia, stakeholders and guests

Regenerative tourism in Fjallabyggð

- ▶ Innovation in the field of holistic strategic planning for places (not destinations)
- ▶ A holistic, community based approach
- ▶ Long term focus and organised approach with clear goals, milestones and deliverables and an ingrained plan for regular revisiting.
- ▶ Connects to other planning initiatives within the community
- ▶ Defines the role of tourism within the community, the identity of the place and messaging, supports product development, promotion and marketing in a cohesive way.
- ▶ Sustainable objectives developed, based on tourism contributing to and enriching our community.
- ▶ Environmental sustainability goals prioritised with the aim to empower stakeholders to contribute to the regeneration of nature and environment
- ▶ **Calls for questions: how do we want our community to be enriched? What does regeneration of nature entail? Can we define our end goal?**

Regenerative tourism in Fjallabyggð

- work schedule and description



Verkbættir 2024

Verkþáttur	Dæmi um verkefni
Undirbúningur og skipulag	Flokkun viðfangsefna; mótun tímaáætlunar; endanleg mótun verkáætlunar, verkþátta, varða og afurða verkefnisins; starfsáætlun stýrihóps; umgjörð gagnaöflunar, vörslu og úrvinnslu; skilgreining starfshópa og fundaáætlun;
Greining og virkjun hagsmunaaðila	Greining hagsmunaaðila og flokkun; fundaáætlun og viðtalsáætlanir fyrir hagsmunaaðila; skilgreining viðtalsramma og spurningalista; viðtöl og fundir
Sameiginleg sýn, mörkun og einkenni Fjallabyggðar	Rýni stefnuskjala og áætlana sveitarfélagsins; fundir með hópum og einstaklingum; rýniefni útbúið
Greining á stöðu ferðaþjónustu í Fjallabyggð	Rýni talnagagna um ferðaþjónustu innanlands; greining „trenda“ á alþjóðlegum vettvangi í ferðaþjónustu; greiningarfundur með íbúum og öðrum hagsmunaaðilum; samantekt niðurstaðna
Leiðir og aðgerðir – skilgreining og mótun	Fundir og viðtöl við íbúa og hagsmunaaðila; starfsemi vinnuhópa
Drög að stefnumarkandi aðgerðaáætlun um ferðaþjónustu	Flokkun aðgerða; ábyrgðar- og verksvið skilgreind; kostnaður og fjármögnun
Formgerð samstarfsklasa um nærandi ferðaþjónustu	Undirbúningur: markmið, umgjörð, stjórn og reglur; stofnfundur
Markaðsáætlun á forsendum samfélags og umhverfis	Fundir vinnuhópa; úrvinnsla leiða og aðgerða; samantekt og skrif
Kynningarstarf, innra og ytra	Vefsíðugerð; þátttaka í kynningarfundum og ráðstefnum

Despite the recent rise of regenerative tourism, we can discern common threads important for small municipalities:

“Regenerative tourism, at its simplest, is about ensuring the visitor economy delivers a net positive benefit for communities, the environment, and the destination.”

- All places are unique and need to be treated that way
- Tourism is a part of community, not an outsider. Harmony is needed for wellbeing
- All human endeavors are connected, – a holistic approach is the only way to go
- Connected to that, we need to realise that tourism is cross-sectoral in nature
- We need to find the balance between different needs and ambitions
- Tourism needs to focus on the wellbeing and flourishing of its main resources – communities and nature