

NPA Annual Conference 2019

Tourism in Remote Areas: Harnessing tourism potentials for local development

PROGRAMME

Date: Tuesday, Wednesday, 30th October 2019

Venue: Østrøm, Skálatrøð 18, Tórshavn, Faroe Islands

- 8:30 – 9:00 Registration
- 9:00 – 9:05 Conference opening by the moderator, Jákup Sørensen
- 9:05 – 9:15 Welcome address from **Mr Jørgen Niclasen**, Minister of Finance, Faroe Islands
- 9:15 – 10:15 **Tourism in remote rural areas - Experts' panel contribution**
Strategical development and management of destinations, towards higher value type of tourism
- **Mr. Cameron Taylor**, Former CEO of Orkney Tourist Board, Scotland
 - **Ms. Sunna Þórðardóttir**, Specialist at the Department of Tourism and Innovation at the Ministry of Industries and Innovation, Iceland
 - **Mr. Yrjötapio Kivisaari**, CEO of Visit Levi, Finland
 - **Ms. Súsanna Sørensen**, Leisure Marketing Manager & Press Office Visit Faroe Islands

KEEPING THE VALUE IN THE COMMUNITY

Place-based tourism products with high value and low environmental impact meet the demand for "experience" that modern tourists and especially MICE tourists seek, and it keeps the value in the community.

- 10:15 – 11:00 **Fostering place-based opportunities:** input from NPA projects about developing and strengthening tourism related business opportunities based on local resources and traditions.
- Craft Reach and the Economusée concept,**
Olga Biskopstø, University of the Faroe Islands
Craft Reach is an NPA project to help artisan businesses prosper, lodge artisans firmly in their local communities; to deepen embeddedness, and, internationalise the artisans.
- ARCTISEN – Culturally Sensitive Tourism in the Arctic**
Outi Kugapi, University of Lapland
Arctisen develops a support system for start-ups and SMEs offering culturally sensitive tourism products, making tourism a more viable livelihood for northern communities.
- Digit2Market – Digital Access to Markets for Sustainable Rural Business**
Sean O Coisdealbha, Údarás na Gaeltacht
Immersive technologies are a vehicle through which Storytelling based marketing solutions are developed for SMEs . Digi2Market uses immersive technologies to enable growth of regional enterprises in sectors based on the natural biological resources eg. Food & Health products.

11:00 – 11:30 Coffee break

11:30 – 11:45 **Video of “Our Stories”** Arctic Award winner 2019 in the category Arctic Entrepreneurial Spirit.

11:45 – 12:30 **The Faroese solutions to experiential travel**

- **Heimablídni, or home hospitality**
Óli and Anna Rubeksen, farmers from Velbastaður and representing Anna and Olis Heimablídni
- **Digital Arctic Nomads** – secondment immersed in community life
Dennis Holm, Mayor of the city Vágur on Suðuroy
- **Cluster-to-cluster** cooperation in the North Atlantic food and tourism industry; the road to increased economic activity on the extreme edge
Tróndur Leivsson, CEO of the Agricultural Agency

12:30 - 13:30 Lunch break

Ole Wich - Artist in residence

Ole is a graphic designer and visual artist. Originally from Denmark, he now lives in the Faroe Islands.

PRESERVING THE BEAUTY

The NPA regions are rich in natural areas of outstanding beauty and cultural heritage which attract large number of tourists. To preserve these sites and their charm means to ensure that their attractiveness is not lost.

13:30 – 14:15 **Valuing the natural and cultural richness in the NPA regions:** input from 3 NPA projects about developing tourism products based on natural resources and cultural heritage.

CINE - Connected Culture and Natural Heritage in the Northern Environment

David Heaney, Elizabeth Rhodes and Jo Clements, St Andrews University

CINE builds on the concept of Museum Without Walls - an outward facing museum that takes an active role in challenging perceptions, in fostering social change and in providing access and information to diverse audiences, using new technologies to step beyond the traditional museum context.

SHAPE – Ecotourism initiatives for effective management of natural assets

Rosalind Bryce, University of the Highlands and Islands

Shape enables authorities, businesses and communities to develop innovative approaches for ecotourism

SPOT.Lit - Business of Literature Zones (BLITZ)

Andy Hallewell, Irish Central Border Area Network Ltd.

A project to increase awareness, enhance visibility and change attitudes towards the Literary Tourism sector as an economic driver within the region

- 14:15 – 14:30 **The European Cultural Routes** (online contribution)
Constanze Metzger, Council of Europe and Ea Stevns Matzon, Viking Route

The 'European Cultural Routes' are transnational routes that help tourists discover how Europeans have lived since ancient times. The Cultural routes can also strongly contribute to local economies, experience from the Viking Route.

OPPORTUNITIES FROM THE SEA

Cruise ships and super yachts are sometimes the only way to reach destinations in the high North.

- 14:30 – 14:45 **The Cool Route** – Cruising Oceans On Latitudes above 51° North
Annfinn Hjelm, Port of Tórshavn
This NPA project goal was to enhance and provide new business opportunities for a wide range of Marine and Tourism related SMEs located throughout the Cool Route.
- 14:45 – 15:00 **Community engagement and impact of cruise tourism in remote areas**
Edda Falk AECO - Arctic Expedition Cruise Operators
The Association of Arctic Expedition Cruise Operators is an international organization for expedition cruise operators and associates in the Arctic, dedicated to managing environmentally friendly, safe and considerate cruise tourism.
- 15:00 – 15:10 **Connecting cruise ships and super yachts with the territory**
Gyða Guðmundsdóttir, North Atlantic Agency
Although expedition cruise cover much of the tourist demands, there are ways of connecting them to the local markets, practical examples from the NAA.
- 15:10 – 16:00 **Coffee at the market place:** an interactive coffee break to exchange ideas how to harness tourism potentials for local development. Feedback from the market place to the plenary.
- 16:00 – 16:20 **Conclusions and outlook for the NPA post 2020**
Kirsti Mijnhijmer, Head of the Secretariat of the NPA programme
- 16:20 – 16:30 **Wrap up and closure**
- 18:00 **Welcome Reception** hosted by the Foreign Service of the Faroe Islands at Múllers Pakkhús.
Ca.18:30 – Welcoming words from Ms Annika Olsen , Mayor of Tórshavn
- 20:00 **Conference dinner** at Østrøm