



FERDA
MALA
STOFA
ICELANDIC
TOURIST
BOARD

TOURIST DESTINATIONS & DESIGN CHALLENGES

FINDING A BALANCE BETWEEN

PROTECTION AND **DEVELOPMENT**

Sveinn Rúnar Traustason

Icelandic Tourist Board



About me ;)

Sveinn Rúnar Traustason

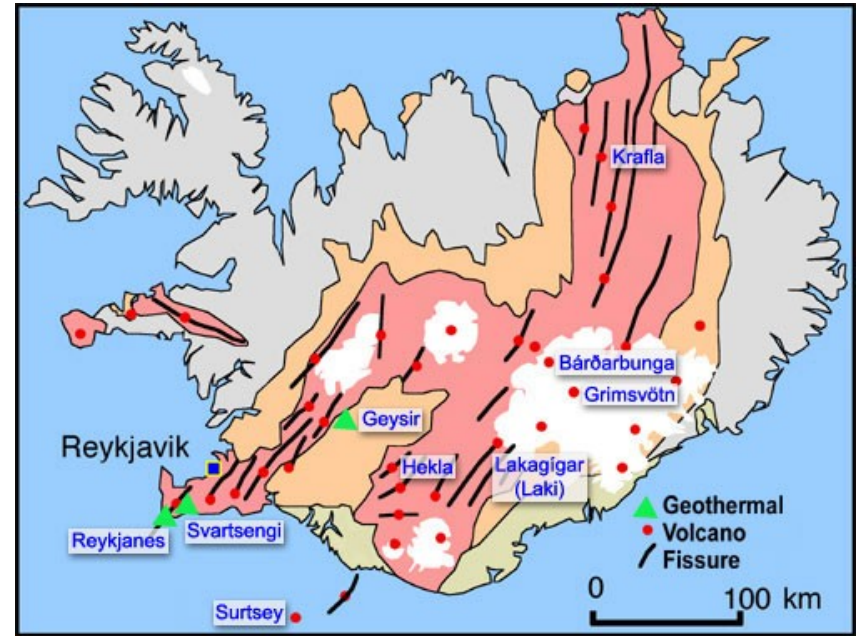
- Landscape Architect FILA, from NLH *Agricultural University of Norway*
- Environmental manager for the *Icelandic Tourist Board*
- Coordinator/ Assistant to the board of the *Tourist Site Development Fund*

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Quick facts about Iceland



103.000 km²



300m (tree-line)



320.000



Tourism Development

INTERNATIONAL VISITORS TO ICELAND 2000-2012



The TOURISM STRATEGY 2011-2013 aims to:

- increase the profitability of the sector;
- engage in systematic development of tourist destinations, effective product development, and promotion and advertising work so as to create the opportunity to lengthen the tourist season, reduce seasonal fluctuations, and contribute to better distribution of tourists throughout the country;
- enhance quality, professionalism, safety, and environment-awareness in the tourism sector;
- define and maintain Iceland's uniqueness as a tourist destination, in part through effective analysis and research



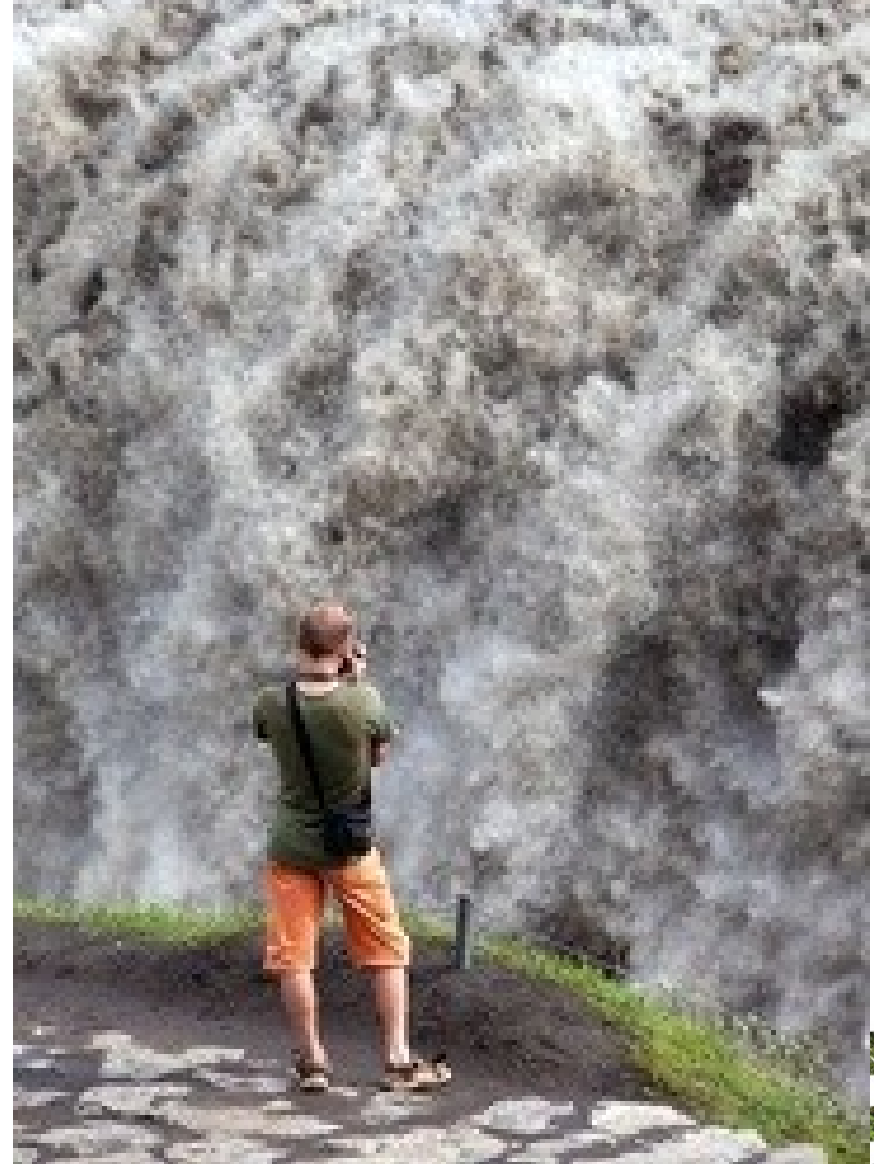
Eyjafjallajökull Volcano



Trampling



Safety concerns



Off-Road driving



Lack of infrastructure and services!?



Icelandic Tourist Board – Environmental improvements

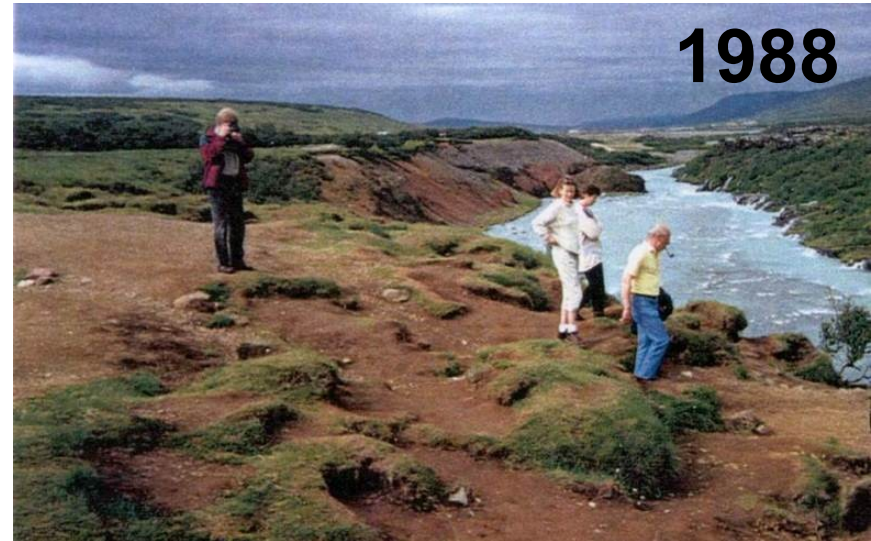
1991- First Environmental manager ITB

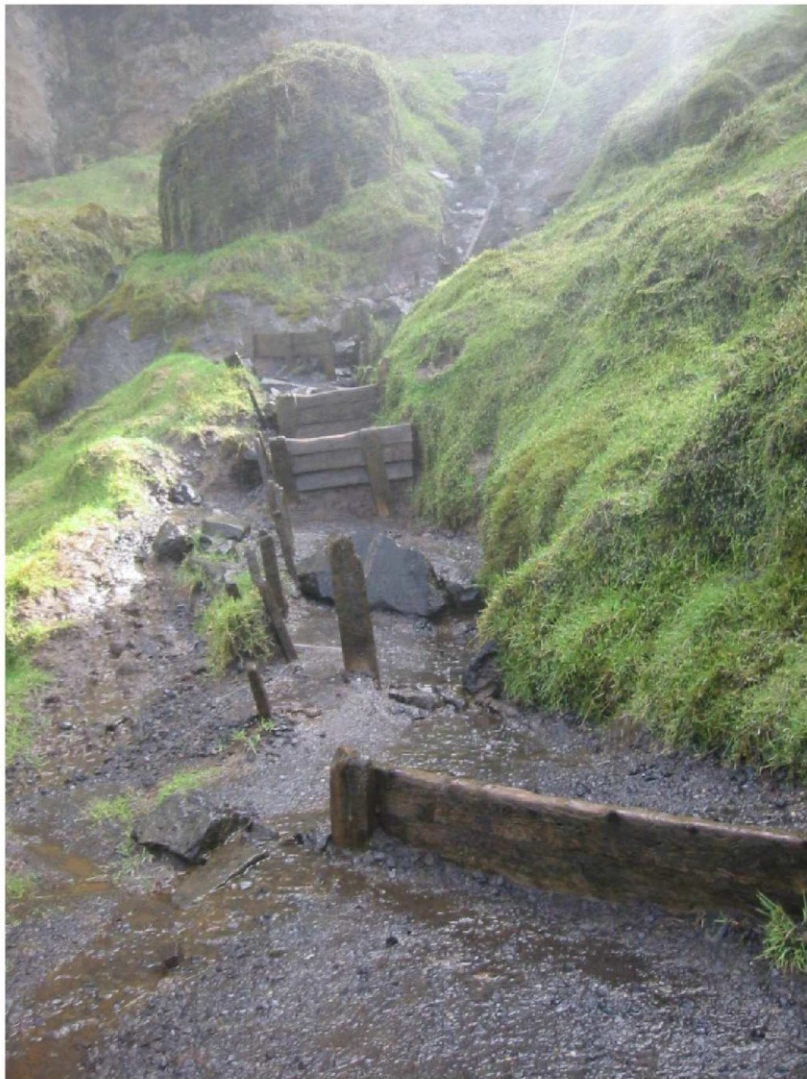
1995 – ITB starts giving grants to Environmental improvements

1996 – Waterfall Project with the support of the Ministry of Transportation and Eimskip Ltd.

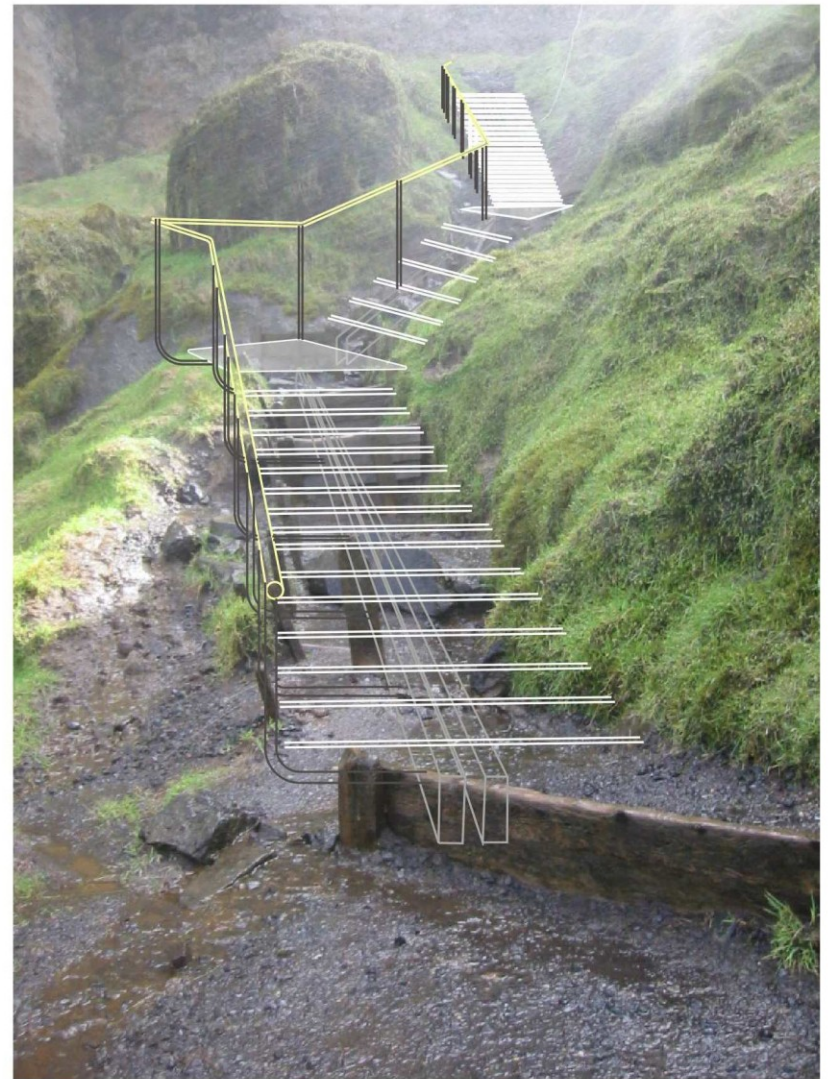
1995- 2013 – The ITB has given out grants for the current value of around 950 million ISK

2011 – The Tourist Site Development Fund established





ásýnd á núverandi uppgöngusvæði



ásýnd á uppgöngusvæði með tröppu

Improved access and safety

TOURIST SITE DEVELOPMENT FUND

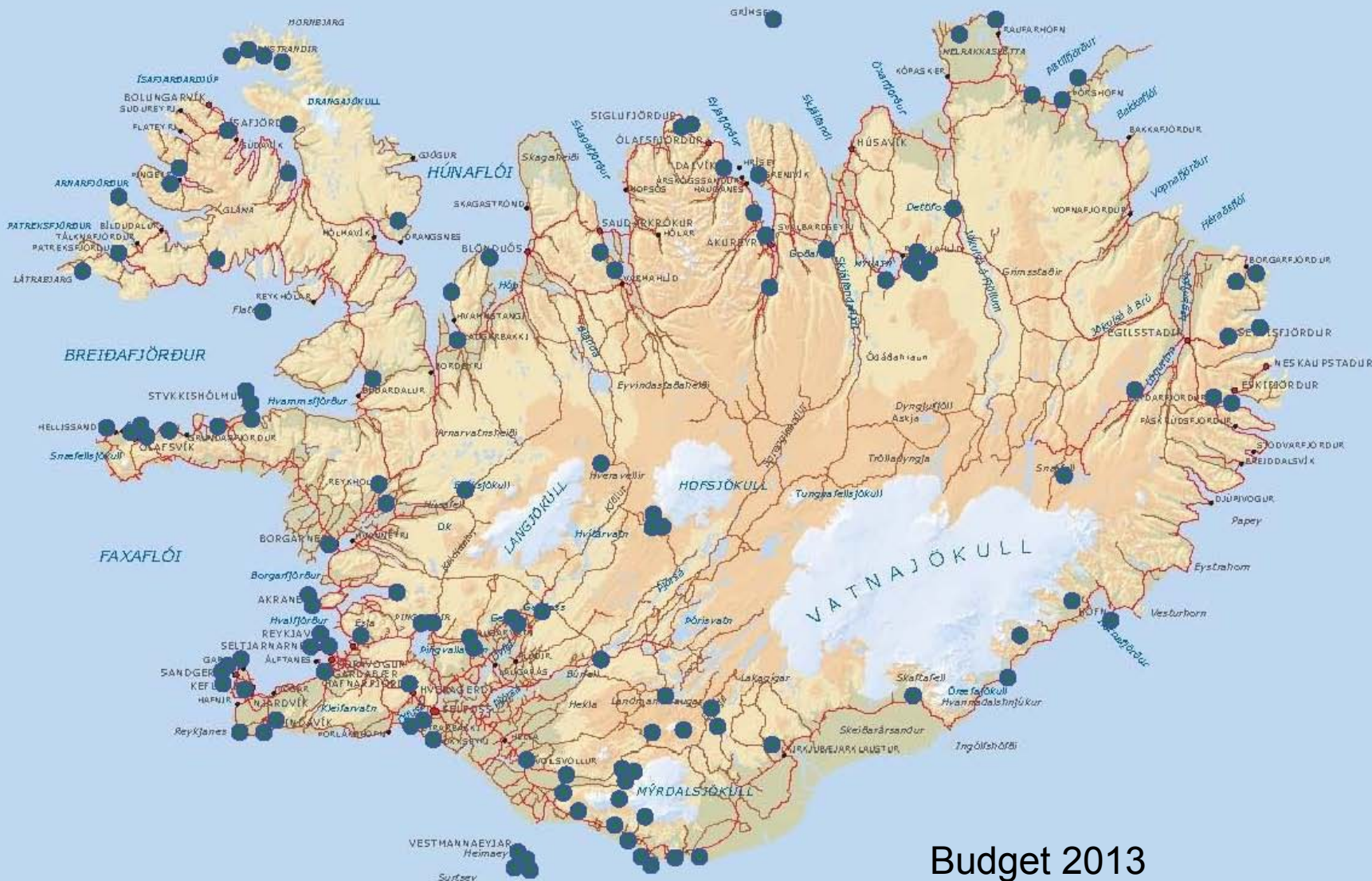
The objective of the fund is for:

- Developing, maintaining and protecting nature and man-made structures at tourist attractions which are under public ownership or in protected areas.
- Carrying out construction related to traveller safety and nature conservation at tourist destinations, whether these are owned by public or private entities.
- The Fund is also authorised to finance the preparatory planning and design work required for development .

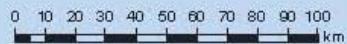
**SHIFT TOWARDS DESIGN
& DESIGN COMPETITIONS**



Framkvæmdasjóður ferðamannastaða – Úthlutanir 2013



1:3.000.000



Budget 2013

- 576 milliion ISK
- 4.6 million \$





TOURISM SITE DEVELOPMENT FUND



SKRIÐUKLAUSTUR ARCHAEOLOGICAL SITE - EAST ICELAND

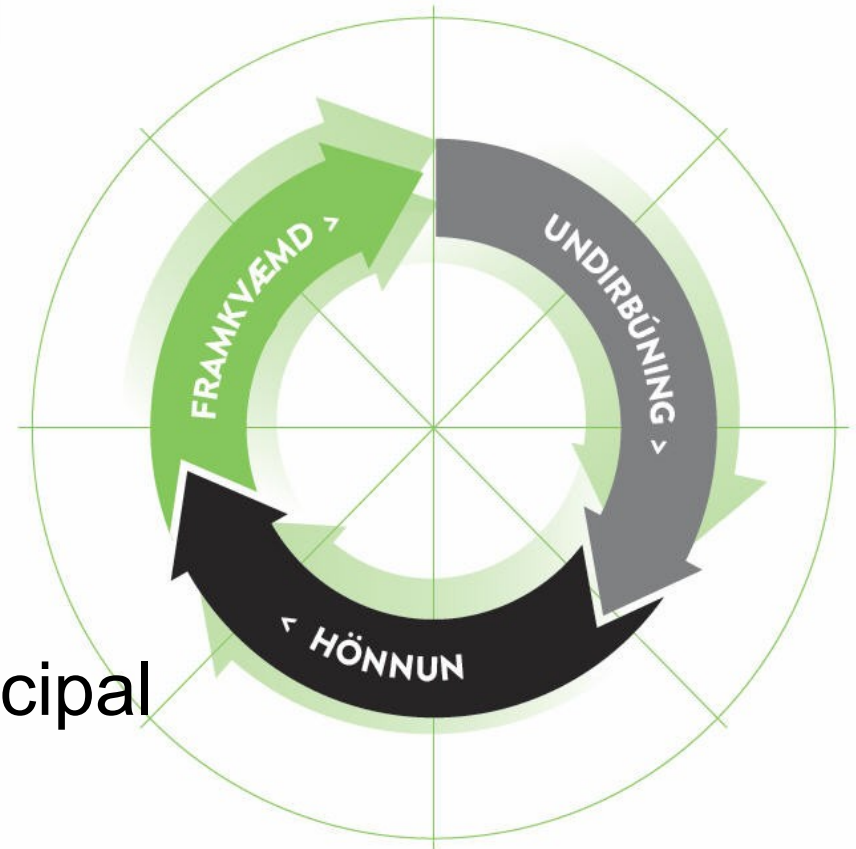
VISION FOR THE FUTURE !!?

The Icelandic Tourist Board emphasises on:

- Sustainability
- Professionalism
- Quality

Tourism will be included in national, regional and municipal planning on all levels

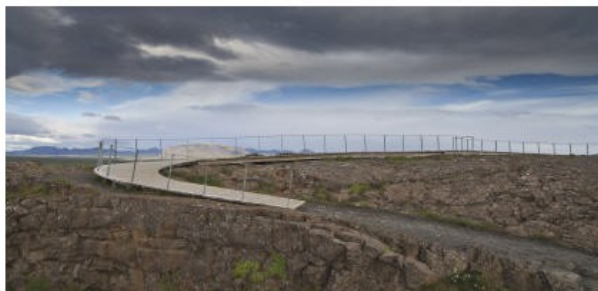
More research in the field





Are you ready for the task?
TAKK FYRIR!

FERÐA
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TOURIST
BOARD



Design ideas



Lanzarote in the Canari Islands is a sensitive volcanic island just like Iceland, but receives 5,5 million tourists. Due to good design the tourism impact has been minimised.





SACRED SITES

ÞINGVELLIR NATIONAL PARK
UNESCO WORLD HERITAGE SITE

PLACES OF THE SOUL

LANDMANNALAUGAR FJALLABAK NATURE RESERVE



LAND OF THE GODS

ÞÓRSMÖRK AND GOÐALAND
NATURE RESERVE

PLACES OF HARMONY

BÁSAR
GOÐALAND - ÞÓRSMÖRK

HISTORIC PLACES



GLAUMBÆR **SKAGAFJÖRÐUR HERITAGE MUSEUM**

CULTURAL HERITAGE



STÖNG

RECONSTRUCTED FARM FROM 1104

PLACES FOR HEALING

BLUE LAGOON GEOTHERMAL SPA

