

Plan of action for sustainable tourism development in Geilo and Hol municipality

Background

In 2008 Geilo and Hol received its status as 1 of 5 National park villages and 1 of 33 national park municipalities. Our vision is to be the best host of facilitated experiences based on natural and cultural heritage.

In December, 2013, the partnership agreement between Hol Municipality and Visit Geilo was renewed, and unanimously approved by the municipal executive committee and the council. This agreement has an overall objective to secure a long-term development of Hol Municipality as a tourist destination:

Geilo shall be the spearhead in the tourism municipality of Hol, and the leading, year-round mountain destination in Norway.

- *The partnership shall develop desirable, local communities with a sustainable development socially, economically, culturally, and environmentally.*
- *The partnership shall develop desirable and inclusive local communities throughout the whole municipality, with rich, cultural and outdoor activities, and where as many as possible work within tourism and are residents of the municipality.*
- *The partnership shall develop safe, local communities that give both permanent residents and visitors meaningful experiences.*
- *The development of tourism shall be locally anchored and knowledge-based.*

The process of becoming a Sustainable destination started in 2014, and the municipality administration, politicians and local businesses were involved in developing the first plan of action for sustainable tourism development.

Strategies and objectives

1. Sustainability requires continuous work and improvement and shall be implemented in the daily work of Visit Geilo, and eventually all members and partners.
2. Visit Geilo's main objective for 2017 is to increase the number of visitors from Sunday to Thursday.

Anchoring, monitoring and reporting

All the work around the Certificate for Sustainable Destinations is thoroughly rooted in the Partnership Board, the Hol Municipality Executive Board, and in the Visit Geilo Board. Further, the process is reported to the Hol Municipality Council during all phases. In future work, the aim is to get even more companies to join in on the measures already set up in the Plan of Action. The plan is revised every year by Visit Geilo.

The plan of action for sustainable destination development is a private plan belonging to Visit Geilo for future destination development, and the measures are seen as input to municipal planning. Measures resulting in larger, economic consequences for Hol Municipality must be integrated and prioritized in the municipal plan of action and annual budget, which is revised each autumn.

Here is a selection of what Visit Geilo is doing in 2017 to become more sustainable:

B Anchoring and Implementation at the Destination					
B1-2	Take action that highlights and promotes businesses that are labeled /certified.	Highlight on på geilo.no, in Geilo brochure, in cooperation with TO and other partners. Highlight, give favorable schemes to	Visit Geilo members	Ongoing	Visit Geilo
B2	Maintain and improve information channels and meeting places for local actors, cabin owners and municipal politicians.	Relevant venues: membership meetings, breakfast meeting with the mayor, Facebook, website, Friday emails, cabin-owner meetings, meetings with municipality and industry, seminars, courses. Fix meeting schedules/times. Create overview that ensures predictability.	Visit Geilo, all actors, cabin owners, neighborhood associations, and municipality.	Ongoing	Visit Geilo and Hol Municipality
Preservation of Nature, Culture, and Environment					
Principle 1: Cultural Wealth					
C1-2	Project Cultural concept	Use local culture and history in a concept that will help the tourism	Visit Geilo, Buskerud theatre, local businesses	1 st quarter 2018	Visit Geilo

		industry to improve the quality of their products.			
C1-3	Follow up the plan of action for “local food on the menus”	Educate, increase awareness and make more visible. Local food safarai description in the catalogue/geilo.no	Local actors, Hallingkost, summer dairy farms, other farms.	Continuous	Visit Geilo
Principle 2: The Landscape's Physical and Visual Integrity Principle 3: Biological Diversity					
	Push the discussion on tolerance limit further	Development versus downsizing. What are the limits of what nature can tolerate? Ensure that the quality of ecosystems are preserved and strengthened. Wild reindeer grazing areas in the east must be safeguarded and not reallocated for tourism purposes.	Hol Municipality, developers, land owners	Continuous	Visit Geilo and Hol Municipality
	Clearing and facilitating of activities near Slåttahølen/Fetahølen and surrounding areas	Facilitation of nearby activities, canoeing, kayaking, fishing, etc. In cooperation with the municipality Feasibility Study for Slåttahølen, actively participate in the project group.	Hol Municipality, Geilo Hunting & Fishing Association	2nd quarter in 2017	Hol Municipality and Visit Geilo
	Project Prestholtstølan	Take part of the development of Prestholt, specially	National park manager, Hol municipality, land owners	2nd quarter in 2017 + 2nd quarter in 2018	

		transport (bus, bicycles, hiking routes etc)			
Principle 4: Clean Environment and Resource Efficiency					
C4-1	Increase the number of environmentally-certified companies and the number of environmentally-certified events through better facilitation, information, and monitoring.	Courses, info-meetings, coordination of trades, common solutions, the goal is to reduce energy consumption, controlling luminance, reducing residual waste, etc.	All member companies, environmental consultants, Hol Municipality	Ongoing	Visit Geilo
C4-4	Develop the skibus to a full year service	Internal transport in geilo and to the most popular starting points for hiking/activities, such as Prestholt, Kikut			
C4-4	Establish strategic cooperation with NSB train company about and around Geilo Station, and Geilo as destination.	How to travel to Geilo in the most environmentally-friendly way possible?	NSB, Visit Geilo	Continuous	Visit Geilo
Strengthening of Social Values					
Principle 5: Local Life Quality and Social Wealth Creation					
D5-1	Incorporate established ethical guidelines for creating positive attitudes toward social responsibility.	To be included in the work of Visit Geilo.	Visit Geilo and member companies	Ongoing	Visit Geilo
Principle 6: Local Control and Involvement					
	Establish more apprenticeships in different types of businesses in Geilo		Visit Geilo and member companies	Ongoing	Visit Geilo
Principle 7: Job Quality for Tourism Employees					

D7	Kick-off for the seasonal workers	Arrange a day of information about Geilo/Municipality, offers, opportunities and testing of activities. Dining and party.	Tourism industry, Visit Geilo, Hol Municipality	4th quarter in 2017	Visit Geilo
	Establish measures that create pride and enthusiasm around the tourism industry.	Establish an "award" for elevating individual companies, individuals and initiatives in the the tourism industry.	Visit Geilo and tourism employees	2nd quarter in 2017	Visit Geilo and
Principle 8: Guest Satisfaction and Safety; Quality of Experiences					
D8-1	Establish a continuous guest survey at the tourism center for mapping guests' travel manner, satisfaction, perception of sustainability in Geilo and attitude towards sustainability development.	To be implemented via Questback, or similar. Several languages.	Guests year-round	2nd quarter in 2017	Visit Geilo
	Training in safety, mountain codes, avalanche safety etc	Training the staff in Visit Geilo to have knowledge about safety and how to use the knowledge in communicating with guests (tourist info desk, geilo.no, brochure etc) Develop and use a checklist for safe trips	Red Cross Geilo	2nd quarter in 2017	Visit Geilo
	Emphasize and show activities that are suitable for everyone (Universal Design)	Geilo.no, brochure, tourist info		Continuous	Visit Geilo

E Economic Viability					
Principle 9: Economically Viable and Competitive Tourism Destinations through Local Value Creation					
E9-1	Develop Geilo and Hol as the venue for additional types of events throughout the year.	Develop additional events in the different seasons in cooperation with local organizers. Develop 1 event in the shoulder season in cooperation with local organizers.	Visit Geilo, local organizers	Ongoing	Visit Geilo
Principle 10: Economically Viable and Competitive Tourism Companies					
E10-3	Increase mid-week traffic in Hol Municipality year-round.	Sales and marketing strategy "Sunday-Thursday" to be initiated and filled with content and measures	Industry parties	3rd quarter in 2017	Visit Geilo