



"Nature and culture heritage as a yield creator"
in Tinn & Vinje municipalities in Telemark, Norway

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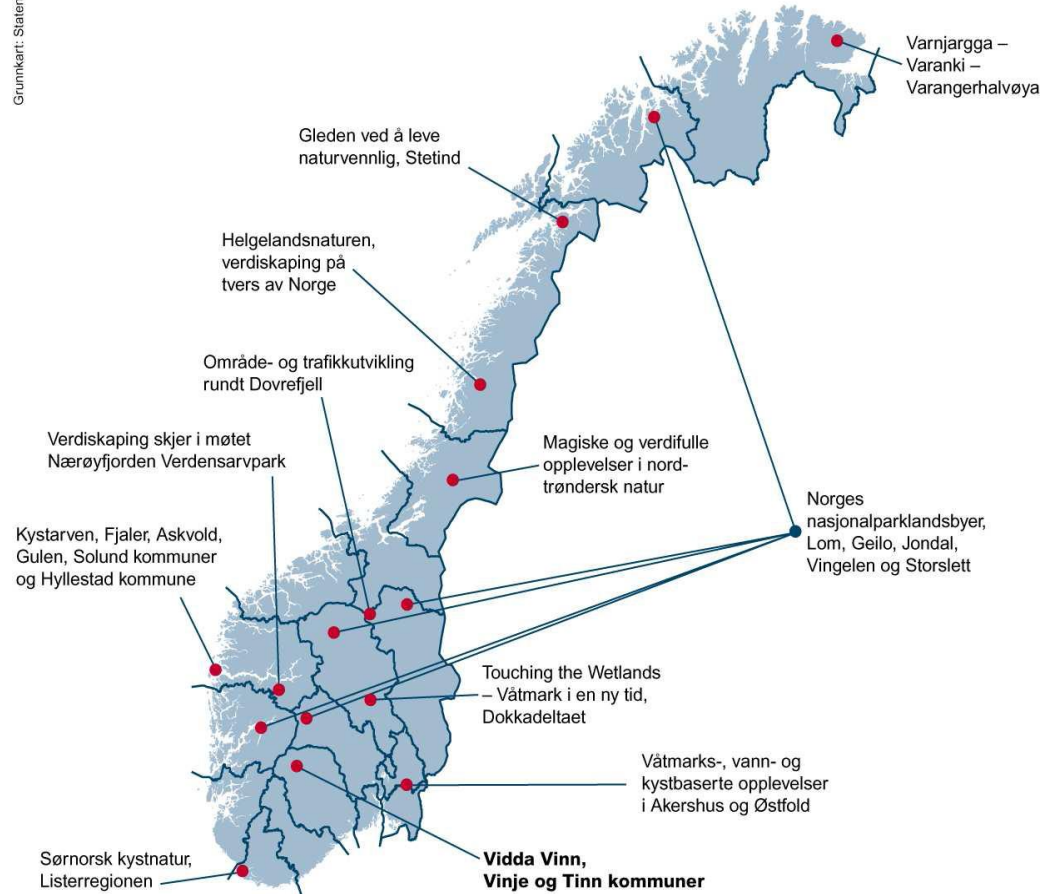
”ViddaVinn”

This presentation is a story of the development of the project ”Vidda Vinn” – one of the national projects to stimulate tourism into the National Parks and protected areas in Norway.

From Summer of 2009 and 5 years on, 10 areas in Norway have been selected to work locally to stimulate initiatives to enhance the nature heritage experiences for tourists and locals.

”Vidda Vinn” means that the mountain plateau should be a winner.

Grunkart: Statens kartverk



A map of the areas where the 10 stimulation projects will take place.

The tourists' use of Norwegian National Parks and protected areas has been restrictive

Until the White Paper "Fjellteksten" came in 2003 most management plans of National Parks in Norway told that "commercial activities" were not allowed in the Parks !

But after 2003 "the number of and acreage of National Parks has risen". This meant that the Government had to change strategies in favour of creating "local value-adding" – if not the local resistance to further expansion would be large.

At the opening of new National Park have the national politicians claimed that "this National Park is a gift to the local tourism trade".

Some researchers, including the authors, have problems with these statements and thus tried to change existing politics towards a more mainstream way of managing a park.

Tourisme development in Tinn and Vinje

A series of different events have been preceeding the project "Vidda Vinn":

1. Innovativ Fjellturisme (IFT) – an ARENA-research project with 7 Winter-tourism resorts participating.
Objective: To create more summer trafick in these resorts.
Many **destination projects** – like **Culture in Vinje, Industrial Heritage at Rjukan**.
2. IFT has organized a series of study tours abroad: to Austria, Italy, Canada, USA, Scotland og New Zealand. During these visits a series of national parks were visted. Many **local politicians** from Tinn and Vinje **took part**.
3. In-trade scholarships for Candidates examined from Lillehammer College . **Objective:** A project lasting 10 months after a Bachelor-course with tutor from the College and the empoyer (host) as another tutor.
4. Invitation to participate in qualifications to the National **"Value-addition program for natur"** – by Direktoratet for Naturforvaltning (The Directorate for Nature Management)

This is a paper describing a start of long and time-consuming process....

... that (at least until now) has a positive ending / continuation, but also many limits, the official words that **"Establishing Nasjonal Parks might be a gift to the local tourism trades and thus a value-addition creator"**.

Norway's National Parks




Direktoratet for
miljø og forurensningskontroll
Kilde: Naturbase
August 2009



Most of the National Parks on the Norwegian Mainland are located in the mountain areas .

Hardangervidda National Park

The municipalities of Vinje and Tinn

The largest highland plateau in Northern Europe

The largest highland plateau in Northern Europe Hardangervidda is a particularly valuable highland area and the **largest national park in Norway**.

The area is important as the home of **the largest wild reindeer herds in Europe** and the largest subpopulations of many species of birds that are comparatively rare in Southern Norway.

The plateau has **a large diversity of plants** in the boundary area between western and eastern species (coastal and inland species). The **thousands of lakes** make the plateau an eldorado for hikers with tents and fishing rods.

Evidence of **how people have utilised the natural resources** is prominent on Hardangervidda in the form of paths, tracks, shelters and transhumance summer dairy farms.

The hunting and fishing resources are still actively used by people living in the surrounding area.

(Source: <http://english.dirnat.no/>)

Area description Tinn

Acreage: 2.062 km sq

6.300 inhabitants

Tourism sites:

- Rjukan
- Møsvatn
- Gaustatoppen
- Gaustablikk
- Tinnsjøen
- Hardangervidda NP

More than 2.500 second homes



*Industrial site Rjukan with Gaustatoppen mountain
Vemork power station known from "Heros of Telemark"*





New and traditional second homes in Vinje



Area description Vinje

Vinje:

Acreage: 3.117 km sq

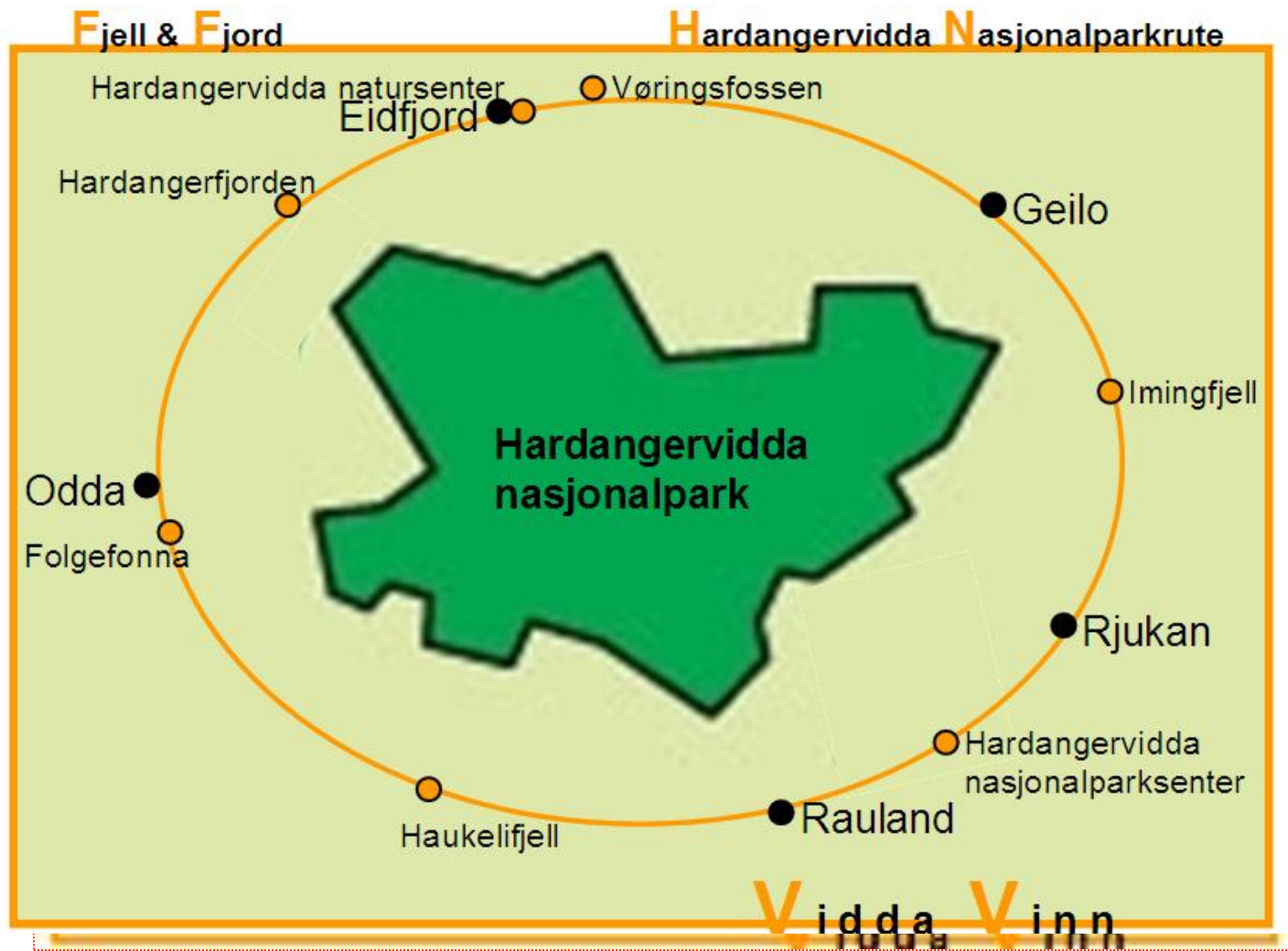
3.675 innbyggere

Tourism sites:

- Rauland
- Møsvatn
- Haukelifjell
- Åmot/Vinje
- Hardangervidda NP

More than 3.000 second homes

Starting point: A tourist road around Hardangervidda



This project's part of the planned tourist road:
From Haukelifjell to Imingfjell (Municipalities of Tinn and Vinje)

Rauland

UTSIKTSPUNKT OG BÙDEIEPUB
Dansarsteinen

 
Fottur 1 t 2 km





Walking brochures made during the Scholarship Project


KVA KAN DU SJÅ PÅ TUREN?




VILLREINSPOR Lær mer om villrein på www.villrein.no
REINLAV Lær om vått vintertatt forvillrein
RØSSLYNG Tarka røsslyng er dekorativt
EINER Tarka einer gir god smak i viltsausar
SMÅLOM Denne sjeldne mektigjes hekkar i Brattfjell - Vindeggen



 Rauland Turistkontor tlf. 36 06 26 30
 **VINJE** NASJONALPARK KOMMUNE
www.visitrauland.com

 Familietur i t tur- natur
Middels krevjande
Høgdi 910-1050 moh

 Turkart: Rauland, Seljord Nord
Kart: Åmotsdal 1514 II

 Tiltingsaleg
ca. 25. juni - 15. oktober

NaTUR og kULTUR

Familievannlig utsiktstur gjennom fjellbjørkeskog og over myrer opp til den digre, flate Dansarsteinen, der du har utsikt over øygrandene og fjella rundt Lognvikvatn. Store delar av turen går du på fuktige myrer, så hugs varstelte sko.

Stiens startpunkt er skilta på venstre side av vegen. Frå parkeringsplassen er det litt stigning. Frå starten går du i bjørkeskog og over myrer litt opp og ned. Undervegs passerar du fleire fine utsiktspunkt før du når høgdepunktet på Dansarsteinen etter om lag 30 min. Der kan du nyte nista di og ta ein dans, før du går same stien tilbake.



BUDEIEPUBEN

Dansarsteinen er ikkje stor som si lita leilegheit, og den markerer grensa mellom fleire gardar og kommunane Vinje og Seljord. Før i tidavar steinen danseplassing og «sommarpub» for hjuningane og budelene på setrene i nærområdet: «Ljøn og riva gjekk nok litt aktra når laurdagskvelden nærma seg. Det var om å gjera å bli tidleg ferdig så ein kunne koma på dansen. Bekken gjorde vel teneste som både vaskplass og spegel då. Dei finaste klæda kom på, og med skoia i handa hasta dei fram mot danseplassen. Ville her koma mange i kveld? Kanskje kom det nokon ein ikkje hadde sett før? Kanskje kunne ein få seg kjærast!» (Historie fortalt av Arne P. 1998). No er mange av setrene lagt ned, men steinen er framleis flott å danse på!



VERDIFULL NATUR

Du er nær landskapsvernområdet Brattfjell-Vindeggen. Dette 384 km² store fjellområdet aust for Mørsvatn er eit kulturlandskap som folk i fjellbygdene rundt har brukt i lange tider. Her er setre, husdyrbalte, jaktterreng, fiskevatn og eit rikt dyre- og planteliv. Villreinstantma på om lag 550 dyr kunne tidlegare gå mellom Brattfjell-Vindeggen og Hardangervidda, men er hindra frå det på grunn av utbygging av vegar, vasskraft og rytter. Fleire artar av ender og vadefugl den særlegaste hekkestaden sin her.



VINTERSPESIALISTEN

Du er ikkje ved villreinsens rike. Villreinen har internasjonal verneverdi og Noreg har eit spesielt ansvar for å ta vare på den. For å spare på energien, står reinsdyra mykje i ro om vintrene. Dei brukar dei sneuskuffe-liknande kløvene til å grave fram reinslaven, og til å halde seg «flytande» oppå sneen. Den tjukke pelsen med hode hår gjev god isolering på kalde vinterdagar. Om sommarn kjelar reinsdyra seg ned på sneflekkar, der dei også slepp unna plagsomme insekt. Du er veldig heldig dersom du ser villrein. Dersom du gjer det, bør du ikkje følgje etter dyra, men stå i ro og nyte synet.

Lær meir om vinterspesialisten på www.villrein.no

Køyrebeskrivelse

-  Start i Rauland sentrum
- 37 Rjukan 45** Følg nr 37 ned langs Rjukan til Austba
- Øyfell 18** Etter 25 km ta av til høgre mot Øyfell
- Kvambekkheta** Etter ca 8 km ta av til høgre mot Kvambekkheta
- P** Følg 30 m nedover (50 år å ta av) i ca 5 km til ein parkeringsplass på høgre side av vegen. GPS: 59°45'55.0" N 10°12'25.0" E



Kor langt er det til Dansarsteinen frå:

Rauland/Krossen	15 min	11,0 km
Øyfell	20 min	15,5 km
Åmot	35 min	32,0 km
Skinnarbu	35 min	32,0 km
Rjukan	35 min	32,0 km
Haukelvi/Edland	1 time	51,0 km

Ver venleg å ta med deg søppel heim. Hugs bæravtalen. Ta omsyn til beitedyr og lat att grinder. Du har sjøl ansvar for eigen tryggleik undervegs. God tur!



Du finn fleire turtips på www.nasjonalparkrute.no

Three important focuses for this presentation:

1. The many **restrictions** that until recently have existed for those who want to establish a professional tourism trade based on use of Norwegian National Parks and protected areas – and how to overcome these restrictions.
2. How important have **education** and systematic **knowledge interpretation** been to establish local or regional understanding of these challenges.
3. A last important decision have been to **travel to other areas (abroad) to examine their solutions to similar challenges**, and thus to use their experiences and research.

Hardangervidda National Park Route



Projects of establishing "stopping points" along the roads when traveling through the two municipalities started as "in-trade scholarship projects" between these two municipalities and Lillehammer College.



The starting point is to upgrade the "typical Norwegian footpath" (level 4) to three different levels adjusted to the potential user groups:



1 Footpath based on Universal utforming



2 Footpath for olders / walking with baby carriages/rollators



3 Upgraded Footpath Ikike this picture from New Zealand



4 Normal Norwegian path – made for nature connaisseurs

Wild Scotland – an example to Norway?

During IFT's excursion to Scotland Spring of 2008 was Caroline Warburton's speech one of the highlights for us.

She was thus invited to speak at the annual Mountain Tourism Conference at Hovden and later on a more practical seminar at Møsvatn (Tinn)

Some of the later work of Vidva Vinn was inspired by Wild Scotland actions

http://ekstranett.innovasjon Norge.no/Fjellturisme_fs/Workshop_Skinnarbu/Rauland%202008%20Wild%20Scotland.ppt



http://ekstranett.innovasjon Norge.no/Fjellturisme_fs/Seminar%20Hovden%202008/foredrag/Caroline_Warburton.pdf

Kurs

Vidda Vinn

To kurs på Raulandsakademiet i samarbeid med Høgskolen i Lillehammer

Interpretasjon

10 studiepoeng

3 samlinger i 2010

21.-23.jan, 8.-10.apr, 3.-5.jun

Hva er reiseliv

5 studiepoeng

1 samling 26.-28.nov 2009

Er det slik at du har ansvar for å gi besøkende informasjon – og ønsker at dine budskap skal nå fram? Er det slik at du kan tenke deg å ha informasjonsoppgaver som et levebrød – i hvert fall under deler av året? Har du ansvar for å bygge opp reiselivsprodukter som vandrestier, informasjonstavler, utstillinger eller personlig guidete turer? Meld deg på kurset i interpretasjon!

For deg som mangler grunnleggende formell reiselivskunnskap, har vi laget introduksjonskurset "Hva er reiseliv", som går over en samling på to døgn, med en eksamensoppgave som du kan utføre hjemmefra.



Førsteamanuensis Thor Flognfeldt er ansvarlig for kursene, som tidligere er holdt på Høgskolen i Lillehammer. Han har mer enn 35 års erfaring med undervisning i reiselivsfaglige emner og kjenner brukbart til både lokale forhold rundt Hardangervidda og i Vinje og Tinn, og internasjonale trender innefor slik formidling.

This is the invitation to a 15 ECTS course in Interpretation within Vidda Vinn.

Local experiences until now:

The project has created big interest among those who want the local tourist product to be more diversified:

- More **man-made footpaths** are important
- Expanding local **heritage competence** by developing academic courses
- Establishing local "**guide and adventure companies**" will be important and thus quality control of these companies
- Helping the local authorities to stimulate that **nature and culture based products** are available in the region.
- After starting this process the "local conflicts" between protection and business has to be fewer than expected.



As a scholarship employee Guro had two location of her work – Rauland Turist and Villreinsenteret at Møsvatn



Experiences at the Regional level (the "Innovativ Fjellturisme AS" area)

Since most resorts are located **close to large protected areas**, it is important to be allowed to use these areas both as a **brand** and as a **resource for development**.

On the field trips abroad the IFT members have been impressed by "**what others have been able to do**"!

Thus VIDDA VINN is regarded as a pioneer project – and as an example for others.



The view from Austbø hotel in Rauland is a beauty spot by its own – but will also be a challenge for developing new nature based experiences.

"Fjellvåken" at the end station Mogen on Møsvatn close to the National Park. Many tourists either end or start their N.P. experiences by using this boat trip.



We have been using the boat trip to collect information by delivering a questionnaire to the passengers.

Further plans and challenges

The project "Vidda Vinn" has been on for more than half a year now, and the first initiatives are ongoing:

- One of the first challenges is to **expand the basis of knowledge** – by organizing different courses among the a10 ECTS in "Interpretation of Heritage into Tourism Projects"
- Many plans for **developing footpaths** and adjustments of nature for better walking are planned and will be worked on this summer.
- Villreinsenteret (The Norwegian Wilds Reindeer Centre) will have a new exhibition at Møsvann
- The project "Tourism in the Cradle of Norwegian Industry" with Rjukan as a basis has restarted this year.

During the scholarship period these were the tutors of Guro Lien

Prosjektets oppdragsgiver
Nærings sjef Torill Nicolaisen

Guro

Thor



Nature and culture as a yield creator... was the theme for this presentation

Some questions still to be raised:

- **How can these infrastructure investments help the local tourism trade to develop/earn more?** The hope is that a "longer lasting effect" will be registered – an additional half a day in nature often means another night stay in the area.
- Most of the services offered should be commercial – and thus give additional income locally – but those establishing "**guiding and adventure-firms**" have a long way to go to be economically viable.
- **Marketing "local nature and culture heritage projects"** is also a challenge, especially those small scale ones.

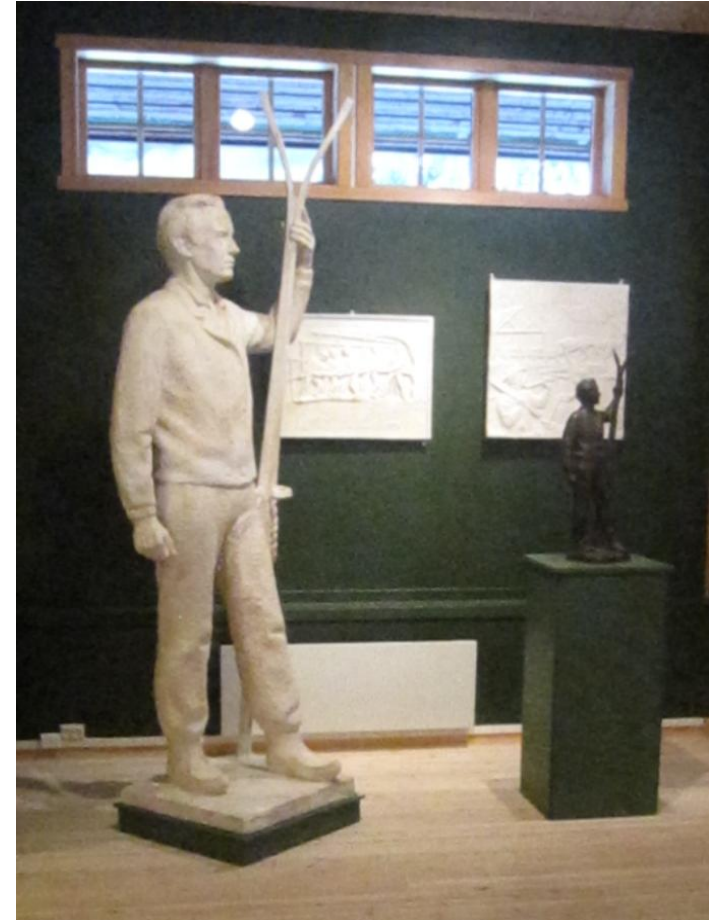
Furter research:

The project will be followed up by monitoring "how the tourists (and locals) accept the initiatives".

The integration of a strong **nature base** and the two central culture elements will be important – will foreign tourists appreciate this integration?

The culture base consist of:

- Traditional **folk culture** in Vinje – poetry, architecture and music
- Strong **working class culture** in the former industrial town of Rjukan (Norsk Hydro)



Even sculpturing is a tradition in Vinje – this is Sondre Norheim – the inventor of modern skiing.

An aerial photograph of a vast, calm lake, Møsvatn, surrounded by a dense forest of evergreen trees. In the background, a range of mountains with patches of snow stretches across the horizon under a clear blue sky. In the foreground, several dark-roofed buildings are visible, including a larger house with a chimney and a smaller structure. A paved road curves through the forest on the right side of the image.

Thank you for listening!

The lake Møsvatn – in the background
Haradangervidda National Park