

Destination Management Plan
in South Iceland
– Process and steps to Implementation

5.6.2019

Áfangastaðáætlun

Suðurlands 2018-2021

Project Managers

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Áfangastaðáætlun er heildstæð áætlanagerð
sem hefur ferðapjónustu sem útgangspunkt



Markaðsstofa Suðurlands

antekt

Suðurland

Suðurland

Vinnuhópar og
vinnulag

Framtíðarsýn

Meginmarkmið

Áherslur

Vestursvæði

Katla jarðvangur &
Vestmannaeyjar

Ríki Vatnajökuls

Staðfærsla og
markhópar

Möguleikar

Hvað svo?

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Why Destination Management Plan?

This holistic approach takes into account the planning and coordination of development and management of tourist flows in each region and strengthens the local tourism support frameworks. DMPs are joint policy statements intended to; steer growth and development of areas over a certain amount of time; define stakeholders' roles; specify certain actions that each stakeholder is responsible for and what resources they need to carry out their responsibilities

The regional marketing offices carry out the development of the DMPs, with ITB overseeing the project. The final product is a Destination Management Plan for each region of Iceland.

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Hvað svo?

Regional dividing in South region

The Golden Circle Area

Ásahreppur, Bláskógarbyggð, Flóahreppur, Grímsnes- og Grafningshreppur, Hrunamannahreppur, Hveragerði, Rangárþing ytra, Skeiða- og Gnúpverjahreppur, Sveitarfélagið Árborg og Ölfus.

Katla Geopark & Vestmannaeyjar

Mýrdalshreppur, Rangárþing eystra, Skaftárhreppur og Vestmannaeyjar.

The Vatnajökull Region

Sveitarfélagið Hornafjörður



The Golden Circle Area

Size: 15.130 km²

Municipalities: Ásahreppur, Bláskógabyggð, Flóahreppur, Grímsnes- og Grafningshreppur, Hrunamannahreppur, Hveragerði, Rangárþing ytra, Skeiða- og Gnúpverjahreppur, Sveitarfélagið Árborg og Ölfus.

Population in March 2019: 20.075

Icelandic nationality: 89%

Foreign nationality: 11%

Biggest town: Selfoss

Other towns: Þorlákshöfn, Hveragerði, Borg, Laugarvatn, Reykholt, Flúðir, Árnes, Hella, Eyrarbakki, Stokkseyri, Laugarás, Brautarholt, Þykkvibær

Major industries: Tourism, Agriculture and Construction industry

ENERGY - ORKA

Katla Geopark & Vestmannaeyjar

Size: 9.559 km²

Municipalities: Mýrdalshreppur, Rangárþing eystra, Skaftárhreppur og Vestmannaeyjar.

Population in March 2019: 7.550

Icelandic nationality : 83%

Foreign nationality: 17%

Biggest town: Vestmannaeyjar

Other towns: Hvolsvöllur, Vík, Kirkjubæjarklaustur

Major industries: Agriculture, Tourism and Fisheries

POWER - KRAFTUR

Vatnajökull Region

Stærð: 6.280 km²

Sveitarfélög: Sveitarfélagið
Hornafjörður

Population in March 2019 : 2.306

Icelandic nationality : 80%

Foreign nationality: 20%

Biggest town: Höfn

Major industries: Fisheries,
Agriculture and Tourism



PURITY - HREINLEIKI -

Methods

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Hvað svo?

Extensive discussions with stakeholders

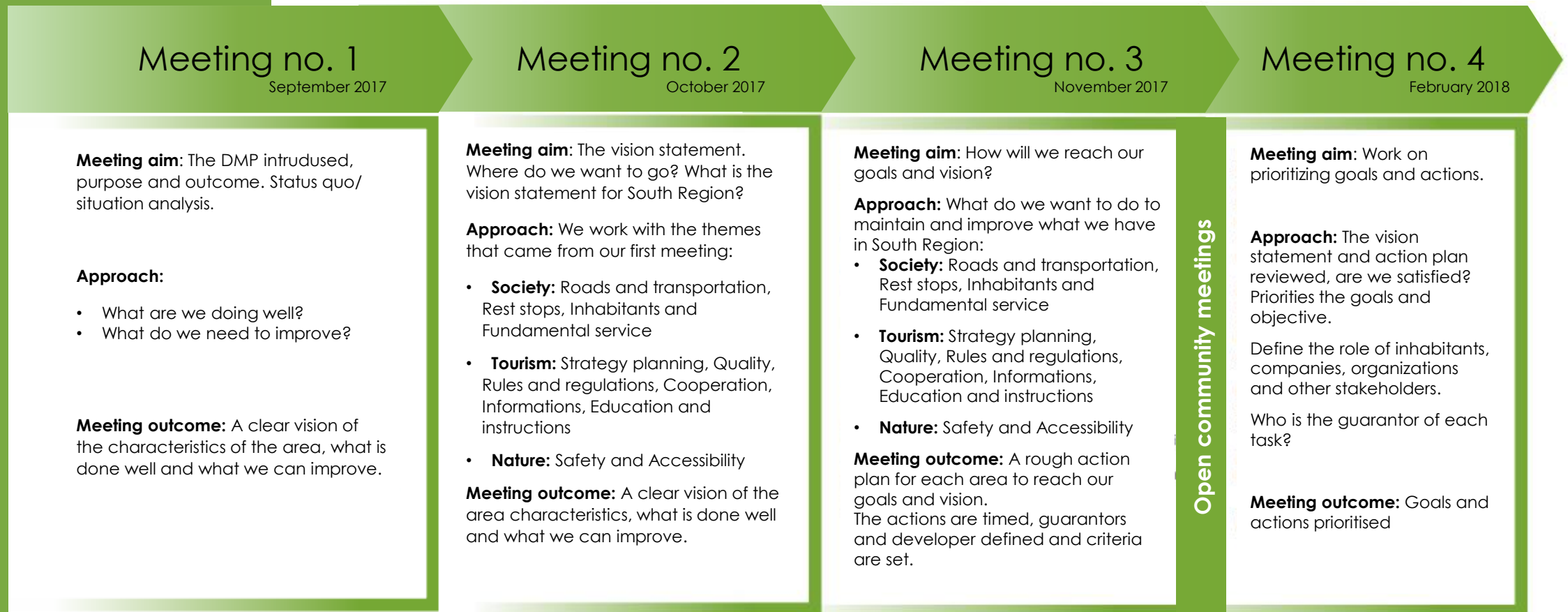
➞ around 200 people

- We visited stakeholders in the area and advertised for participants
- 3 workgroups
 - 12-16 in each group
 - 4 meetings with each group
- Meetings with municipalities
- 5 open meetings with local inhabitants



The work flow

Process



Themes

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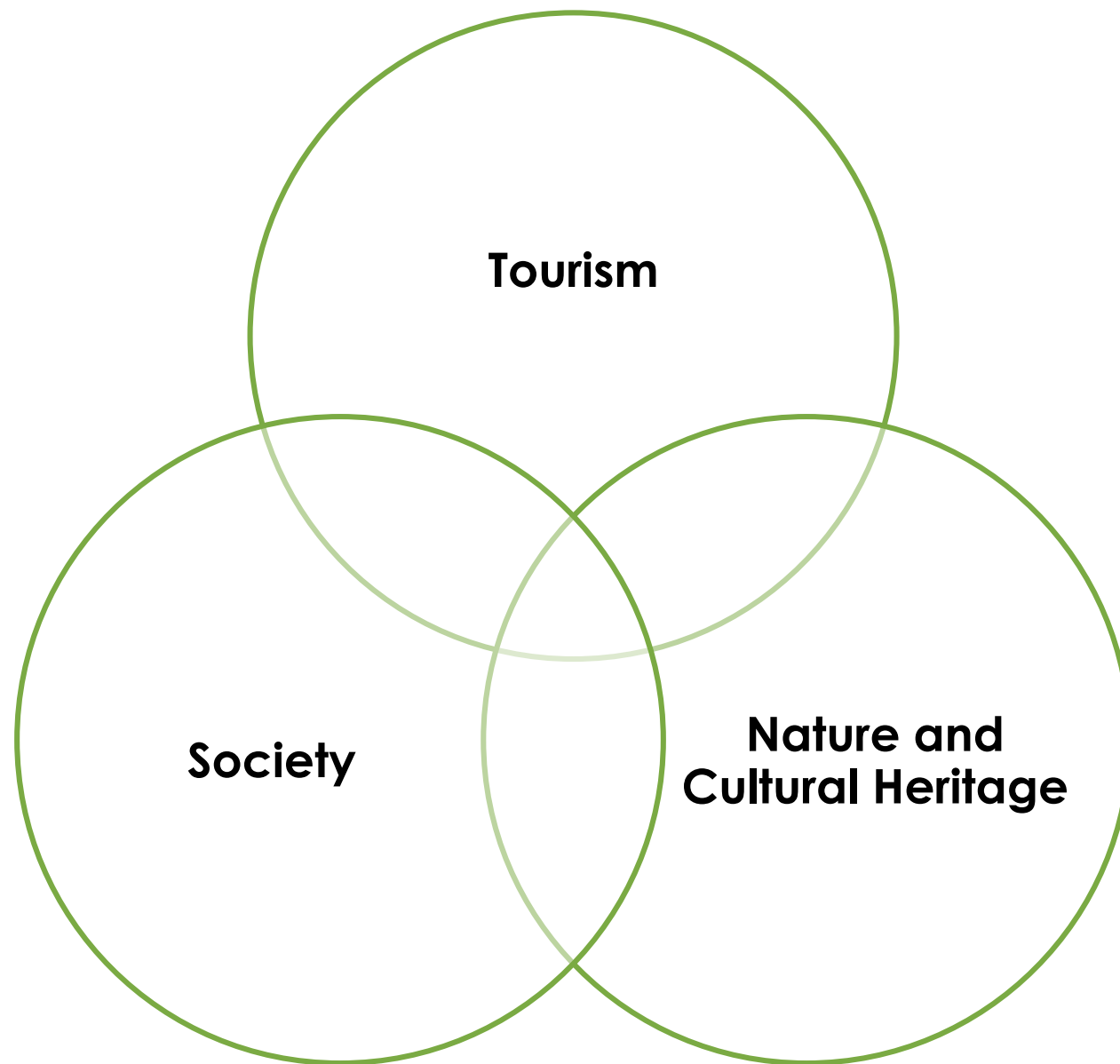
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Hvað svo?



The Vision Statement of South Region

Tourism in South Region is sustainable with emphasis on holistic development in harmony with the nature and society. Tourism is „first and foremost an“ industry where cooperation is common between various stakeholders and plays an important role focusing on quality, information and education .



Preservation of nature and cultural heritage is in the foreground when looking at tourism and securing access to natural sites.



Regulations in tourism are clear and lead to a positive experience for locals and guests.



Road network and transportation are secure and destinations are thought through and marked with the appropriate signs and information.



Possibilities for education in tourism are versatile and localized.



Basic services for example healthcare is good and inhabitants have a positive view on tourists and towards the industry as a whole.

Main goals

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Hvað svo?

Society



Fundamental service is good



Transportation is safe



Inhabitants are positive towards tourism



Rest areas are thought holistically

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Hvað svo?

Tourism



Structure is based on a vision and balance.



Government understanding of tourism is good



Policy in line with tourism, society and nature



Regulation is clear



Communication and collaboration in the area is active



Information and education in tourism is good



Quality in the area is good



Surveillance with regulation/laws is active

Nature and Cultural Heritage

Main goals

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Hvað svo?



Preservation of nature is in the foreground of tourism in the area.



Supervision in regards to nature preservation is good.



Each zone defines its own access to natural sites.



Tourism supports local culture and archeological sites and places.

Highlights needed for tourism and South region

Highlights

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Hvað svo?



Research and statistics



Transportation



The impact of tourism on communities



Collaboration and communication

Highlights needed for tourism and South region

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Hvað svo?



Manage and distribution on tourist attraction



Rule for fee collection



Sustainable development



Quality and quality awareness

Highlights needed for tourism and South region

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Information, labelling and guidelines



Responsible tourism

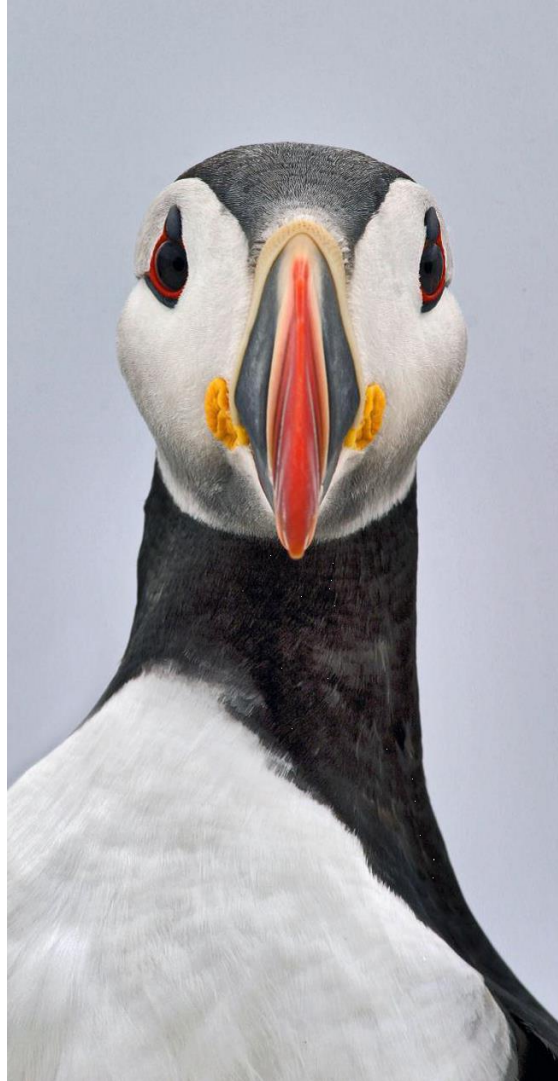


Conservation of nature



Safety and accessibility

Next steps



Key stakeholders need to be involved in the implementation

Municipalities

The local government organizations - SASS

Tourism companies

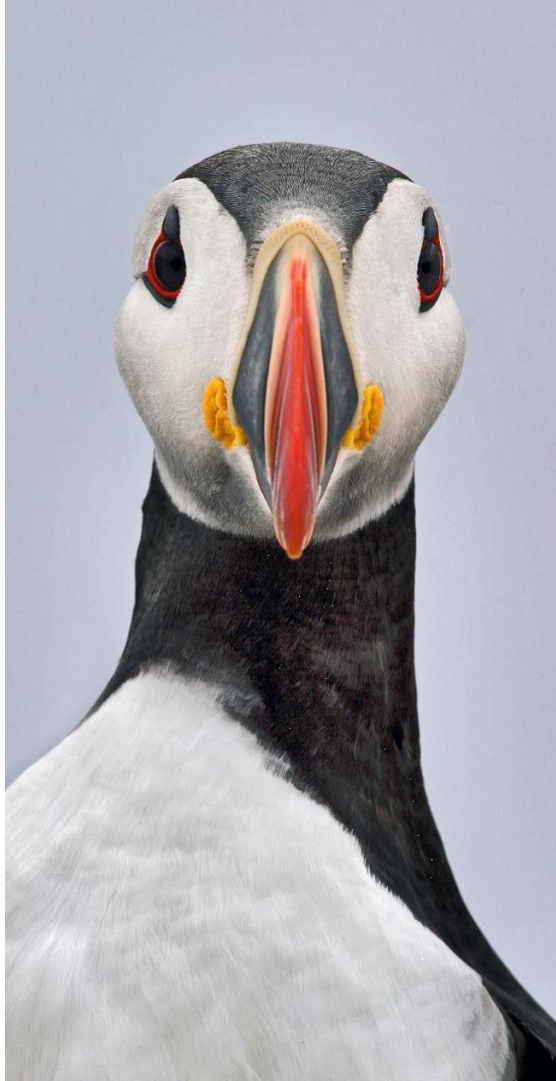
Tourism associations

Visit South

Public service and Government

And other stakeholders

Examples of projects



The possitve impact of tourism

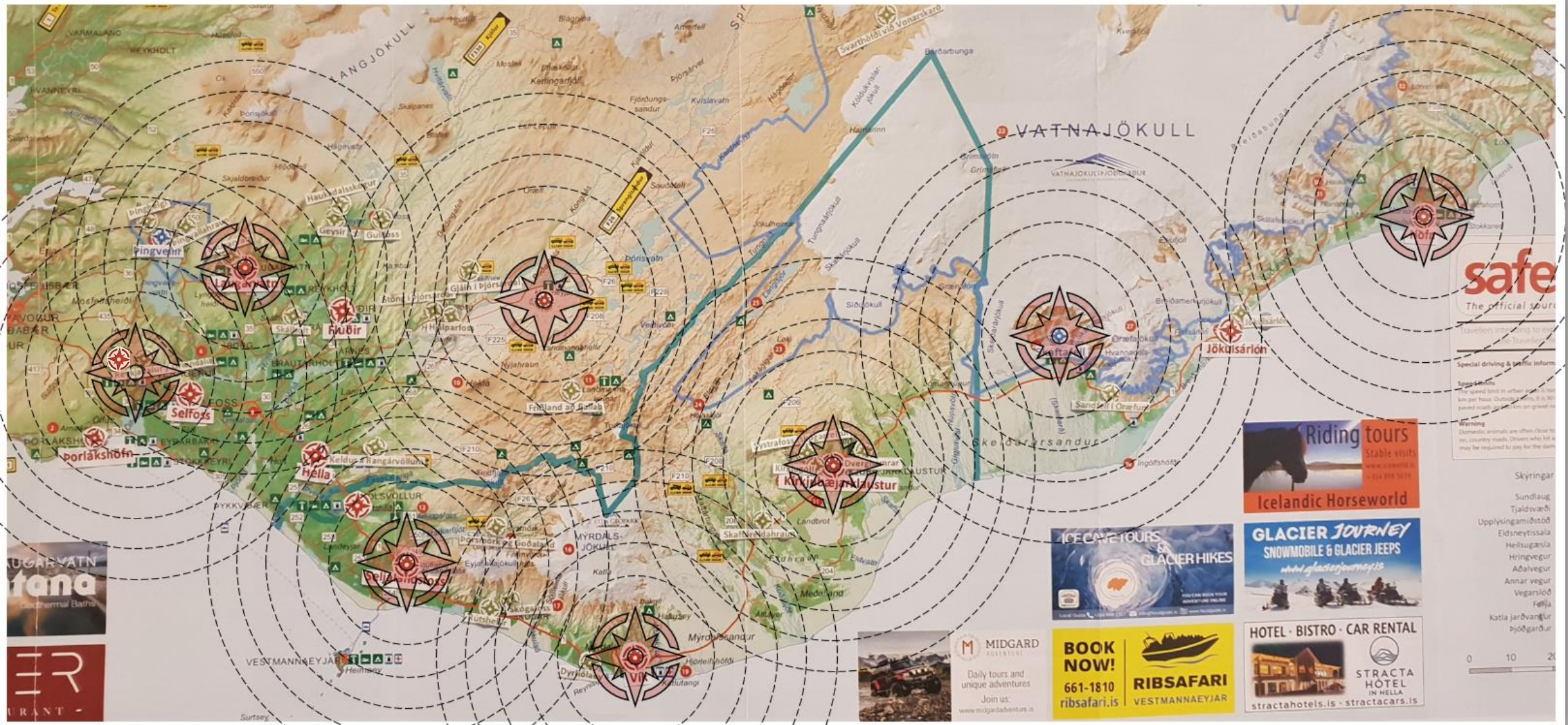
Scienic routes

South Circles – *Enhance the journey*

South Region „Toscana of the North“

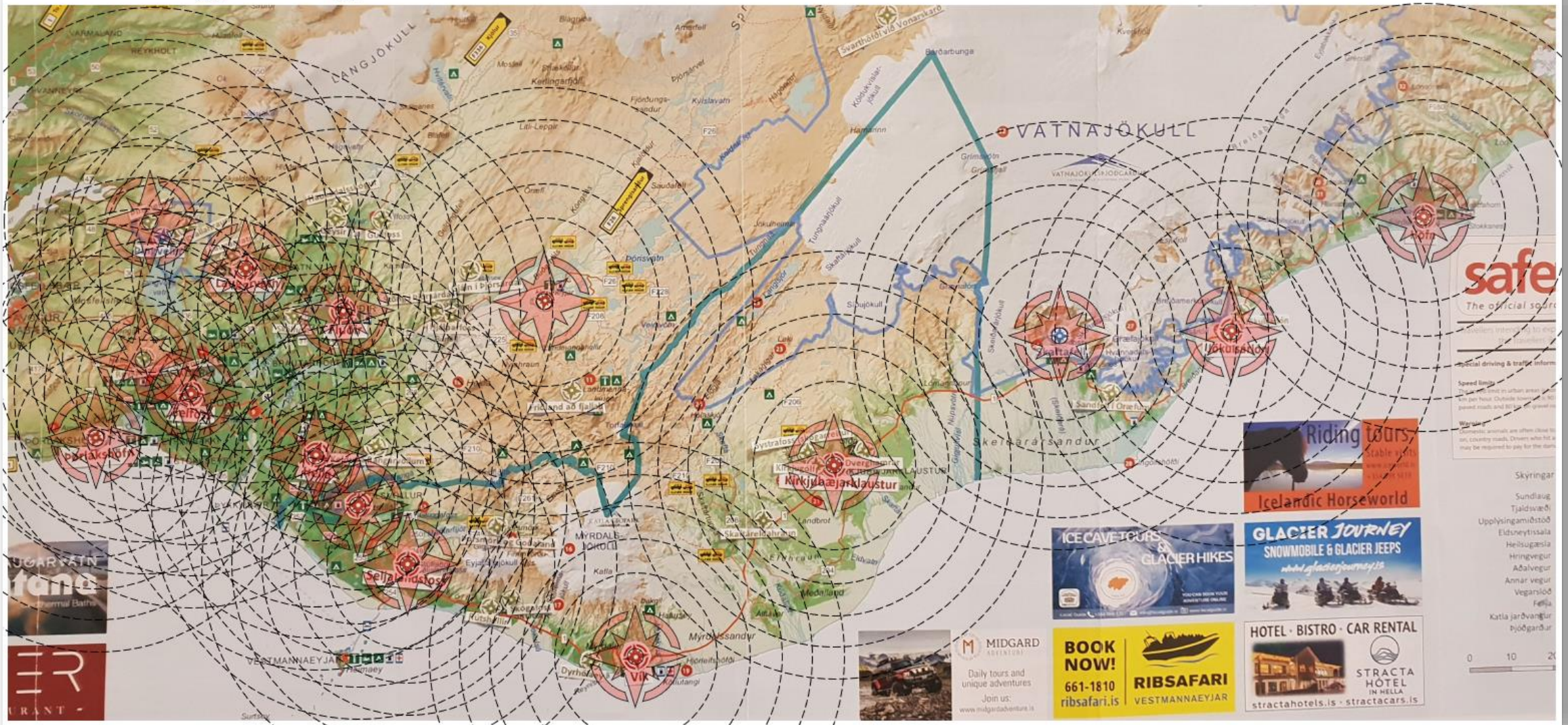
Work in progress: South Circles – Enhance the journey

Áttavitar Suðurlands – ca 60 km radius pr áttavita - Grunnur



Work in progress: South Circles – Enhance the journey

Áttavitar Suðurlands – ca 60 km radius pr áttavita - allir



In progress: South Circles – *Enhance the journey*

The food circles

- Food production
- Food processing
- Restaurants





In progress: South Circles – *Enhance the journey*

The nature circles

- Waterfalls
- Hotsprings
- Glaciers
- Black beach
- Canyons



In progress: South Circles – *Enhance the journey*

The cultural heritage circles

- Cultural momentums
- Museum
- Exhibitions
- Shows



In progress: South Circles – *Enhance the journey*

The activity circles

- Ice climb
- Snowmobile
- Ice caves
- Boat trips
- Jeeps
- Horseback ride
- Hikes



In progress: South Circles – *Enhance the journey*

The accomodation circles

- Hotels
- Guesthouse
- Camping place
- Glamping
- Hostels
- Farm holidays
- Cottages



In progress: South Circles – *Enhance the journey*

The information and service circles

- Tourist information
- Health care



Example of project from DMP





Thank you

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